



UNIT 1



BRAND MANAGEMENT



BRAND

- A Brand is a name, term, sign, symbol or design or a combination of them, which is intended to identify the goods or services of one seller or another seller and differentiate them from other manufacturers
- The American Marketing Association defines 'brand' as "a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers...A brand may identify one item, a family of items, or all items of that seller."

BRANDS..



ELEMENTS OF A BRAND

- Name
- Logo
- Tagline or catchphrase
- Graphics
- Shapes
- Colors
- Sounds
- Scents
- Tastes
- Movement



FEATURES OF A BRAND

- A brand has physical qualities
- A brand has its own personality
- A brand has its own culture
- A brand is a relationship



FUNCTIONS OF A BRAND

- Identification
- Practicality
- Guarantee
- Optimization
- Continuity
- Characterization
- Ethics

BRAND MARK

- The brand mark is a design element, such as a symbol (e.g., Nike swoosh), logo (e.g., Yahoo! graphic), a character (e.g., Keebler elves) or even a sound (e.g., Intel inside sound), that provides visual or auditory recognition for the product

Aspect or element (such as color, design, picture, symbol, typeface) of a brand that cannot be expressed in





TRADE MARK

- It is a brand or a part of brand which is given legal protection because it is capable of exclusive appropriation.
- The official definition of a trademark is “any word, name, symbol or device including, but not limited to, a distinctive package or container of any kind, or any combination of these, used by a person to identify and distinguish the goods of that person, including a unique product, from those manufactured or sold by others, and to indicate the source of the goods, even if that source is unknown.”

TRADE MARK EXAMPLES

- Company slogan or catchphrase

Examples:

“Built Ford Tough”, (federal registration # 2202980)

“Just Do It”, (federal registration # 1875307)

- A Company or brand name

Example:

- Ford, federal registration # 0643185

- Product or service name

Example:

- Amazon’s Kindle, federal registration # 3694267

- Domain name

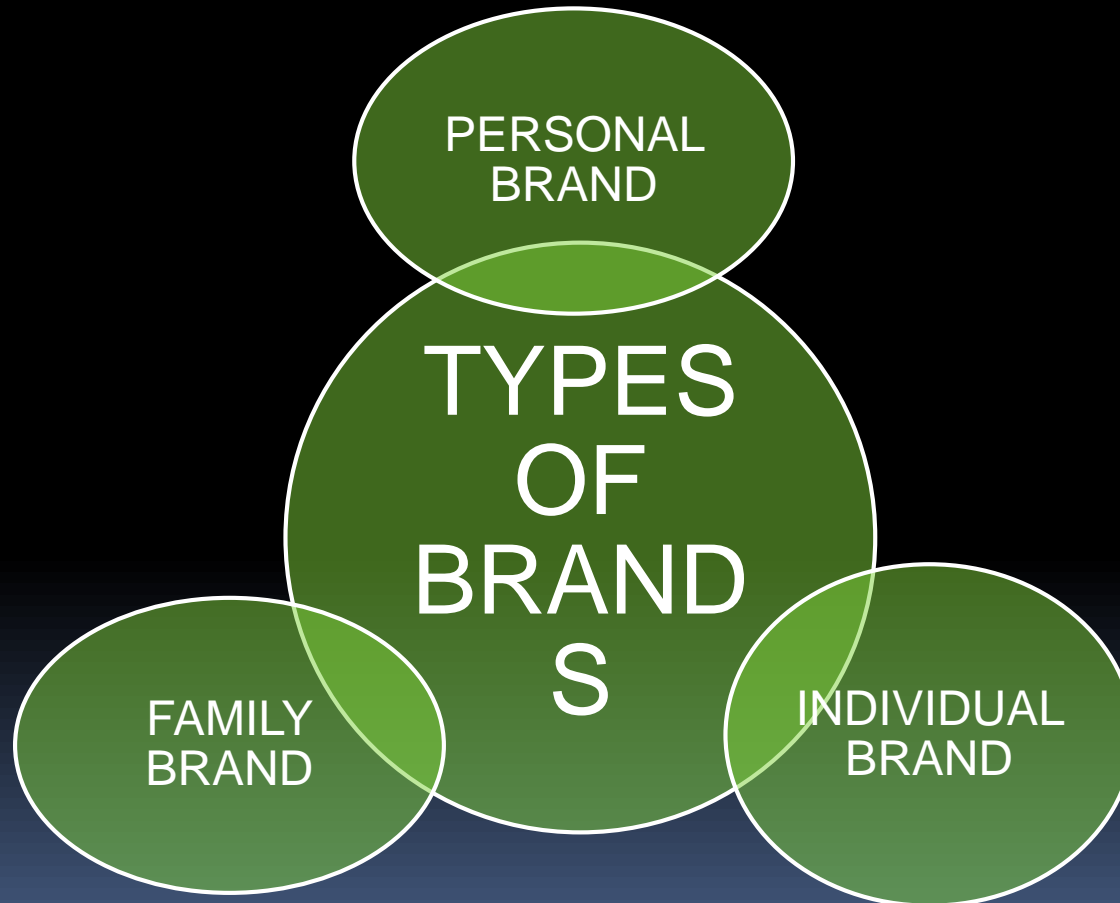
Example:

- Amazon.com, federal registration # 2078496

TRADE MARK EXAMPLES


- A device
 - Shape. Example:
 - Coca Cola bottle, federal registration # 1057884
 - Color. Example:
 - Canary yellow Post-Its, federal registration # 2390667
 - Sound. Example:
 - NBC chimes, federal registration # 0916522
 - Smell. Example:
 - Peppermint scent on file folders, federal registration # 3140700
 - Touch. Example:
 - Leather texture wrapping around wine bottle, federal registration # 3806100

TYPES OF BRANDS





PERSONAL BRAND

- The personal brand attached with individual personality
 - It explains the character of the particular popular celebrity
 - For example: Abdul Kalam
- 

INDIVIDUAL BRAND

- Individual branding, also called individual product branding or multi branding, is a marketing strategy of giving each product in a portfolio its unique brand name.
- This facilitates the positioning of each product, by allowing a firm to position its brands differently.



FAMILY BRANDING

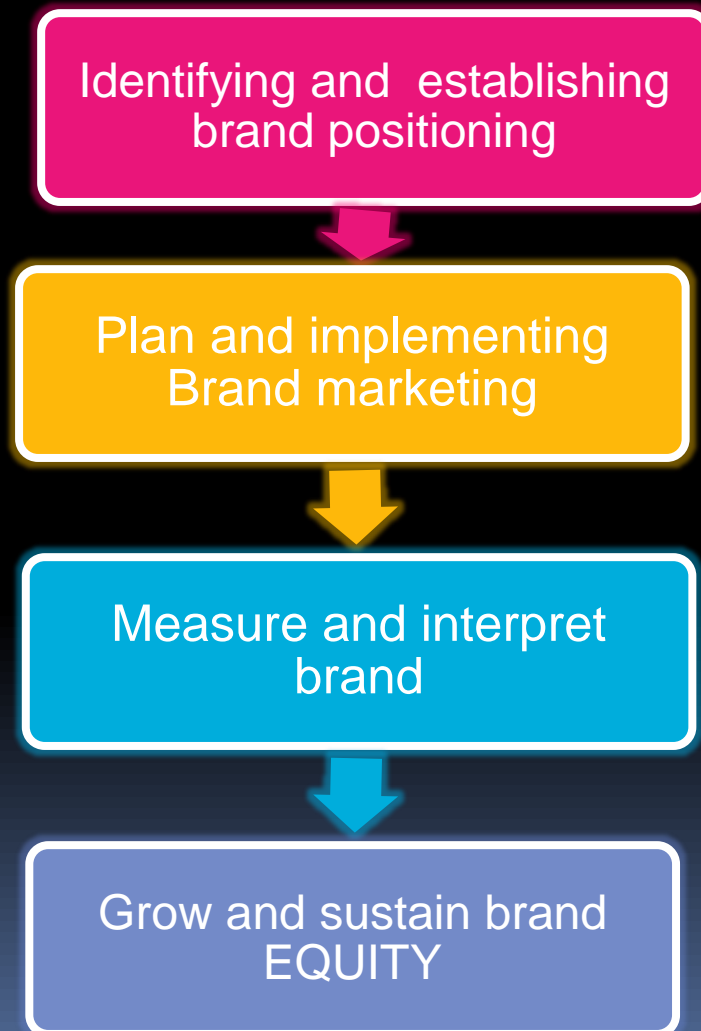
- Family branding is a marketing strategy that involves selling several related products under one brand name. Family branding is also known as umbrella branding.
- It contrasts with individual product branding, in which each product in a portfolio is given a unique brand name and identity.



