



Steps in Strategic Brand Management

- Identifying and establishing brand positioning
- Planning and implementing brand marketing
- Measuring and interpreting brand performance
- Growing and sustaining brand value

What is a Brand?

A **brand** is a **name, term, sign, symbol or design**, or a combination of them, intended to **identify the goods or services** of one seller or group of sellers and to **differentiate them from those of competitors.**





The Role of Brands

1. Identify the maker
2. Simplify product handling
3. Organize accounting
4. Offer legal protection
5. Signify quality
6. Create barriers to entry
7. Serve as a competitive advantage
8. Secure price premium

What is Branding?



Branding is endowing products and services with the power of the brand.

- **It's all about creating differences between products.**
- **Marketers need to teach consumers “who” the product is**—by giving it a name and other brand elements to identify it—as well as what the product does and why consumers should care.

What is Brand Equity?

Brand equity is the **added value** endowed on products and services, which may be reflected in the way consumers, **think, feel, and act with respect to the brand.**



Advantages of Strong Brands

- Improved perceptions of product performance
- Greater loyalty
- Less vulnerability to competitive marketing actions
- Less vulnerability to crises
- Larger margins
- More inelastic consumer response
- Greater trade cooperation
- Increased marketing communications effectiveness
- Possible licensing opportunities





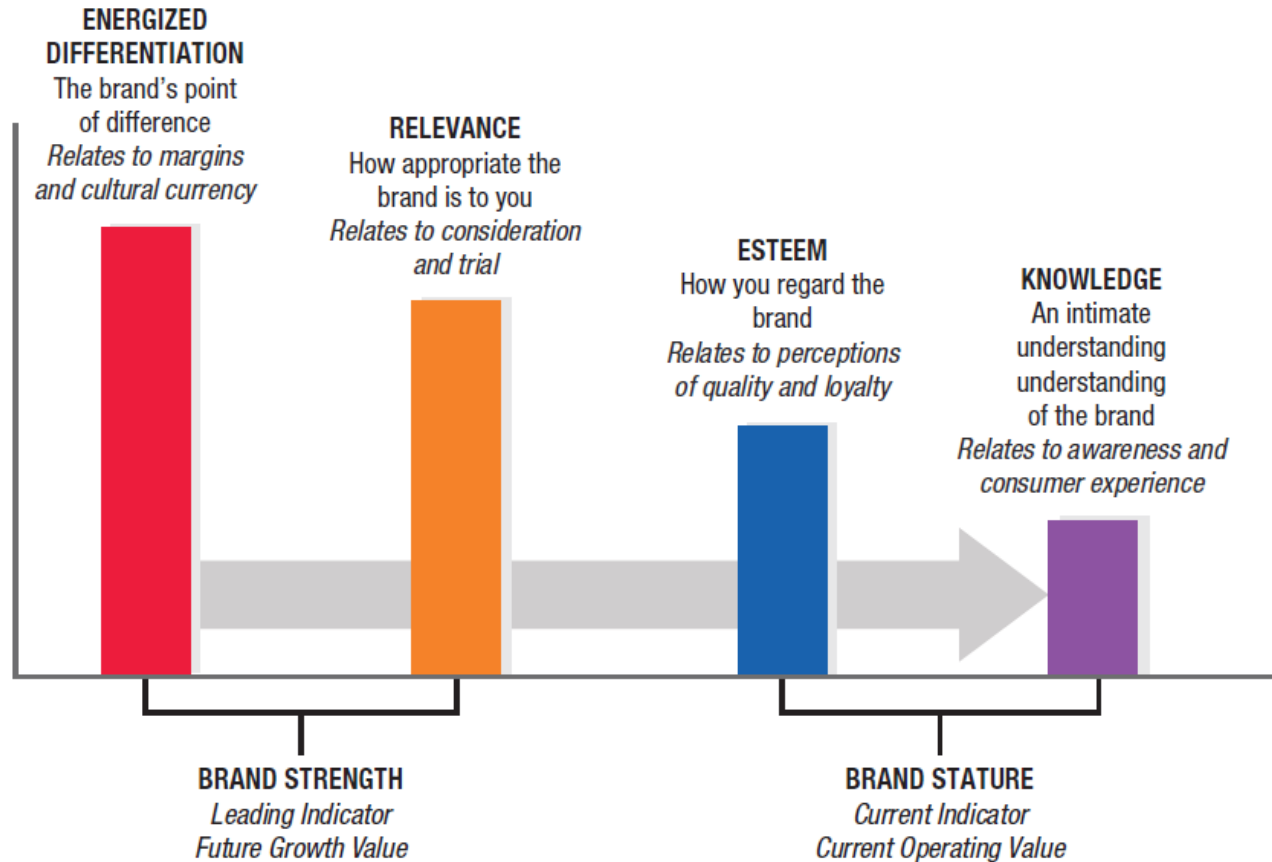
Brand Equity Models

Brand Asset Valuator (BAV)

