

Brand value reshaping and market positioning innovation empowered by digital technology

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Abstract: With the deep penetration of the digital economy, digital technologies such as AI, big data, and the Internet of Things are reshaping the market competition landscape and consumer behavior logic. Traditional brand value systems and static market positioning models are facing the challenge of cognitive fragmentation. Brand value reshaping and market positioning innovation have become important propositions for enterprises to achieve sustainable development. Based on the underlying logic of digital technology empowerment, this paper expounds the principles that brand value reshaping and market positioning innovation should follow under digital empowerment, such as the user-oriented principle, the collaborative adaptation principle, etc., and then proposes several measures, mainly including relying on digital technology to reshape the core value core of the brand, optimize the digital communication path to achieve efficient brand value transmission, Further, it aims to provide theoretical references and practical guidance for various brands to break through development bottlenecks and reconstruct differentiated competitive advantages by relying on digital technology, and help brands achieve value upgrading in the digital wave.

1. Introduction

With the development of the digital economy, cloud computing and big data, artificial intelligence technologies have fully permeated every aspect of brand operation, profoundly rewriting the underlying logic of brand value creation and the competitive landscape of the market, pushing brand development into the deep water of digital transformation. The value system built by traditional brands relying on product functionality and one-way communication has become difficult to adapt to the changing demands of consumers and diversity in the digital age. But digital empowerment provides technical support and path guidance for brand value repositioning and market positioning innovation, allowing brands to break through time and space limitations, accurately understand user needs, and optimize resource allocation. Brand value repositioning relies on digital technology to reshape core values, optimize value delivery, improve value monetization, and achieve an all-round upgrade of brand value. Market positioning innovation requires precise and dynamic positioning to identify the brand's unique position in the market. Therefore, in the future, it is necessary to explore measures for brand value repositioning and market positioning innovation empowered by digital technology to help enterprises break through development bottlenecks, strengthen core competitiveness, and promote high-quality development of the entire brand ecosystem.

2. Principles to follow for brand value repositioning and market positioning innovation under digital empowerment

2.1. User-oriented principles

This is the main principle that brand value repositioning and market positioning innovation should follow. It requires a change in mindset, starting from user needs, using digital technology as the main tool for understanding needs, serving users, and connecting users to achieve resonance between brand value and user needs. Specifically in brand value repositioning, the user-oriented principle requires brands to leverage digital technologies such as big data and artificial intelligence to capture users' consumption preferences, value demands, and pain points and difficulties in all aspects, and to integrate user demands throughout the process of brand core value reconstruction, value delivery, and value realization. In market positioning, the principle requires brands to identify target groups through precise user profiling and develop differentiated positioning strategies based on user needs. And the precise and contextualized positioning should revolve around user needs, such as Keep targeting the convenience and personalization of young sports enthusiasts and positioning itself as a digital sports service platform. Only by following the user-oriented principle can we ensure that brand value repositioning does not deviate from users and build an emotional connection between the brand and users.

2.2. The principle of synergistic fit

Under digital empowerment, brand value repositioning and market positioning innovation is a systematic project involving multiple aspects, including digital technology application and brand strategy adjustment, as well as operational system optimization, etc. Therefore, in the process of specific practice, the principle of synergy and fit should be strictly followed, taking into account digital technology and brand strategy, value shaping and positioning innovation, to achieve synergy and two-way empowerment in all links and elements. On the one hand, achieve the synergy and fit of digital technology and brand strategy. The application of technology should serve the overall goal of brand value repositioning and market positioning innovation. For instance, Huawei exemplifies this trend. Centering on its brand strategy of "Technology Empowering Life", it uses big data and digital communication technologies to build a multi-channel communication matrix, optimize intelligent product development, and achieve the integration of technology and strategy. On the other hand, achieve the synergy of brand value repositioning and market positioning innovation. Brand value repositioning is an important foundation for market positioning innovation, and market positioning innovation is the main manifestation of brand value repositioning. The two complement each other. In addition, it is necessary to fully integrate online and offline resources, achieve the synergy of online digital communication and sales and offline experience and service, ensure the consistency of brand value transmission and market positioning presentation, and deepen the user experience.

3. Core measures for brand value Rebranding with digital empowerment

3.1. Rebuilding the core value of the brand through digital technology

With digital empowerment, the key to reconstructing the core value of a brand lies in using digital technology to understand user needs, integrating user needs into the brand value setting, and ensuring that brand value resonates with user needs. Specifically, the following aspects need to be done:

Initially, big data analytics is employed to accurately capture the core requirements of users.