SELECTING A BRAND NAME

- Initialism
- Descriptive
- Alliteration and rhyme
- Evocative
- Foreign word
- Founders name
- Geography
- Personification

BRAND MANAGMEMENT PROCESS





UNIT II

BRAND MANAGEMENT

VISION

- A Vision is a description of the business, as you want it to be.
- It is, “a mental image produced by the imagination.”
- It involves seeing the optimal future for your business, and vividly describing this vision.
- The description might include HOW things will be WHERE, WHOM with, WHAT you'll be doing and HOW you'll feel.



BRAND VISION

- A vision paints a picture of what you are trying to achieve with your brand in a simple sentence.
- This is the strategic goal of a brand.
- It indicates the direction into which a given brand should develop medium- or long-term.

EXAMPLE:

"To be the Number 1 brand in the UK sun care market in penetration, sales and likeability."

"To provide innovative solutions to market needs."

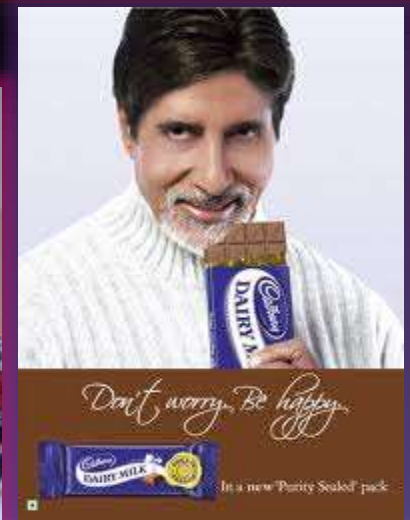
BRAND AMBASSADOR

- One who represent the product on behalf of the entire company.
- A well-connected person or a celebrity who is used to promote and advertise a product or service
- A brand ambassador can also be called as an marketing agent of a company.
- Intention beyond is to



BRAND AMBASSADOR

- **Brand ambassador** is a marketing term for a celebrity employed by a company to promote its products or services within the activity known as celebrity branding. The brand ambassador is meant to embody the corporate image in demeanor, values



CHARACTERISTICS OF A GOOD AMBASSADOR



Understanding that no matter how much you already know, there is still much more to learn



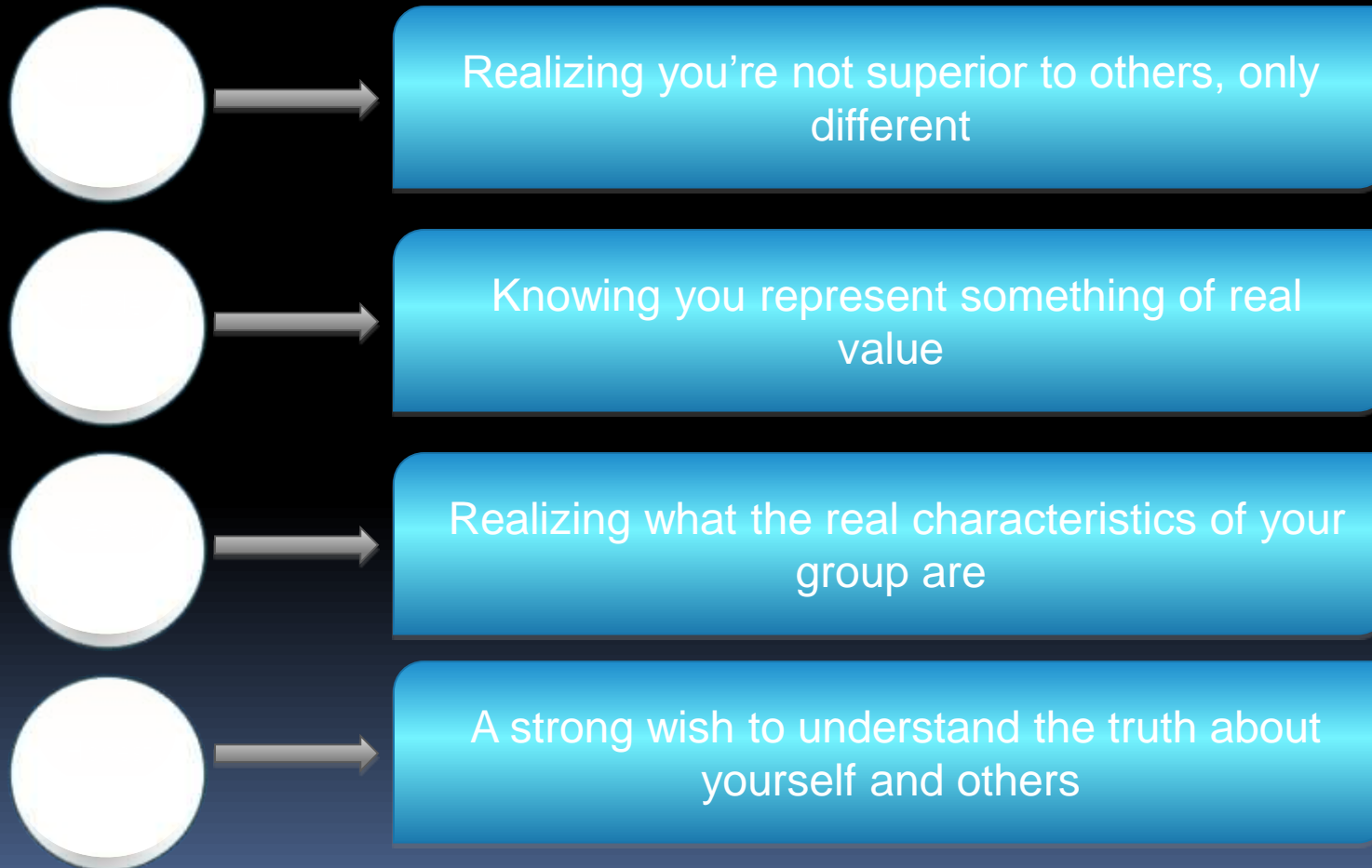
A strong desire to really understand other people



A must for a good ambassador



CHARACTERISTICS OF A GOOD AMBASSADOR



BRAND PERSONALITY

- A set of human characteristics that are attributed to a brand name
- This is the added-value that a brand gains, aside from its functional benefits
- Personality is how the brand behaves
- Example: IBM is 'older' while Apple is 'younger'

India Today is 'old-fashioned' while
Outlook is 'trendier'

WHY USE BRAND PERSONALITY?

- Enriches understanding (For ex., Microsoft, IBM etc.,)
- Contributes to a differentiating identity (Clinic Plus Vs Pantene)
- Guides the communication effort (For ex., Is Nike shoes or sports, performance and attitude?)



