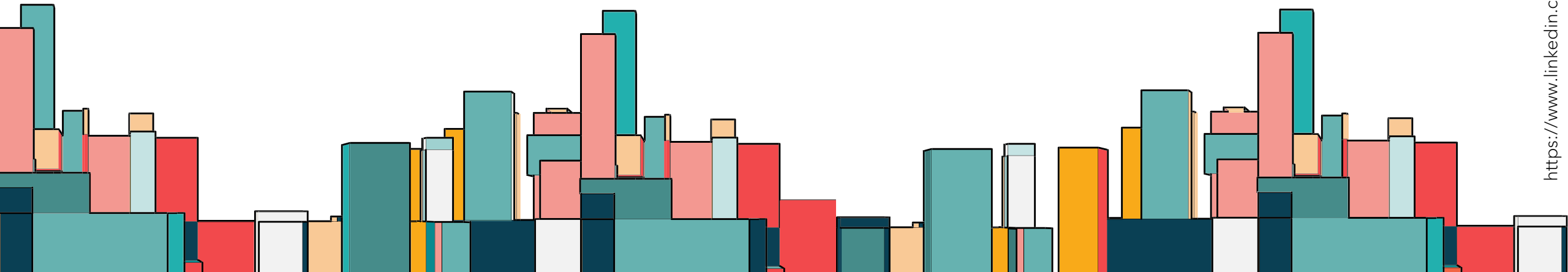




STRATEGIC BRAND MANAGEMENT

Ashish Tiwari

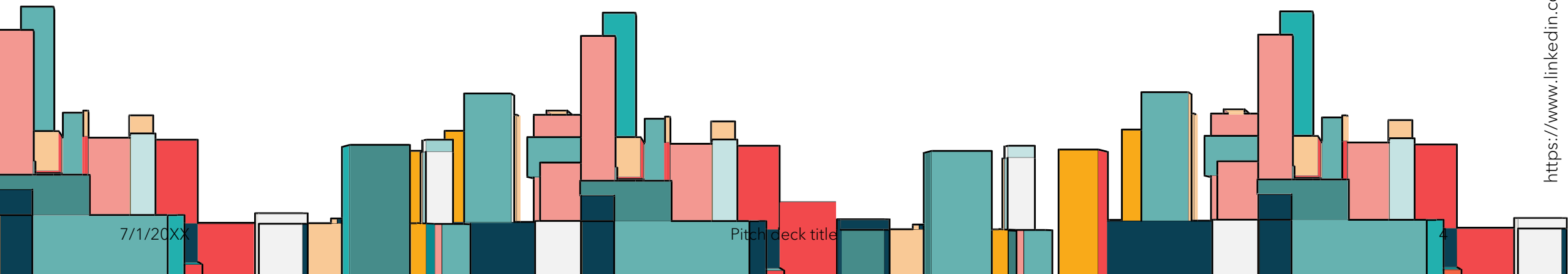


WHAT IS BRAND

- For the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group

AS A MARKETER

- Brand is something that has actually created a certain amount of awareness, reputation, prominence, and so on in the marketplace.