Brandz

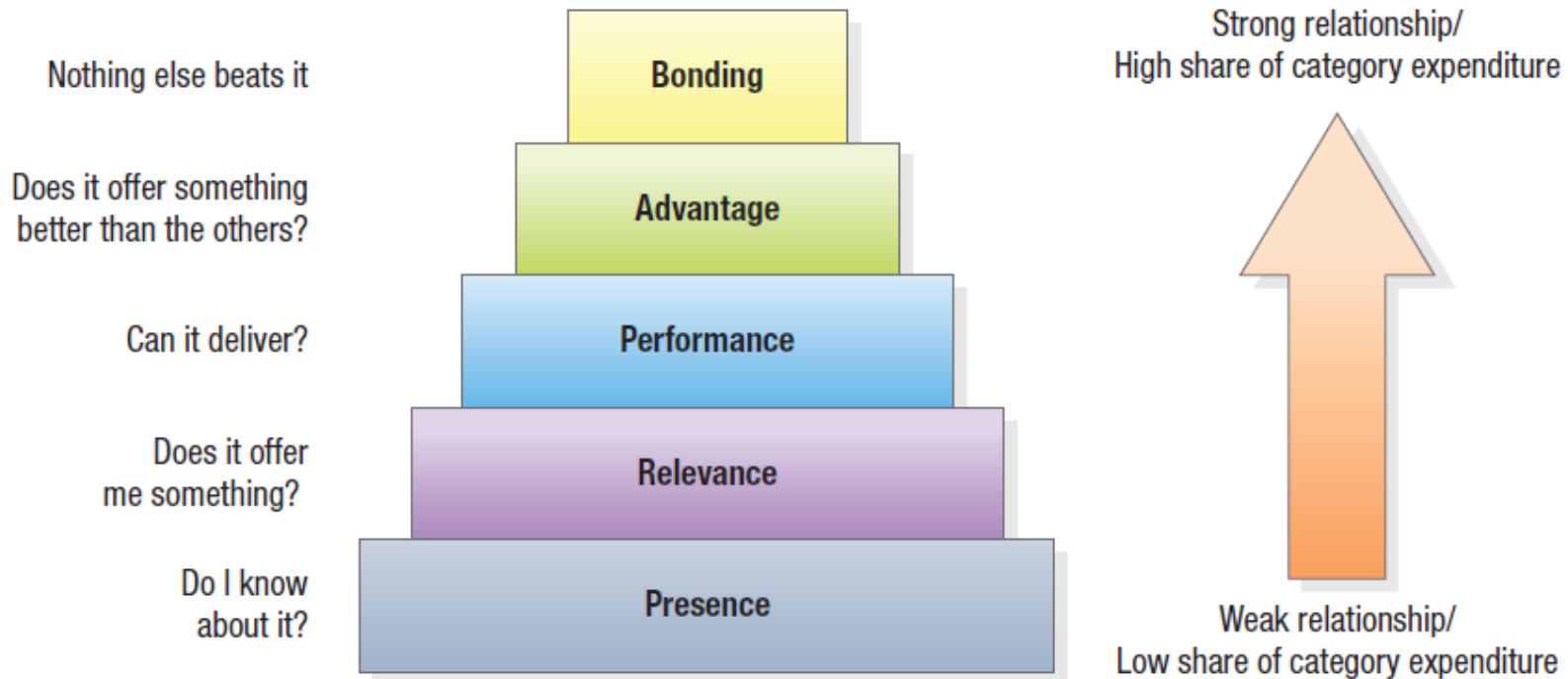
Brand Resonance

1. BAV (Brand Asset Valuator) Model

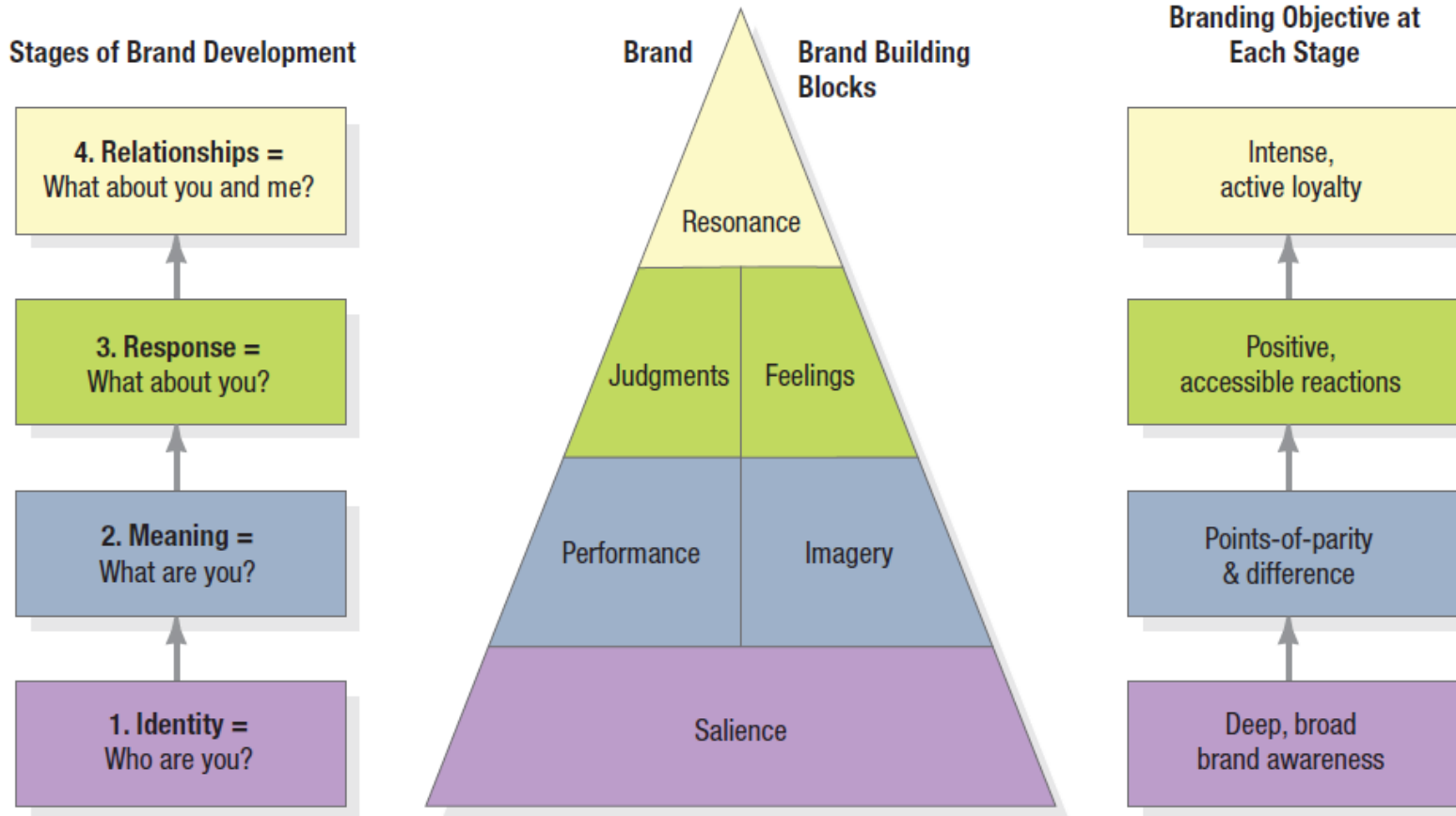


2. Brandz

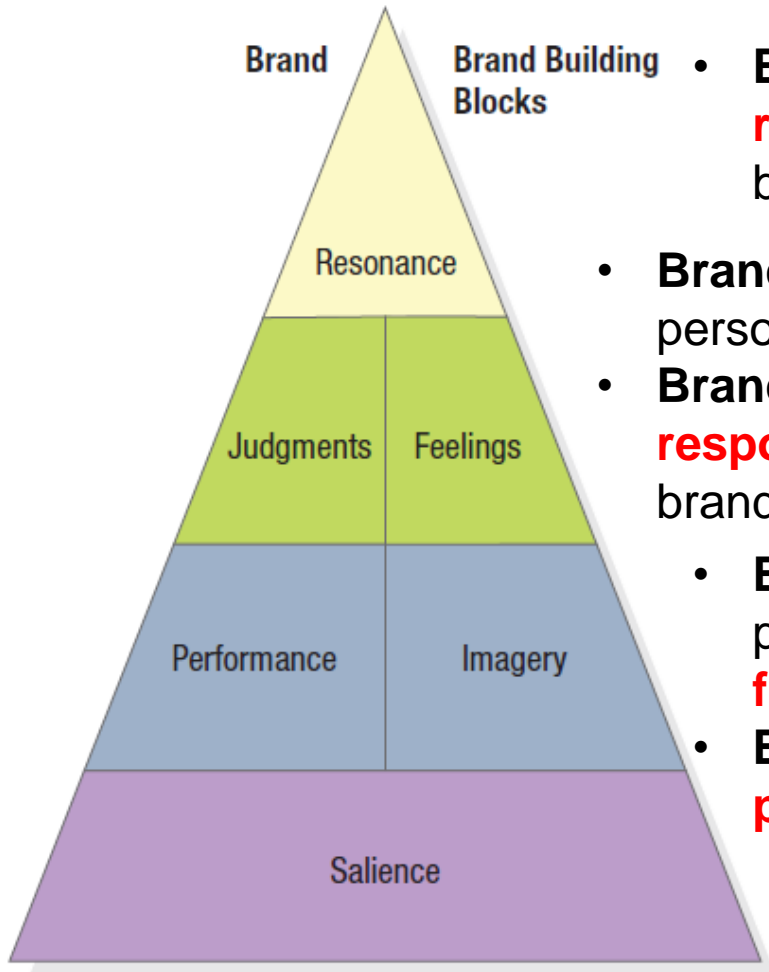
Brand Dynamics Pyramid



3. Brand Resonance Pyramid



Brand Building Blocks



- **Brand resonance** describes the **relationship** customers have with the brand
- **Brand judgments** focus on customers' own personal **opinions and evaluations.**
- **Brand feelings** are customers' emotional **responses and reactions** with respect to the brand.
 - **Brand Performance:** how well the product or service **meets customers' functional needs.**
 - **Brand imagery** describes the **extrinsic properties** of the product or service,
 - **Brand salience:** how often and how easily customers **think of the brand**

MasterCard Created An Emotional Bond to its Brand

- **Rational advantages** of the credit card—its acceptance at establishments worldwide
- **Emotional advantages**, “There are some things money can’t buy; for everything else, there’s MasterCard”