PRODUCT-RELATED CHARACTERISTICS

- Product-related characteristics can be primary drivers of a brand personality
- Even the product class can affect personality
- Banks, Insurance etc., tend to be Competent, Serious, Masculine, Older and Upper-class
- Athletic shoes tend to be Young, Lively, Rugged, Outdoorsy, Adventurous etc.,
- A high-priced brand will be considered wealthy, stylish

SPONSORSHIPS

- Activities such as events sponsored by the brand will influence its personality
- Pond's sponsoring Femina's 'Miss India' contest
- Budweiser sponsoring the blimp in American sporting events



USER IMAGERY

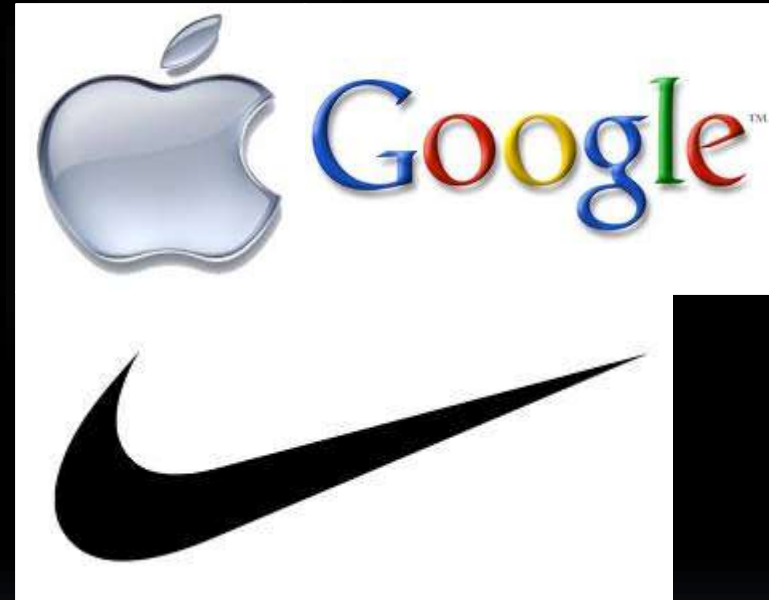
- Can be powerful driver of personality because user is already a person and so conceptualizing the personality is reduced
- User Imagery can be people who use the brand or those portrayed in advertisement

AGE

- How long a brand has been on the market can affect its personality
- New entrants like Apple, Outlook etc., tend to have younger brand personalities than IBM, India Today etc.,

SYMBOL

- A symbol can be a powerful influence on brand personality since it can be controlled and can have extremely strong associations
- Some examples...
 - ▣ Apple's bitten apple
 - ▣ Nike's swoosh



TO SUM UP...

- A brand personality can help a brand in several ways:
 - It can provide a vehicle for customers to express their own identity
 - A brand personality metaphor helps suggests the kind of relationship that customer has with brand
 - Brand personalities serve to represent and cue functional benefits and product attributes well
- Importantly, brand personality is often a sustainable point of differentiation
 - Sustainable because it is very difficult to copy a personality



BRAND EXTENSION

- Brand extension or brand stretching is a marketing strategy in which a firm marketing a product with a well-developed image uses the same brand name in a different product category.
- The existing brand is the parent brand and the new brand is the sub-brand.



TYPES OF BRAND EXTENSION

LINE EXTENSION

- New product targeting new market segment within the product category the parent brand serves.

Example: Head & Shoulder

Dry

Scalp

Shampoo

CATEGORY EXTENSION

- Marketers apply the parent brand to enter a different product category from the one it currently serves.

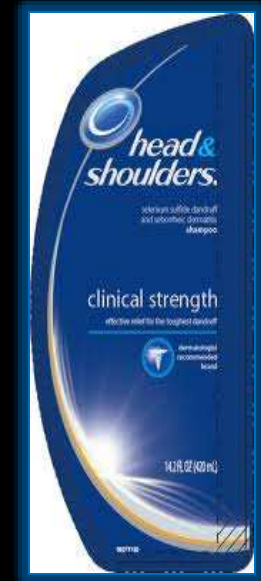
Example: Swiss Army

Watches

EXAMPLES OF LINE EXTENSION



COCA COLA'S LINE EXTENSION



HEAD & SHOULDERS LINE EXTENSION

EXAMPLES OF CATEGORY EXTENSION



BRAND POSITIONING

- Positioning has come to mean the process by which marketers try to create an image or identity in the minds of their target market
- “positioning is the act of designing the company’s offers and image so that it occupies a distinct and valuable place in the target customers mind ”



BRAND POSITIONING

- **Re-positioning** involves changing the identity of a product, relative to the identity of competing products, in the collective minds of the target market.
- **De-positioning** involves attempting to change the identity of competing products, relative to the identity of your own product, in the collective minds of the target market.

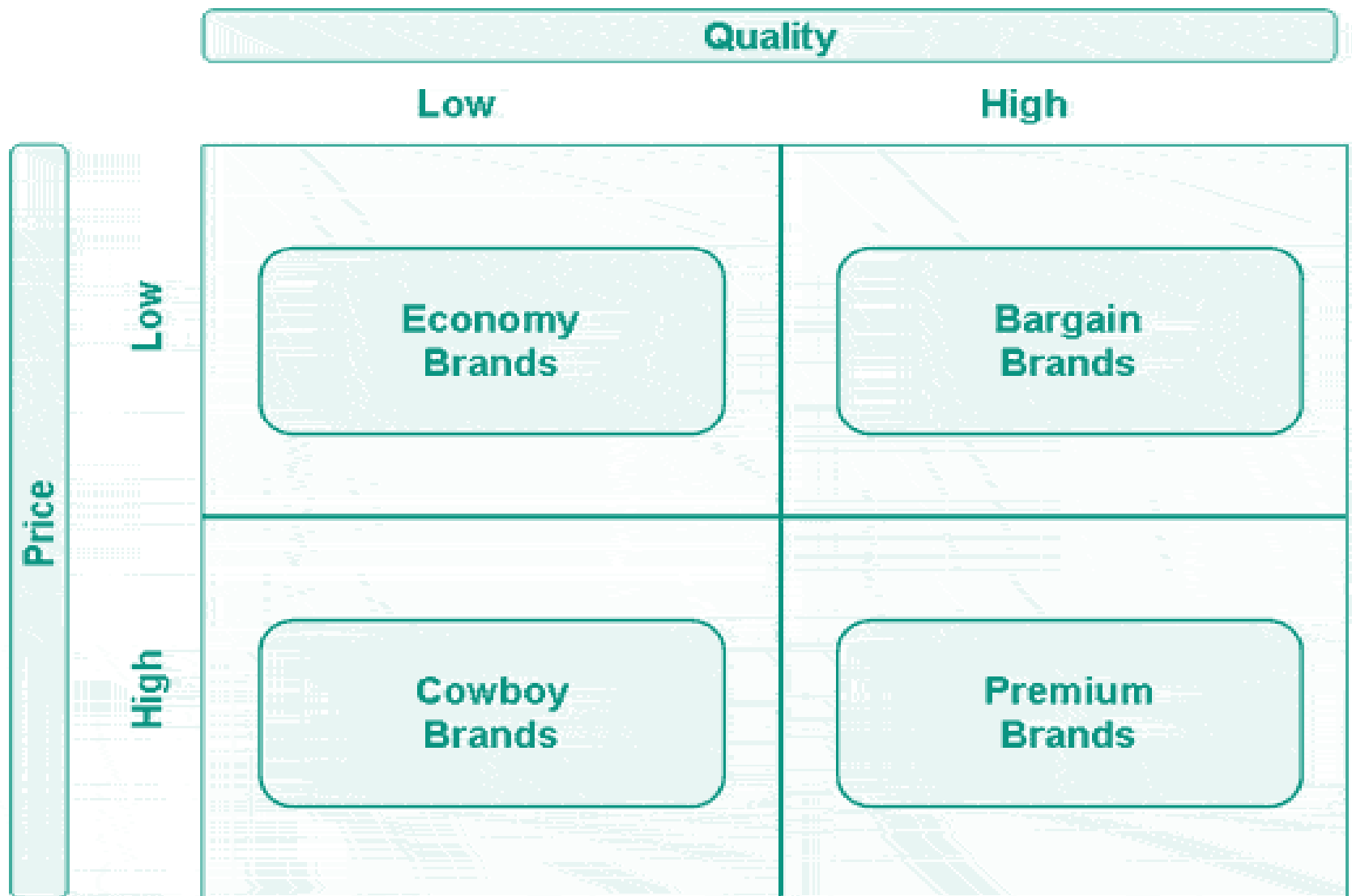


APPROACHES TO POSITIONING:

1. Focusing on the consumer
2. Focusing on the competitors

PROCESS OF PRODUCT/ BRAND POSITIONING





BRAND IMAGE

- Impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings).
- Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumer's direct experience.



