

Majors: MKT

**HOW BRAND AND POSITIONING CAN IMPROVE
ORGANIZATIONAL AWARENESS**



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FINAL PROJECT APPROVAL SHEET

Open Defense Examination

Open Defense / /

Topic of Research: (write your research /project topic)

Names of Student(s):

Enroll #

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Class: (Degree/Programme Name)

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Abstract

This research project investigates how strategic brand management and brand positioning can significantly improve organizational awareness, with a focused case study on Engro Corporation Limited one of Pakistan's most diversified and prominent conglomerates. Despite its substantial operational footprint across fertilizers, foods, energy, petrochemicals, and telecommunications, Engro's overarching corporate brand remains underappreciated in public consciousness relative to its subsidiary brands such as Engro Foods and Engro Fertilizers

The study adopts a qualitative research methodology, drawing on secondary data sources including published annual reports, marketing literature, corporate communications, and peer-reviewed academic journals. The conceptual framework integrates Keller's Brand Equity Model, Asker's Brand Identity System, and Kapferer's Brand Identity Prism to analyse Engro's current brand architecture and positioning strategy.

Key findings reveal that Engro Corporation's fragmented brand architecture and subsidiary-focused communication strategy have diluted its corporate brand awareness. The research demonstrates that a unified corporate branding approach, supported by consistent positioning narratives, digital brand management strategies, and integrated marketing communications, can substantially elevate organizational awareness among consumers, investors, employees, and policymakers.

The project concludes with a strategic action plan recommending brand consolidation, the development of a corporate brand identity platform, investment in digital presence, and stakeholder specific brand engagement programmers. These recommendations carry significant managerial implications for Engro Corporation's long term brand equity, investor relations, talent acquisition, and social license to operate.

Keywords: Brand Management, Brand Positioning, Organizational Awareness, Corporate Branding, Engro Corporation, Brand Equity, Brand Identity, Marketing Strategy, Pakistan

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