7/1/20XX

Pitch deck title

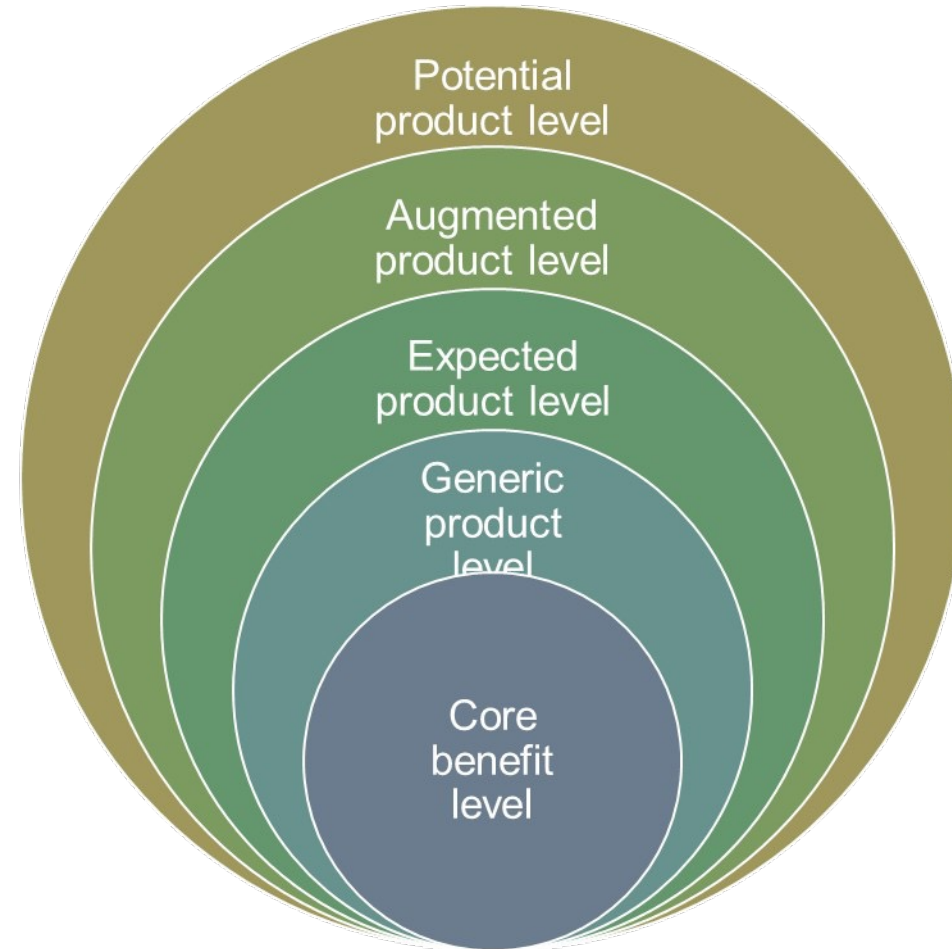


BRANDS VS. PRODUCTS

A product is anything we can offer to a market for attention, acquisition, use, or consumption that might satisfy a need or want.

A product may be a physical good, a service, a retail outlet, a person, an organization, a place, or even an idea.

FIVE LEVELS OF MEANING FOR A PRODUCT



Core product

- Transport

Basic product

- Product features, design, quality, brand and packaging

Expected product

- Level of performance, comforts, reliability, and thrill, status, prestige

Augmented product

- After sales support, customer service, delivery, credit etc.

Potential product

- Better fuel economy, enhanced design etc.

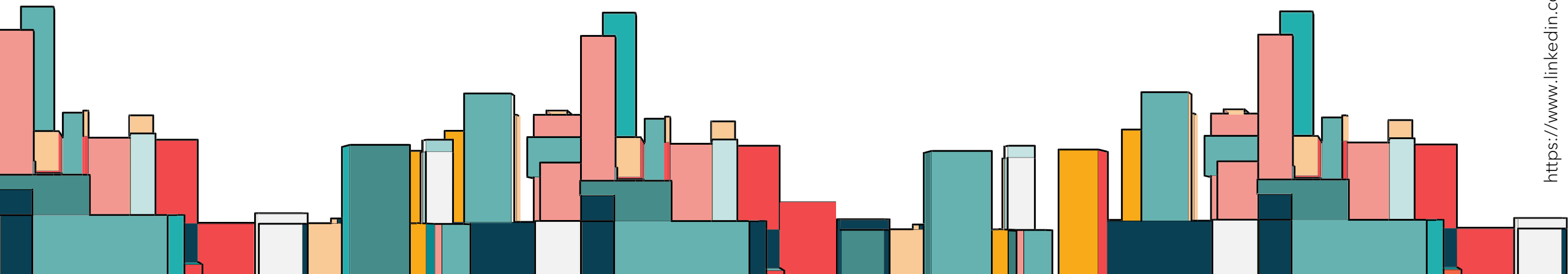
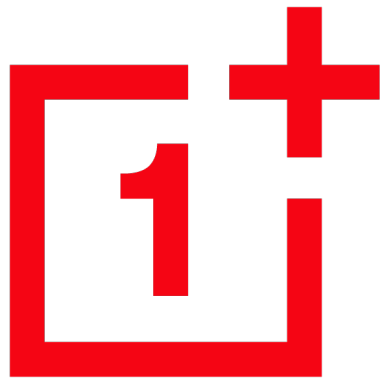
BRAND CAN BE THE DIFFERENTIATOR