BRAND IMAGE

- It can be defined as a unique bundle of associations within the minds of target customers.
- It signifies what the brand presently stands for.
- It is a set of beliefs held about a specific brand
- Brand image develops and conveys the

BRAND IMAGE

- The brand image includes products' appeal, ease of use, functionality, fame, and overall value
- Brand image is the objective and mental feedback of the consumers when they purchase a product
- Positive brand image enhances the goodwill

BENEFITS OF BRAND IMAGE

- Functional benefits → What do you do better
- Emotional benefits → How do you make me feel better
- Rational benefits/support → Why do I believe you

CASE - STUDY - VODAFONE

The Strategy :

- The Strategy Mumbai, September 19, 2007: Vodafone, the world's leading international mobile communications company, has fully arrived in India. Vodafone Essar announced today that the Vodafone brand will be launched in India from 21st September onwards. At 9pm all the television set went Red, i.e. the Hutch is now Vodafone commercial were aired across all the channels of Star Network and also other Networks like Sony, Ndtv. The Commercials were aired on Radio as well. All the Hutch Costumer Care Stores were revamped overnight.

THE RESULT

- There was 82% Brand Recall amongst TV viewing audience. There was 80% Brand Recall amongst Non - TV viewing audience. It led to a one day transformation, which was successful nationally.



BRAND MANAGEMENT

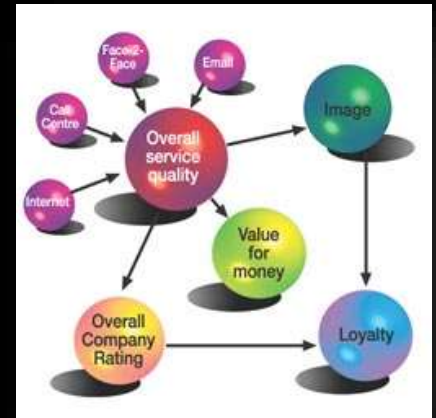
UNIT III

UNIT III

BRAND IMPACT: Branding impact on buyers-competitors , Brand loyalty-loyalty programmes-brand equity-role of brand manager-Relationship with manufacturing-marketing-finance -purchase and R & D-brand audit.

BRAND LOYALTY

American Marketing Association defines **brand loyalty** as:




"The situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category"

"The degree to which a consumer consistently purchases the same brand within a product class" (consumer behavior definition).



BRAND LOYALTY

- It consists of a consumer's commitment to repurchase or otherwise continue using the brand
 - It can be demonstrated by repeated buying of a product or service, or other positive behaviors such as word of mouth advice
 - Loyalty includes some degree of pre-dispositional commitment toward a brand
- 



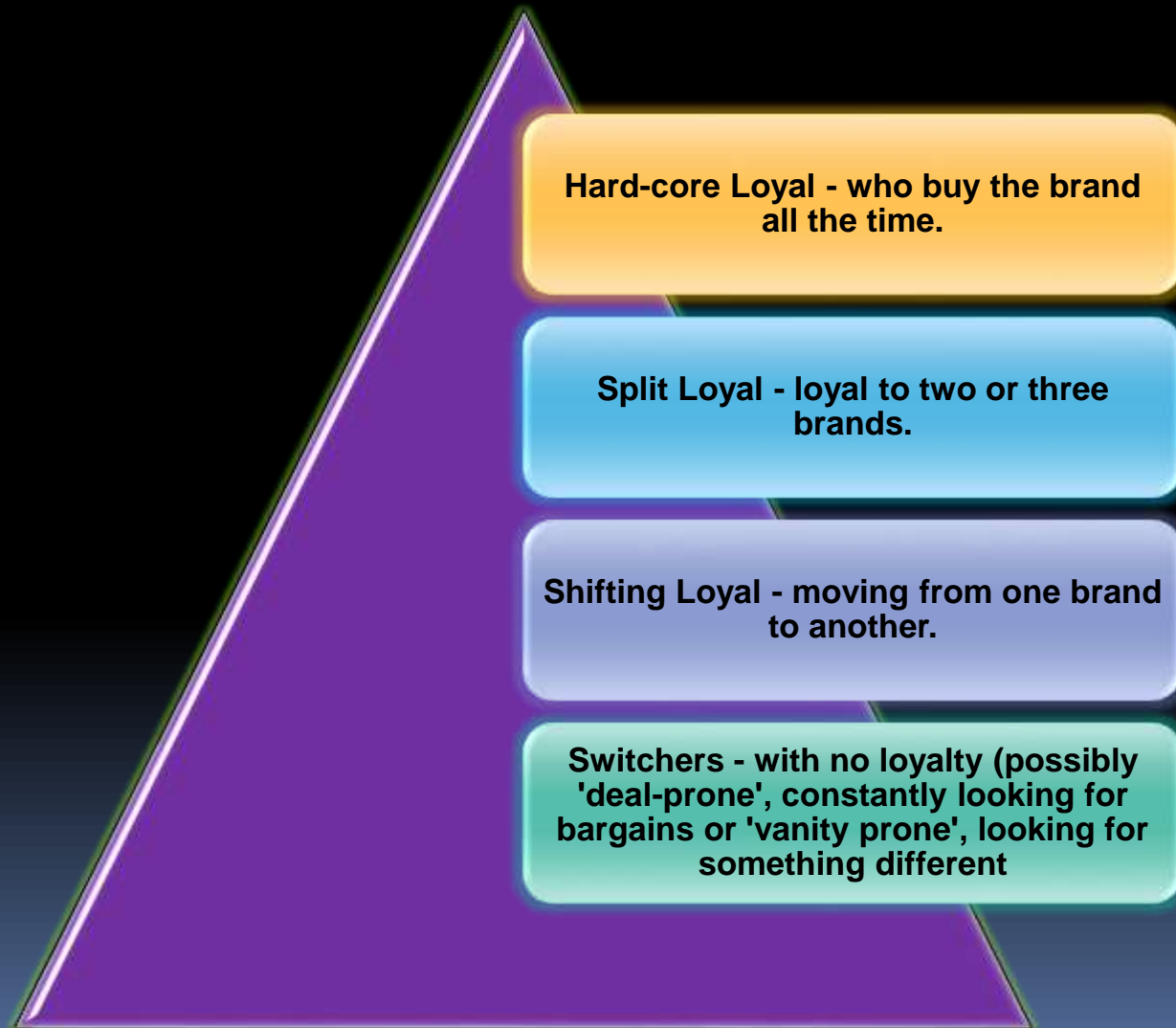
FACTORS INFLUENCING CUSTOMER LOYALTY

- Core offering
- Satisfaction
- The marketplace
- Demographics
- Share of wallet
- Customers' perceived value

BENEFITS OF BRAND LOYALTY

- Brand loyal consumers start building a relationship with the brand
- They become advocates of the brand by their positive word of mouth
- Brand loyal consumers become passionate about the brand and form clubs which results in further strengthening the brand
- Loyal consumers may be prepared to try out the variants of the brand
- They may be prepared to pay a premium

TYPES OF BRAND LOYALTY





ROLE OF BRAND MANAGERS

- Researching consumer markets and monitoring market trends
- Looking at the pricing of products and analyzing the potential profitability
- Exploring new ways to communicate with customers
- Generating names for new and existing products and services and coming up with packaging designs



ROLE OF BRAND MANAGERS

- Overseeing the production of TV, newspaper and magazine adverts
- Liaising with art designers, copywriters, media buyers and printers
- Ensuring the designs and messages in marketing literature and campaigns meet the company brand and regulatory guidelines
- Monitoring consumer reactions through focus groups and market research



QUALITIES OF A BRAND MANAGER

- Have an instinctive feeling about future product concepts
- Have strong marketing skills and knowledge
- Be creative, entrepreneurial thinkers
- Have excellent communication and listening skills
- Enjoy working in a deadline-driven, creative environment.