Drivers of Brand Equity



1. The initial choices for the **brand elements** or identities making up the brand
2. The **product and service** and all accompanying marketing activities and supporting marketing programs
3. **Other associations** indirectly transferred to the brand by **linking it to some other entity** (a person, place, or thing)

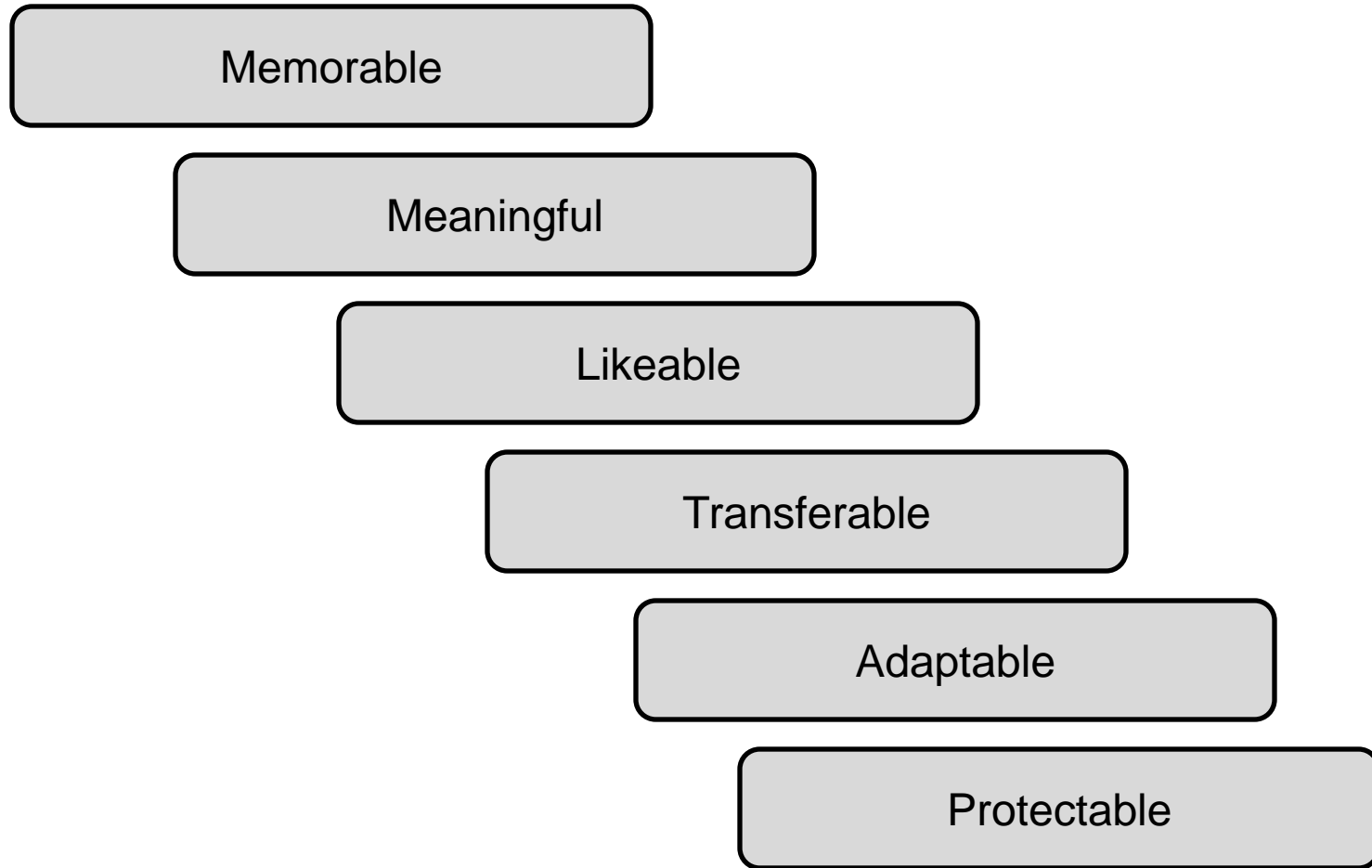


Brand Elements

- Brand names
- Slogans
- Characters
- Symbols
- Logos
- URLs



Brand Element Choice Criteria

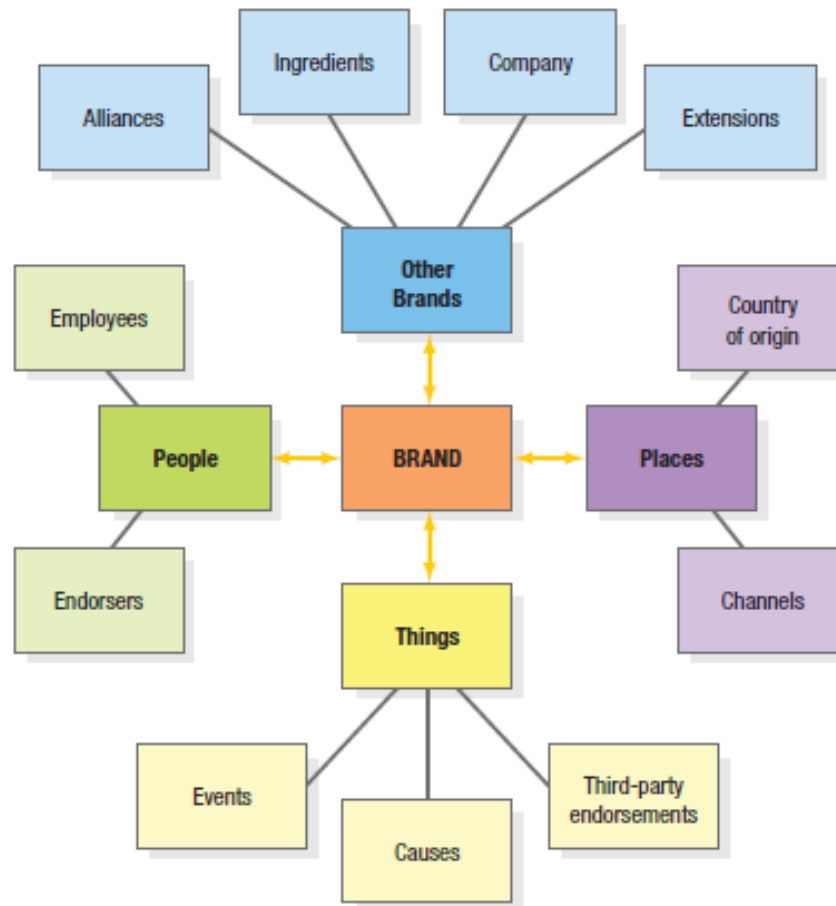




Slogans

- Like a good neighbor, State Farm is there
- Just do it
- Nothing runs like a Deere
- Save 15% or more in 15 minutes or less
- We try harder
- We'll pick you up
- Nextel – Done
- Zoom Zoom
- I'm lovin' it
- Innovation at work
- This Bud's for you
- Always low prices

Secondary Sources of Brand Knowledge



Measuring Brand Equity

- Brand audits
- Brand tracking
- Brand valuation



The 10 Most Valuable Brands

Rank	Brand	2009 Brand Value (Billions)
1	Coca-Cola	\$68.7
2	IBM	\$60.2
3	Microsoft	\$56.6
4	GE	\$47.8
5	Nokia	\$34.9
6	McDonald's	\$32.3
7	Google	\$32.0
8	Toyota	\$31.3
9	Intel	\$30.6
10	Disney	\$28.4

Managing Brand Equity

- Brand reinforcement



- Brand revitalization





Devising a Branding Strategy

- Develop new brand elements
- Apply existing brand elements
- Use a combination of old and new