oppo

vivo

realme



CORE OFFERING

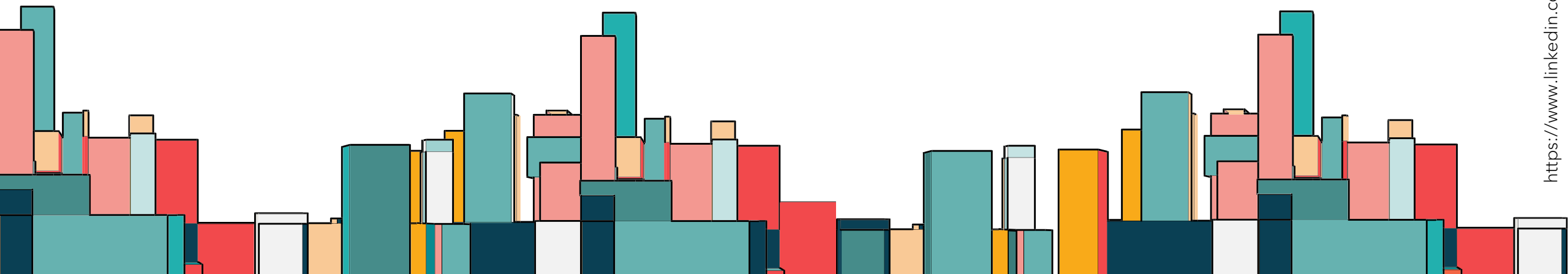
amazon

Flipkart 

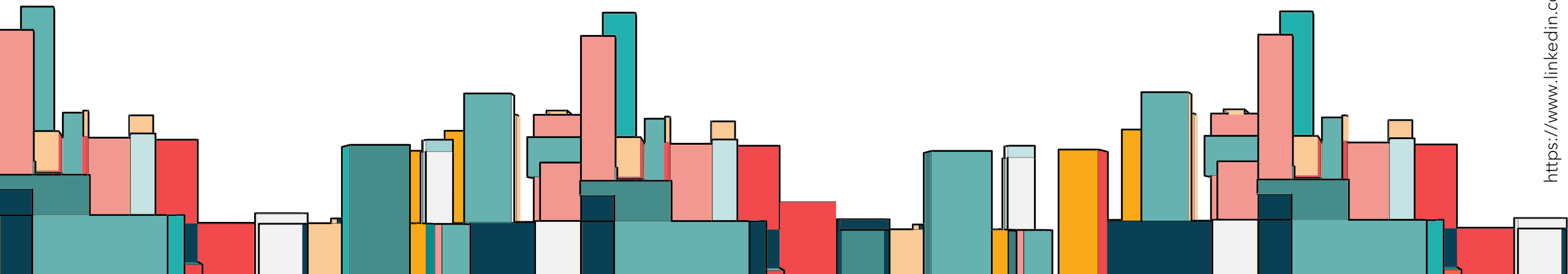
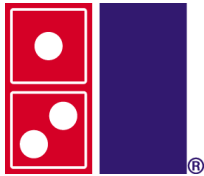
 snapdeal



A BRAND IS MORE THAN A PRODUCT, AS IT CAN HAVE DIMENSIONS THAT DIFFERENTIATE IT IN SOME WAY FROM OTHER PRODUCTS DESIGNED TO SATISFY THE SAME NEED.



IS LOGO THE BRAND?