Enterprises should establish a full-channel user data collection system to integrate multi-touchpoint data both online and offline. The online content should include e-commerce platform consumption records, social media interaction data, and live-streaming comment feedback, etc. The offline content includes consumption data and participation in offline activities, etc. Through data cleaning, screening and analysis, a precise user profile is constructed. Firstly, by employing big data analytics tools, we can thoroughly explore users' consumption preferences and value demands, thereby enabling targeted establishment of brand core values. Secondly, digital tools are leveraged to develop user engagement mechanisms and advance the co-construction of brand core values. Enterprises should use digital platforms to build channels for users to participate in brand value setting, product development and brand communication, allowing users' opinions and demands to be directly integrated into brand development and enhancing users' recognition and sense of belonging^[1] to brand value. In addition, enterprises should use digital forms such as online questionnaires and voting to fully collect users' opinions on brand value and brand image, dynamically optimize brand core value, and ensure that brand value is close to users' demands. Thirdly, with the support of digital technologies, emotional bonds between brands and consumers are strengthened, so as to establish distinctive value moats. Enterprises can leverage the advantages of digital technologies such as short videos and live streaming, virtual reality, and augmented reality to create immersive and contextualized emotional experiences, convey the emotional core of the brand, and shorten the distance between the brand and consumers.

3.2. Optimize digital communication paths to achieve efficient delivery of brand value

Brand value optimization requires the implementation of efficient communication channels. With digital empowerment, brand communication enters an era of precision. Enterprises should improve digital communication paths, effectively integrate multi-channel digital resources, achieve efficient transmission of brand value, and enhance brand influence. This is mainly reflected in the following aspects:

Firstly, a multi-channel digital communication matrix is constructed to realize the comprehensive coverage of brand value dissemination. Companies should increase their integration efforts and, based on their brand positioning, integrate multiple digital communication channels such as short videos and live streaming, e-commerce platforms, and content platforms to create an "all-domain communication matrix". For the younger generation, focus on platforms such as Douyin and Xiaohongshu, and use short videos and live streaming to convey brand value. For the mass consumer group, expand brand^[2] reach through short video platforms. Secondly, precision marketing approaches are leveraged to elevate the effectiveness and precision of brand value dissemination. Enterprises should use technologies such as big data and artificial intelligence to analyze user profiles, consumption habits and browsing trajectories to deliver brand information precisely, so that brand value can reach the target consumer group directly and reduce communication costs. For instance, the personalized recommendation mechanism featured by e-commerce platforms, known as the "thousand people, thousand faces" model, can be cited as a typical example. Enterprises can push brand information and product content that meet the needs of users based on their consumption preferences, allowing users to perceive brand value while browsing. With the targeted delivery function of social media, brand communication content is pushed based on users' age and gender to achieve precise delivery^[3] of brand value. Thirdly, interactive digital communication content is developed to strengthen the attractiveness of brand value dissemination. In the digital age, enterprises need to change their previous communication models, create interactive and immersive digital communication content, guide users to participate in the interaction, and in the interaction, let users perceive and identify with the brand value. For example, brands can launch short video challenges

and online interactive games to attract users to participate and expand brand reach.

4. The Path of Market Positioning Innovation Empowered by Digital Technology

4.1. Relying on digital technology to achieve precise market positioning

Empowered by digital technology, enterprises should use digital technologies such as big data and artificial intelligence to analyze the market environment and consumer demand, and identify the target group and positioning direction of the brand.

One is to use big data to analyze the market environment and identify positioning opportunities. Enterprises should use big data analysis technology to integrate industry data, market data and policy data, analyze market development trends and industry competition patterns, and identify opportunities for brand market positioning. For example, by analyzing industry data, understand the pain points and trends^[4] of industry development. Another example is to combine brand positioning with policy orientation by deeply analyzing policy data and grasping policy orientations such as the digital economy and green development. BYD, a prominent new energy vehicle brand, can be cited as a representative case. Relying on digital technology to analyze policy orientation and market demand, the brand is positioned as "new energy + intelligent", in line with the trends of green development and digitalization.

The second is to use user profiling to precisely target consumer groups. By virtue of digital technologies, enterprises are capable of developing refined user profiles and implementing targeted market positioning through the accurate analysis of target consumers' demographic characteristics including age, gender and regional distribution, as well as their consumption preferences and intrinsic value demands. Babycare, a prominent brand in the maternal and infant industry, serves as a typical illustration. It leverages big data to integrate multi-source online and offline user data for the construction of detailed user portraits. The core target group is young mothers aged 25-35, and it also focuses on parenting knowledge and parent-child interaction. It positions the brand as a "high-end maternal and infant lifestyle brand", focusing on young mothers and launching safe and convenient maternal and infant products^[5]. At the same time, it provides digital services such as parenting knowledge and parent-child interaction to achieve precise positioning and precise service. Thirdly, an in-depth analysis of competitors' market positioning is conducted to realize differentiated and targeted positioning strategies. With digital empowerment, enterprises can use big data technology to comprehensively analyze competitors' market positioning, product advantages, brand value, communication strategies, etc., identify competitors' positioning weaknesses, and combine their own strengths to achieve differentiated and precise positioning.