BRAND EQUITY

- Brand Equity is the value of a brand built up over a period of time. It is composed of four components namely Image, Perception, Awareness and Loyalty.
- David Aaker defines brand equity as: “A set of assets and liabilities linked to a brand's name and symbol that adds to or subtracts from the value provided by a product or service to a firm and/or that firm's customers”
- Brand Equity is an asset that can be sold or leased



BRAND EQUITY

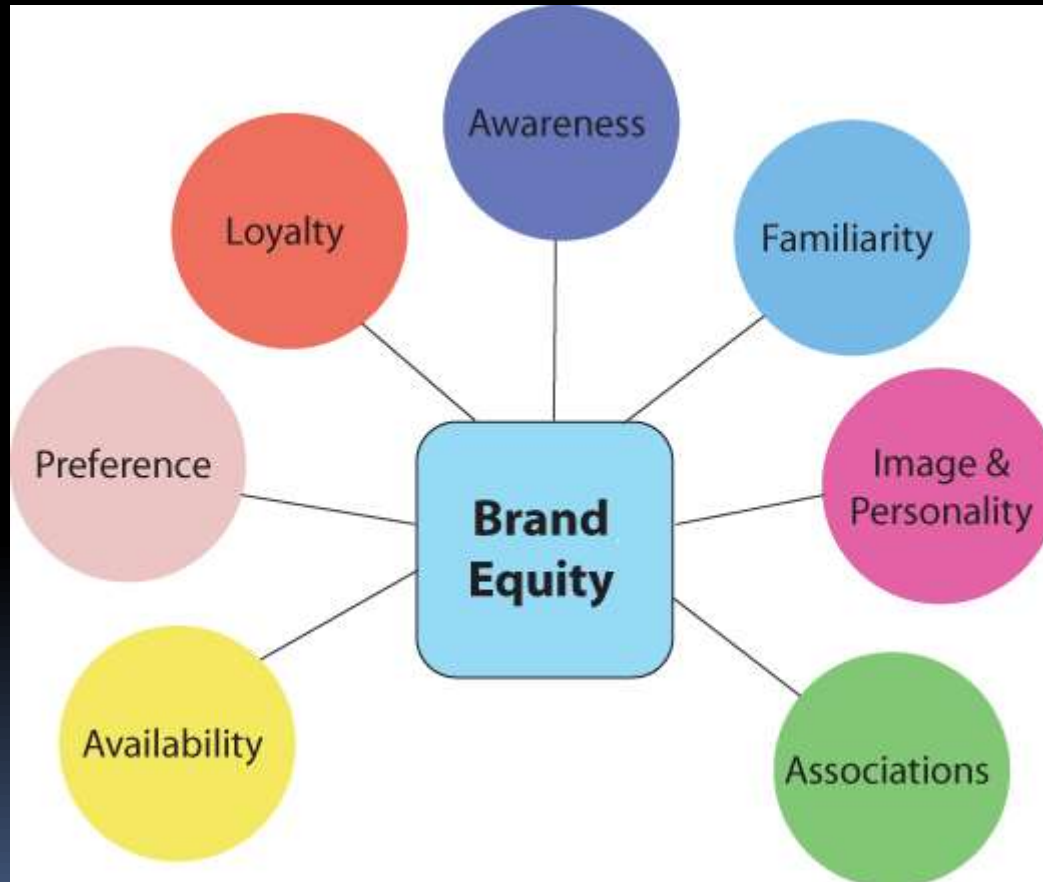
- Brand equity refers to the marketing effects and outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name.
- Brand equity is one of the factors which can increase the financial value of a brand to the brand owner
- BE is an important intangible assets that has psychological and financial value to the firm.



FACTORS INFLUENCING BRAND EQUITY

- Changing market share
- Profit margins
- Consumer recognition of logos and other visual elements

FACTORS INFLUENCING BRAND EQUITY





BRAND AWARENESS

- Brand Recognition: Consumer's ability to confirm prior exposure to the brand when they go to the store
- Brand Recall: Ability to retrieve the brand from the memory when given the product category



POSITIVE BRAND EQUITY

- The positive effect of the brand on the difference between the prices that the consumer accepts to pay when the brand known compared to the value of the benefit received

NEGATIVE BRAND EQUITY

- If consumers are willing to pay more for a generic product than for a branded one, however, the brand is said to have negative brand equity

MANAGING BRAND EQUITY

- Brand Reinforcement
 - Consistently convey the meaning of the brand to customers
 - What the core brand represents, benefits supplied, which needs it satisfies
 - How brand makes those product/service superior and which strong favorable unique brand association should exist in the mind of customer
 - Requires new product introduction



MANAGING BRAND EQUITY

- Requires consistency of marketing support (new offerings, new promotions)
- Example- Nivea from skin crème to skin care and personal care products.
- Early 70s brand still a leader-coke kodak, hienz, wrigleys

BRAND AUDIT

- It is a consumer focused exercise that involves a series of procedures to assess the health of a brand, uncover sources of brand equity, suggest ways to leverage that equity.
- Is current brand equity satisfactory
- What brand associations needs to be strengthened
- What brand opportunity exist

BRANDAUDIT

- What potential challenges exist from the brand equity.
- As a result strategic analysis to develop a new marketing program to maximize long term brand equity
- Externally, consumer-focused assessment
- A comprehensive examination to assess the health of the brand uncover its sources of equity and



BRAND AUDIT

It includes

- Brand vision
- Mission
- Promise
- Values
- Position
- Personality
- Performance



IMPORTANCE OF BRAND AUDITS

- Understand sources of brand equity
 - Firm perspective
 - Consumer perspective
- Set strategic direction for the brand
- Recommend marketing programs to maximize long-term brand equity



STEPS IN BRAND AUDIT

- Brand inventory (supply side)
- Brand exploratory (demand side)



BRAND AUDIT STEPS

- Brand audit objectives , scope, and approach
- Background about the brand(self-analysis)
- Background about the industries
- Consumer analysis (trends, motivation, perceptions, needs, segmentation, behavior)
- Brand inventory
- Elements, current marketing programs, POPs, PODs
- Branding strategies(extensions, sub-brands etc.)

BRAND AUDIT STEPS

- Brand portfolio analysis
- Competitors 'brand inventory
- Strengths and weaknesses
- Brand exploratory
 - Brand associations
 - Brand positioning analysis
 - Consumer perceptions analysis
- Summary of competitor analysis
- SWOT analysis
- Brand equity evaluation
- Strategic brand management recommendations



STEPS IN BRAND AUDIT

BRAND INVENTORY

- Brand elements
- Supporting marketing programs
- Profile of competitive brands
- POPs and PODs

- Brand mantra

BRAND EXPLORATORY

- Awareness
- Favorability
- Uniqueness of associations
- Customer based equity model



BRAND AUDIT STEPS

BRAND INVENTORY

- Suggests the bases for positioning the brand
- Offers insights to how brand equity may be better managed
- Assesses consistency in message among activities, brand extensions, and sub brands in order to avoid redundancies, overlaps and consumer confusion

BRAND EXPLORATORY

- Uncovers knowledge structures for the core brand as well as its competitors



UNIT IV

BRAND MANAGEMENT

UNIT IV

BRAND REJUVENATION: Brand rejuvenation and re-launch, brand development through acquisition, take over and merger-Monitoring brand performance over the product life cycle.
Co-branding

BRAND REJUVINATION

- Brand rejuvenation involves adding value to an existing brand by improving product attributes and enhancing its overall image.
- It is intended to re-focus the attention of consumers on an existing brand.
- Brand rejuvenation helps overcome consumer's boredom in seeing the same product on the shelves year after year.
- 'new', 'super', 'special', 'premium,' deluxe, 'extra strong' and 'fresh',



EXAMPLES OF REJUVENATED BRANDS



EXAMPLES OF REJUVENATED BRANDS

- New Burnol:
Burnol became 'New' and appeared in a new pack.