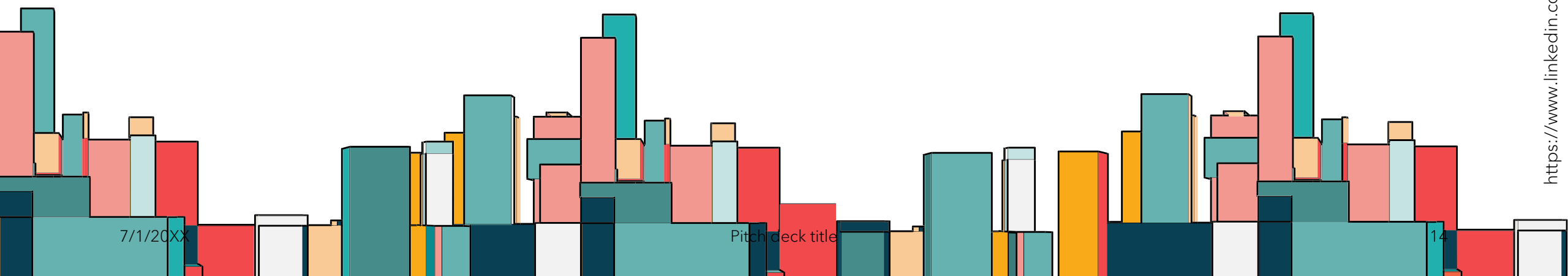


SOME DIFFERENTIATING DIMENSIONS

Rational and tangible - related to performance

Symbolic, emotional, intangible - related to what the brand represents

What distinguishes a brand from a commodity gives it equity - the sum total of consumer perceptions and feelings about how it performs



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Pitch deck title

14





TANGIBLE ATTRIBUTES

- Product
- Packaging
- Labeling
- Attributes
- Functional benefits



INTANGIBLE ATTRIBUTES

- Quality
- Emotional benefits
- Value
- Culture
- Image

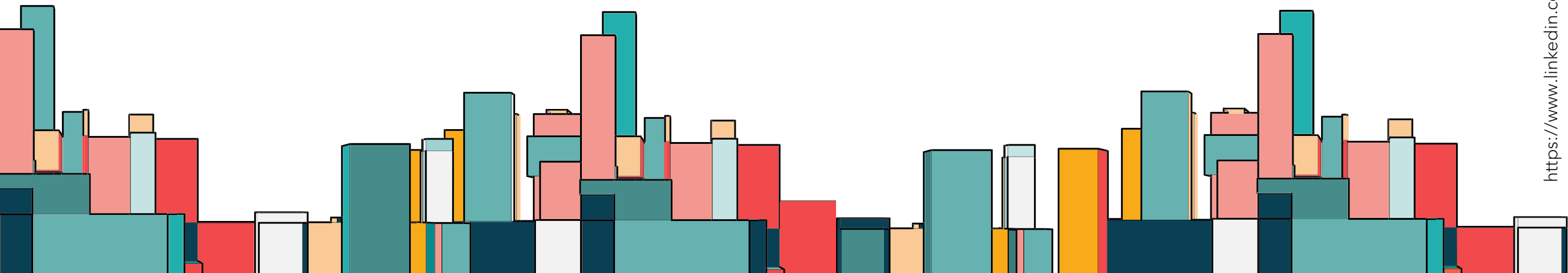


WHY BRAND

Consumer need for

simplification

risk reduction



BRAND PROVIDES COMPETITIVE ADVANTAGE VIA

Product performance

Emotional connect





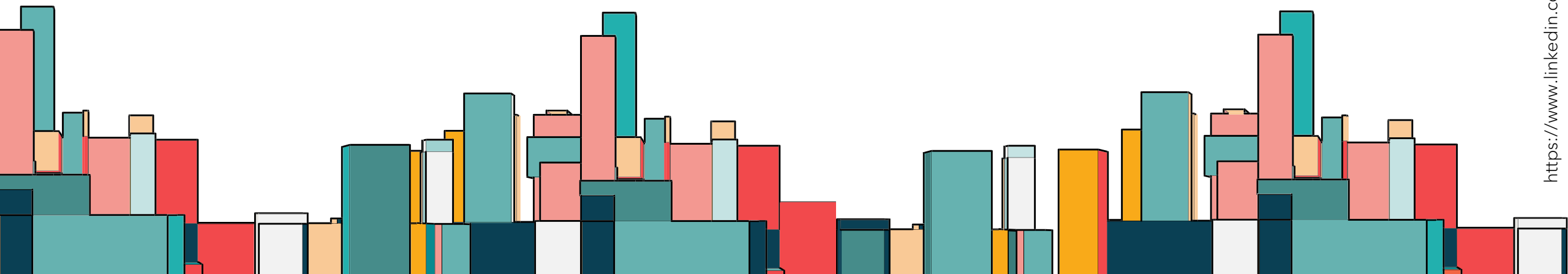


BRAND DELIVERY TO CONSUMER

- Identification of the source of the product
- Assignment of responsibility to product maker
- Risk reducer
- Search cost reducer
- Promise, bond, or pact with product maker
- Symbolic device
- Signal of quality

CONSUMER DECISION RISK

- Functional risk—The product does not perform up to expectations.
- Physical risk—The product poses a threat to the physical well-being or health of the user or others.
- Financial risk—The product is not worth the price paid.
- Social risk—The product results in embarrassment from others.
- Psychological risk—The product affects the mental well-being of the user.
- Time risk—The failure of the product results in an opportunity cost of finding another satisfactory product.

