

# Strategi repositioning dan rebranding media televisi pasca akuisisi : studi tentang strategi repasitioning dan rebranding Lativi menjadi TVOne = A media television's repositioning and rebranding strategy after acquisition

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## Abstrak

The conglomeration of the television media industry changed company marketing strategies. An aim of the marketing strategy transformation is usually to create a new brand image of the company or product. To establish this new brand image, Lativi went through acquisition at the end of 2007 and changed its name into TvOne in February 2008. Through accurate Repositioning and Rebranding it attempts to create a new image in the minds of the television viewers. This transformation took place because of will of the TvOne management to create a new market in the Indonesian television viewers by being a television company which has a new image that suits TvOne's market target.