EXAMPLES OF REJUVENATED BRANDS

- New Horlicks : its New Horlicks the New Horlicks claimed more nourishment through additional protein and calcium, eight essential vitamins and iron.



EXAMPLES OF REJUVENATED BRANDS

- New Nescafe:

New Nescafe was made using the new agglomeration coffee process, instead of the fine powder form and the coffee now came in small round goblets



OBJECTIVES

- Rejuvenation aims at revival of brand. The intention is to breathe some new life into a brand that may be showing signs of decline
- Even healthy, successful brands may need occasional rejuvenation because of competition. The brand has to be updated. It ensures the steady success of the growing brand
- It helps keep the brand live and in focus

RE-LAUNCH

- Re-launching a brand means thinking beyond a new design or a new name. It means, "going deeper."
- A successful example, they point out, is Lifebuoy.
- From being an economic and normal bathing soap it was repositioned in the health and wellness group



OBJECTIVES OF BRAND RE LAUNCH

- To bring it to a better level in terms of sales, market share and profit than what its current position reflects.
- To re launch the brand and reposition it for faster growth and market share
- To re launch a brand that has failed due to an inappropriate marketing mix



BRAND RE LAUNCH: METHOD 1

- Keep all elements of the mix the same but reposition the brand in the minds and hearts of customers.
- Nothing is done to the product, the pricing or the distribution but the communication and the entire repositioning exercise changes the perceived value of the brand.
- The elements used would be in the area of the communication mix including the packaging.
- This approach is usually followed when consumers have accepted the product, found it affordable and available but do not want to use it because they feel it does not match their needs or aspirations, keeping the psychographics in mind.



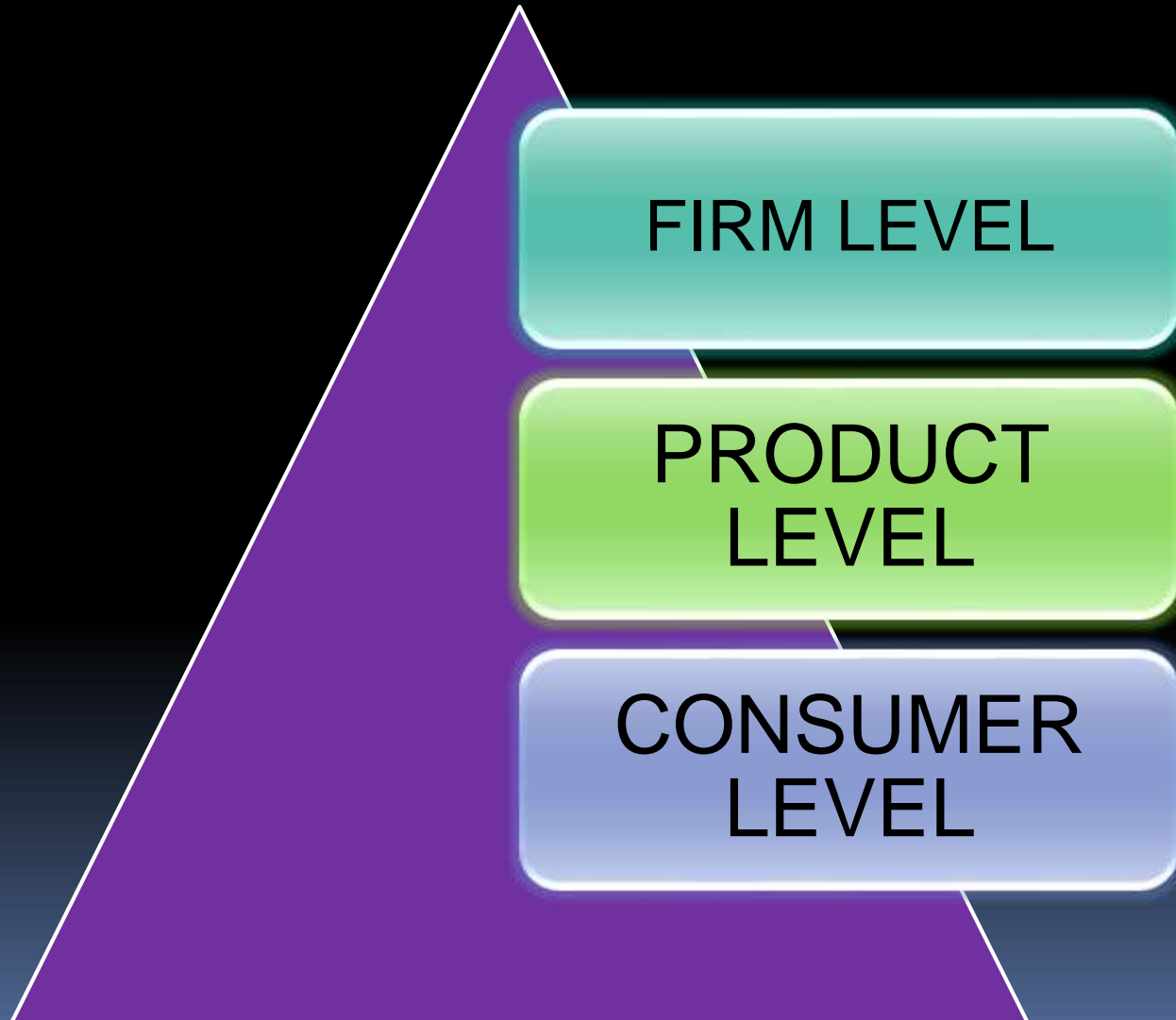
BRAND RE LAUNCH: METHOD 2

- Change the channel and distribution strategy.
- Other elements may be working but the distribution channel may be ineffective due to the choice of inappropriate outlets or even ineffective trade margins and marketing strategy.
- This can be linked with the sales effort, sales organization and structure.
- This happens in cases where the product is accepted, its awareness is high but it is not available. There is, therefore, wastage of advertising money.

BRAND RE LAUNCH:METHOD 3


- Revamp every element of the marketing mix including the brand name, the product ingredients and pricing, and bring it out with a new price and bring it out as a new avatar.

MONITORING THE BRAND





FIRM LEVEL APPROACH

- Firm level approaches measure the brand as a financial asset
 - A calculation is made regarding how much the brand is worth as an intangible asset
- 



PRODUCT LEVEL APPROACH

- The classic product level brand measurement example is to compare the price of a no-name or private label product to an "equivalent" branded product.
- The difference in price, assuming all things equal, is due to the brand.

CONSUMER LEVEL APPROACH

- This approach seeks to map the mind of the consumer to find out what associations with the brand the consumer has.
- This approach seeks to measure the awareness (recall and recognition) and brand image
- Brands with high levels of awareness and strong, favorable and unique associations are high equity brands



MEASURING BRAND PERFORMANCE

- **Comparative method**
 - Brand based comparative method
 - Market based comparative method
 - **Holistic approach**
 - Residual approach
 - Value added approach
- 



COMPARATIVE METHOD

BRAND BASED COMPARATIVE METHOD

- One set of consumers respond to the marketing program of the target brand and another set of consumers react to the program of a competitive brand or fictitious brand.
- Example: Case of T Mobile and Virgin Mobile.

MARKET BASED COMPARATIVE METHOD

- Consumers respond to changes in elements of the marketing program or marketing activity for the target brand or competitive brand.

