



# Brand Management

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# What is a brand?

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A brand is a name, term, sign, symbol, design or a combination of the above to identify the goods or service of a seller and differentiate it from the rest of the competitors



# When you cannot do this

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The product is a commodity



# A brand comprises of

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- Tangible attributes
- Intangible attributes



# Tangibles

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Eg.

- Product
- Packaging
- Labelling
- Attributes
- Functional benefits



# Intangibles

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Eg.

- Quality
- Emotional benefits
- Values
- Culture
- Image



# Brand Identity

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It is the marketer's promise to give a set of features, benefits and services consistently



# Advantages of Branding

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- Easy for sellers to track down problems and process orders
- Provide legal protection of unique product features
- Gives an opportunity to attract a set of loyal and profitable customers
- Helps to give a product at different segments having separate bundle of benefits
- Helps build corporate image
- Minimises damage to company if brand fails





# Brand Building

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Involves all the activities that are necessary to **nurture** a brand into a **healthy cash flow** stream **after launch**



# What kind of activities?

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Eg.

- Product development
- Packaging
- Advertising
- Promotion
- Sales and distribution



# Brand Equity

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When a commodity becomes a brand, it is said to have equity



# What is brand equity?

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- The premium it can command in the market
- Difference between the perceived value and the intrinsic value

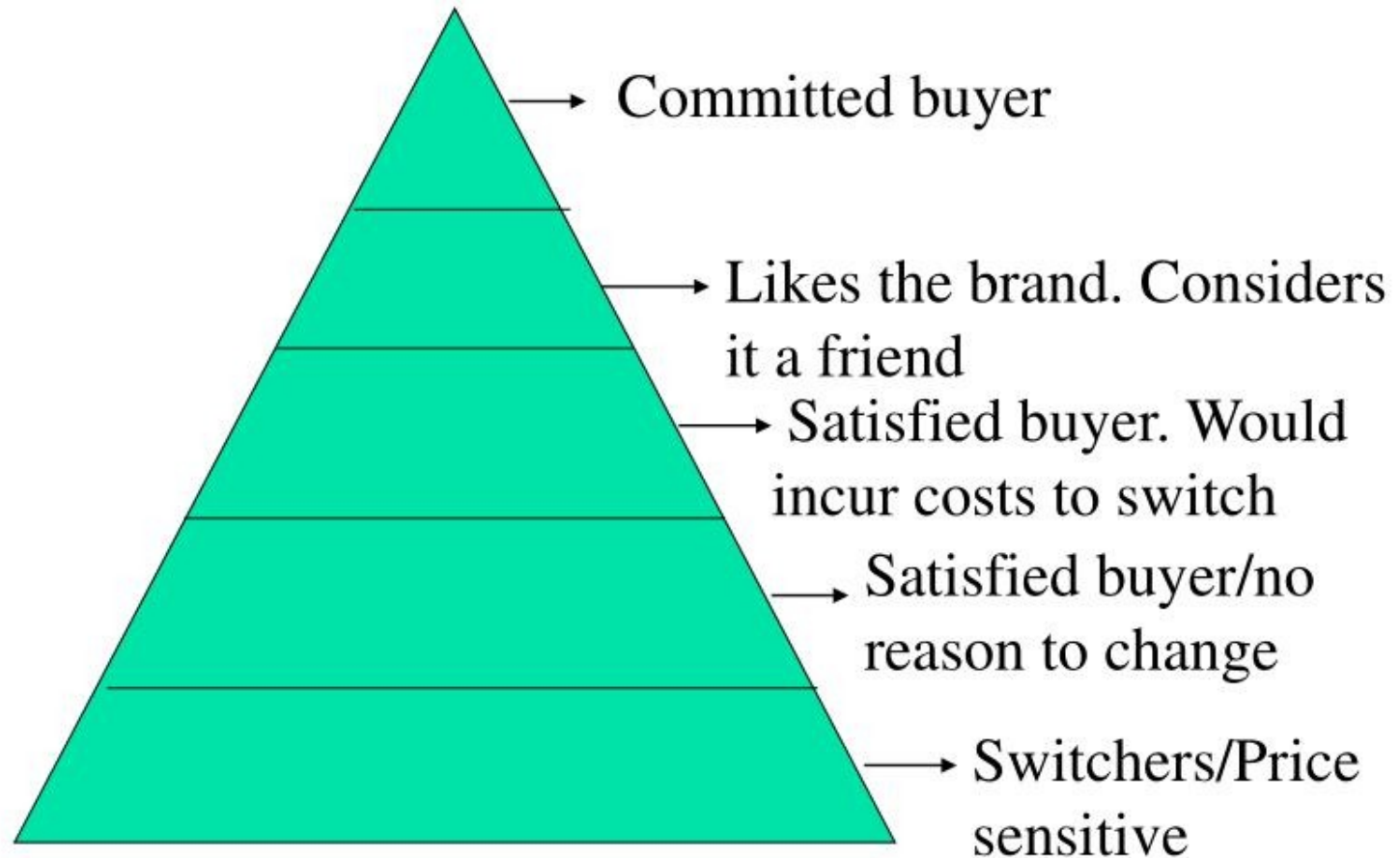


# What happens when brands have high equity?

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- The company can have more leverage with the trade
- The company can charge a premium on their product
- The company can have more brand extensions
- The company can have some defense against price competition

# Brand Loyalty Pyramid





# Brand Parity

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Consumers buy from a set of acceptable preferred brands



# Umbrella Branding

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- Products from different categories under one brand
- Dangerous to the brand if the principal brand fails
- Sometimes the company name is prefixed to the brand. In such cases the company name gives it ***legitimacy*** and the product name ***individualizes*** it.





# How are brand names chosen?

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- What does the brand name mean?
- What associations / performance / expectations does it evoke ?
- What degree of preference does it create?



# A brand name should indicate

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- Product benefits
- Product quality
- Names easy to remember, recognise, pronounce
- Product category
- Distinctiveness
- Should not indicate poor meanings in other markets or languages



# Brand Strategy

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- Line extension – existing brand extended to new offerings in the same product category
- Brand extension – existing brand name extended to new product categories
- Multi brands – Different brands in the same product category
- New brand – new offering in any product category
- Cobrands – brands bearing two or more well known brand names



# Brand Repositioning

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This may be required after a few years to face new competition and changing customer preferences