4.2. Rely on digital technology to achieve dynamic market positioning

In order to achieve market positioning innovation empowered by digital technology, it is necessary to achieve dynamism, monitor changes in the market and user demands as well as changes in competitors through digital technology, adjust brand positioning, ensure that brand positioning is in line with market demands, and maintain core competitiveness.

Firstly, a dynamic market monitoring system is constructed to capture market fluctuations and changes in real time. In the process of establishing the system, enterprises can use digital technologies such as big data and artificial intelligence to monitor industry development trends, changes in market demand, and the dynamics of competitors in real time, capture market change signals, and provide important data support^[6] for market positioning adjustments. For example, build an industry data monitoring platform to comprehensively collect industry sales data, price data and product innovation data, and analyze industry development trends. A user demand monitoring platform is built to perform

real-time analysis on multi-dimensional data, including user comments, feedback information and browsing behaviors, thereby identifying the changing trends of user demand^[7]. Meanwhile, a competitor monitoring platform is established to dynamically monitor competitors' product iteration, price adjustment and communication strategies in real time, so as to track and grasp their latest dynamics comprehensively.

The second is to develop a rapid response mechanism to adjust market positioning. Companies need to adjust their brand positioning, product strategies and communication strategies in response to changes in market and user demands. For example, establish cross-departmental response teams to integrate resources from multiple departments such as marketing, R&D, operations, and sales. If signals of market changes are detected, hold meetings promptly, analyze the reasons for the changes, formulate positioning adjustment plans, and implement them quickly. Digital tools are employed to enhance work efficiency, such as generating user requirement reports via big data analysis, which provides important support for the adjustment and optimization of brand positioning.

Third, construct a feedback mechanism for positioning optimization to support continuous dynamic iteration. The entire process of dynamic market positioning requires continuous optimization. Enterprises need to improve the positioning optimization feedback mechanism, collect market feedback and user feedback after positioning adjustment as well as sales data, analyze the effectiveness of positioning adjustment, and optimize positioning plans. For example, use various digital forms such as online questionnaires and customer service communication to collect users' feedback on the brand after positioning adjustment. The effectiveness of brand positioning adjustment is evaluated through an in-depth analysis of core performance indicators, such as product sales volume, market share and brand awareness. In light of corresponding feedback and evaluation results, brand positioning is continuously optimized to form a sustainable dynamic closed loop.

4.3. Rely on digital technology to achieve differentiated market positioning

Differentiation is at the core of market positioning. With digital empowerment, enterprises can use data technology to dig into their own strengths, combine user needs, create differentiated market positioning, and build unique competitive advantages. Specifically, it can be approached from the following aspects:

One is to differentiate products by relying on digital technology. Product differentiation is the main manifestation of market positioning differentiation. Companies can use data technologies such as big data and artificial intelligence to precisely identify the pain points of user needs, and based on their own technological advantages, launch differentiated products to meet the personalized and diversified needs of users. A typical case in point is Yankesi Forest, a well-known food brand. By analyzing users' demands for sugar-free and low-calorie "healthy drinks" through big data, and based on its own R&D advantages, it launched differentiated products such as sugar-free sparkling water and sugar-free tea to seize the healthy drink market and form a differentiated competitive advantage. Second, by virtue of digital technologies, enterprises can achieve service differentiation and enhance their competitive advantages in brand positioning. This is a major extension of market positioning differentiation. By leveraging digital technology, it can help enterprises create diversified differentiated services and deepen user experience. The third is to achieve communication differentiation based on digital technology. This is the key point for consumers to perceive the brand's differentiated positioning. Companies can use digital technology to create differentiated communication content and channels, allowing the brand's differentiated positioning to reach the target consumer group and amplify the influence of differentiation.

5. Conclusion

In summary, under digital empowerment, brand value repositioning requires relying on data insights to precisely anchor the core demands of users, using digital tools to build value delivery channels, and enabling both technological empowerment and humanistic value to empower each other. Market positioning innovation should adapt to market changes with a dynamic stacking position, making the positioning fit the core genes of the brand and precisely match the perceptions of the target users. In the future, only by adhering to the core of "human-oriented intelligence" and continuously optimizing brand value shaping and market positioning innovation strategies can digital capabilities be transformed into brand core competitiveness and promote high-quality development of the enterprise.

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