HOLISTIC APPROACH

- Attempt to place an overall value on the brand in either abstract utility terms or concrete financial terms
- Net out various considerations to determine the unique contribution of the brand



HOLISTIC APPROACH

RESIDUAL APPROACH

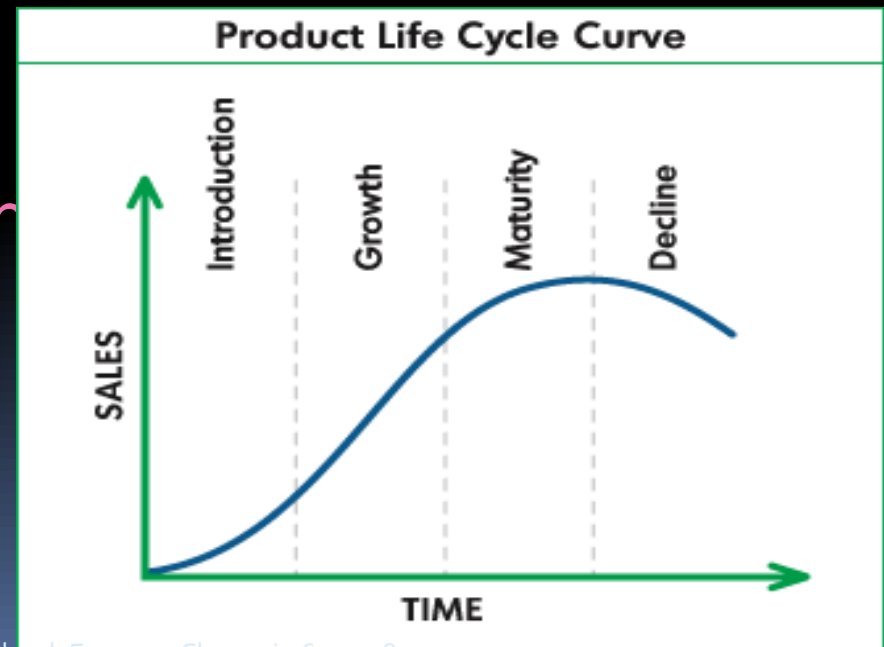
- Examine the value of the brand by subtracting consumers' preferences based on physical product attributes alone from their overall brand preferences

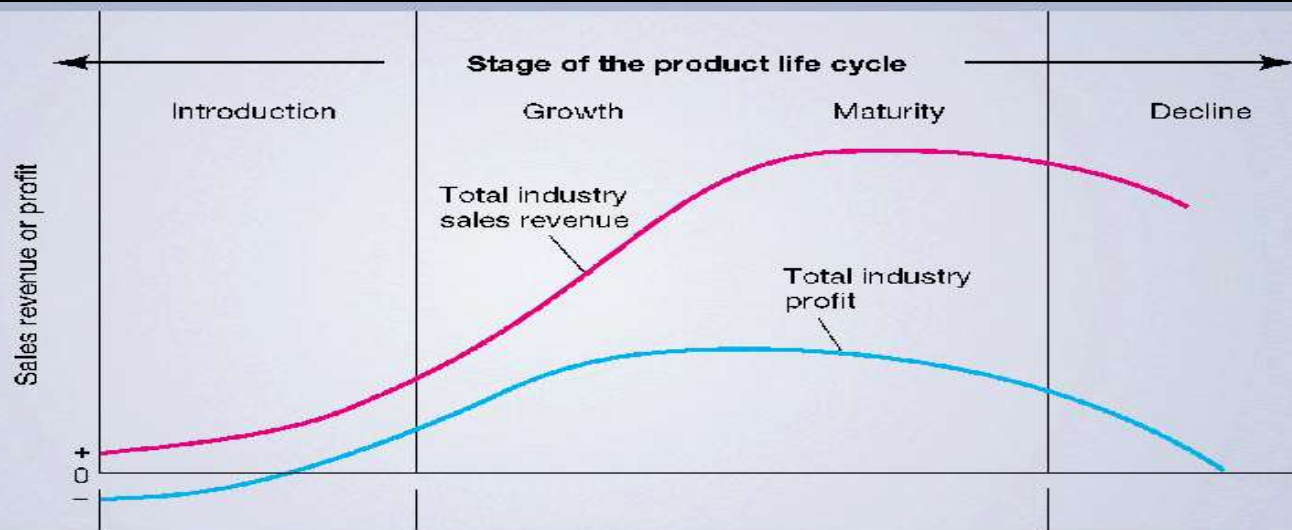
VALUE ADDED APPROACH

- Attempt to place a financial value on brand equity for accounting purposes
- Useful in cases of mergers and acquisitions, brand licensing, fund raising, and brand management decisions

PRODUCT LIFE CYCLE

- It gives a list of stages a product undergoes during its life time It contains the following stages
 - Initial
 - Growth
 - Maturity or saturation
 - Decline





MARKETING OBJECTIVE	GAIN AWARENESS	STRESS DIFFERENTIATION	MAINTAIN BRAND LOYALTY	HARVESTING, DELETION
Competition	Few	More	Many	Reduced
Product	One	More versions	Full product line	Best sellers
Price	Skimming or penetration	Gain market share, deal	Defend market share, profit	Stay profitable
Promotion	Inform, educate	Stress competitive differences	Reminder oriented	Minimal promotion
Place (distribution)	Limited	More outlets	Maximum outlets	Fewer outlets



MONITORING BRAND PERFORMANCE OVER THE PLC

Relevant issues in PLC analysis include:

- Determining the length and rate of change of the PLC
- Identifying the current PLC stage and selecting the product strategy that corresponds to that stage
- Anticipating threats and finding opportunities for altering and extending the PLC




BRAND DEVELOPMENT

It can be achieved with the help of following methods

- Mergers
 - Acquisitions
 - Take over
- 



CO-BRANDING

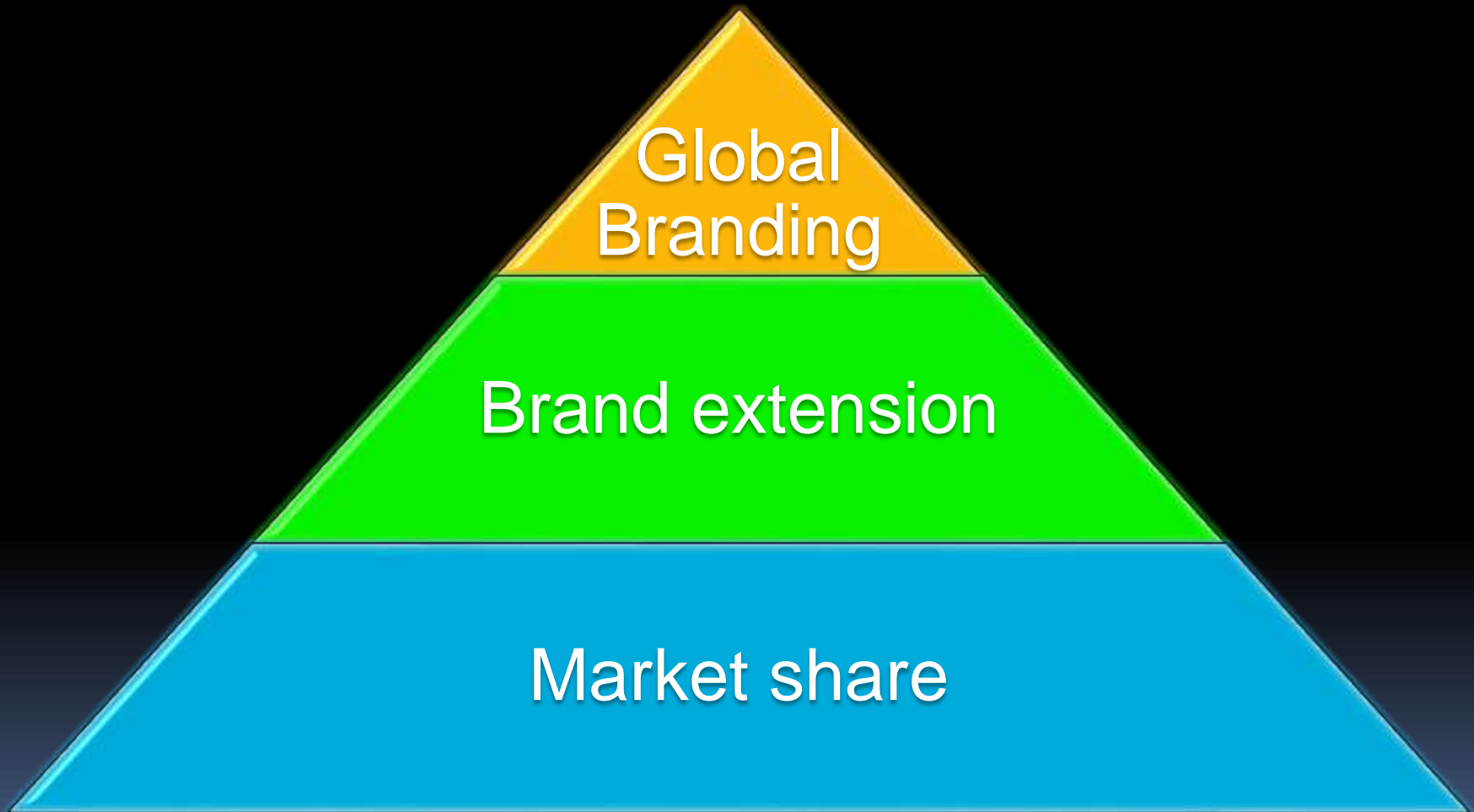
- Co-branding, also called brand partnership, is when two companies form an alliance to work together, creating marketing synergy.
 - Co-branding is an arrangement that associates a single product or service with more than one brand name
 - Associates a product with someone other than the principal producer.
- 



OBJECTIVES OF CO-BRANDING

- The object for this is to combine the strength of two brands
- To maximize their brand extension success rates

LEVELS OF CO BRANDING



LEVELS OF CO BRANDING

- Level 1

Includes joining with another company to penetrate the market

- Level 2


Working to extend the brand based on the company's current market share

- Level 3

Tries to achieve a global strategy by combining the two brands



FORMS OF CO BRANDING

- Ingredient co-branding
 - Same-company co-branding
 - Joint venture co-branding
 - Multiple sponsor co-branding
- 



INGREDIENT CO-BRANDING

- This involves creating brand equity for materials, components or parts that are contained within other products

Examples:

- Betty Crocker's brownie mix includes Hershey's chocolate syrup
- Pillsbury Brownies with Nestle Chocolate
- Dell Computers with Intel Processors
- Kellogg Pop-tarts with Smucker's fruit

SAME-COMPANY CO-BRANDING

- This is when a company with more than one product promotes their own brands together simultaneously
- Examples
 - Kraft Lunchables and Oscar Mayer meats
 - Other examples include the marketing of Gillette M3 Power shaving equipment (which require batteries) with Duracell batteries (both brands owned

JOINT VENTURE CO-BRANDING

- Joint venture co-branding is another form of co-branding defined as two or more companies going for a strategic alliance to present a product to the target audience.

- Example:

British Airways and Citibank formed a partnership offering a credit card where the card owner will automatically become a member of the British Airways Executive club

MULTIPLE SPONSOR CO-BRANDING

- This form of co-branding involves two or more companies working together to form a strategic alliance in technology, promotions, sales, etc.

- Example

Citibank/American Airlines/Visa credit card partnership

APPLICATIONS

- Co-branding may help usage extension
- Co-branding appears in sales promotions too
- Loyalty programmes, increasingly, include co-branding arrangements. Corporations are sharing the cost of loyalty programmes between their own brands
- Co-branding may signal a trade marketing operation



UNIT V

BRAND MANAGEMENT



SYLLABUS

- **BRAND STRATEGIES:** Designing and implementing branding strategies-Case studies



BRAND STRATEGY

- Branding strategy or brand architecture : It gives the framework which tells which logo, design and brand captions to be used for a new and existing product in order to attract and retain customers



BRAND STRATEGY

- A plan for the systematic development of a brand to enable it to meet its agreed objectives.
- The strategy should be rooted in the brand's vision and driven by the principles of differentiation and sustained consumer appeal.
- The true brand is the sum total of the perceptions of all the constituencies which contribute to revenues and profits.



ROLE OF BRANDING STRATEGY

- Clarify-Brand awareness-improve consumer understanding and communicate similarity and differences between two products
- Motivate-Brand Image-transfer of equity from brand to individual product to increase trial and repeat purchase

THE BRAND – PRODUCT MATRIX

- Matrix representation of all the products and brands sold by the firm
- Rows -brands of the firms
- Columns -products of the firm



BREADTH OF BRANDING STRATEGY

- It describes the number of products linked to a brand
- Number of product lines
- Variants in each product lines



BREADTH OF THE BRAND

- Number and nature of different product linked to the brand



FACTORS AFFECTING BREADTH OF BRAND

- Aggressive market factors
- Category factors
- Environmental factors



BRAND HIERARCHY

- Displaying the nature and number of brands of common and distinctive brand



DESIGNING BRAND STRATEGY

- Number of levels of the brand hierarchy
- The desired brand awareness and image at each level
- Combinations of brand elements from different levels of hierarchy
- Linking brand elements to multiple products
- Adjustment to marketing program



GUIDELINES FOR GOOD BRAND ARCHITECTURE

- Adopt a strong customer focus
- Avoid over branding
- Create broad, robust brand platform
- Selectively employ sub brands
- Do brand extensions to establish new brand equity




IMPLEMENTATION

- Building awareness of the company and nature of the business
- Building company trustworthiness and credibility
- Creating corporate image association that can be leveraged by product specific marketing



TYPES OF BRANDING STRATEGY

Normally, a company can opt for one or more of the following strategies:

- Product branding
 - Product-line branding
 - Product-range branding
 - Corporate branding
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PRODUCT BRANDING

- This type of brand give each individual product an exclusive brand name and the company name being ignored
- It allows the brand to have unique values, personality, identity and positioning.
- By doing so, it implies that every new product the company brings on to the market is a new brand and can be positioned precisely for a specific market segment

PRODUCT BRANDING

- It has the advantage of making it easier for the company to evaluate brand performance and worth and allows better resource-allocation decisions.
- The major drawbacks are product cannibalization if consumers cannot differentiate clearly among product brands and involves higher advertising and promotion budget and is totally self-supporting with little or not brand




PRODUCT-LINE BRANDING STRATEGY

- Here, the products appear under the same brand name and possess the same basic identity but with slightly different competencies.
- For example, Follow Me line of hair shampoos. Here the brand line comes under the hair-care category but the different line extensions cover complementary applications of essentially the same product



PRODUCT-LINE BRANDING STRATEGY

- Advantages therefore are economies of scale in advertising and promotion and each new line extension strengthens the position of the brand and therefore its image.
 - The line helps defend the category from predatory attack.
 - Individual product brands can move across to line brands as companies find ways of extending the brand to different consumer groups or segments.
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PRODUCT- RANGE BRANDING STRATEGY

- A number of products or services in a broad category are grouped together under one brand name and promoted with one basic identity.
- Compared to product-line branding, product-range branded products carry out the basically the same functions but at different performance levels like various cars in the Mercedes S, E, C and A class and Intel's Pentium and Celeron ranges of microprocessors.
- Therefore the advantage here is that a single brand name allows some economies of scale in advertising and promotion as the



CORPORATE BRANDING STRATEGY

- There are two approaches in the Corporate brand exercises
- First is to promote its name as the main brand name sometimes referred to as monolithic or umbrella branding.
- Here the product is not branded individually or as strongly as the corporate brand. Companies using this approach – IBM, Virgin, Sony.
- The basic principle is that the companies believed that the company name is the life of an enterprise.



CORPORATE BRANDING STRATEGY

- The second approach which is becoming popular whereby the product brand name has a high profile but is endorsed by the parent company which gives the product a stamp of quality and credibility.
- Here the product brand is self supporting in practically every respect but retains the assurance of the corporate brand endorsement.
- It also called house or endorsement branding. Nestle uses this to protect and guarantee the performance of their