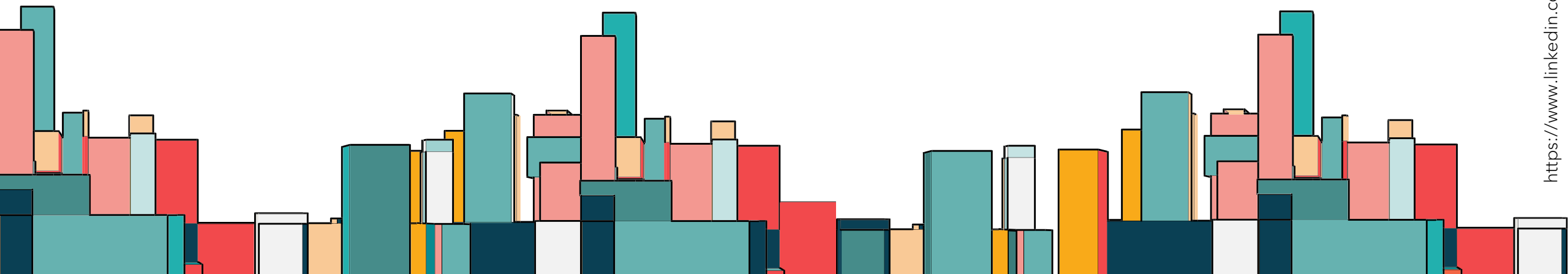




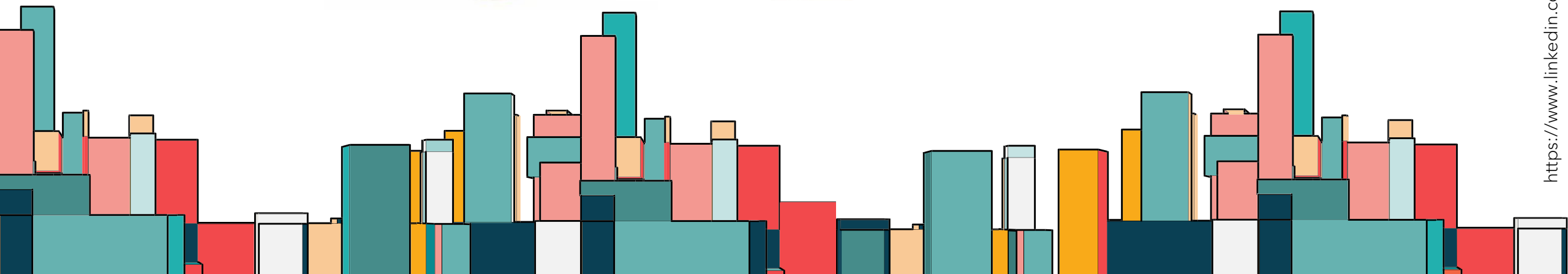
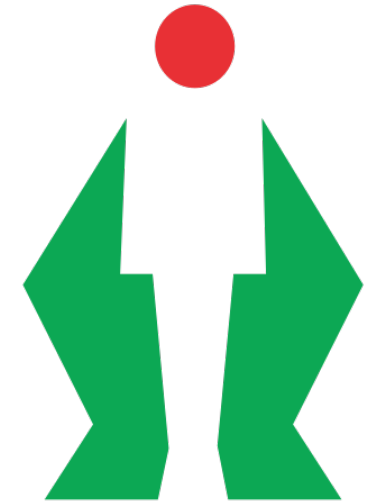
BRAND ADVANTAGE TO COMPANIES

To firms, brands represent enormously valuable pieces of legal property, capable of influencing consumer behaviour, being bought and sold, and providing the security of sustained future revenues.

Brand can be the edge for consumer's WTP.



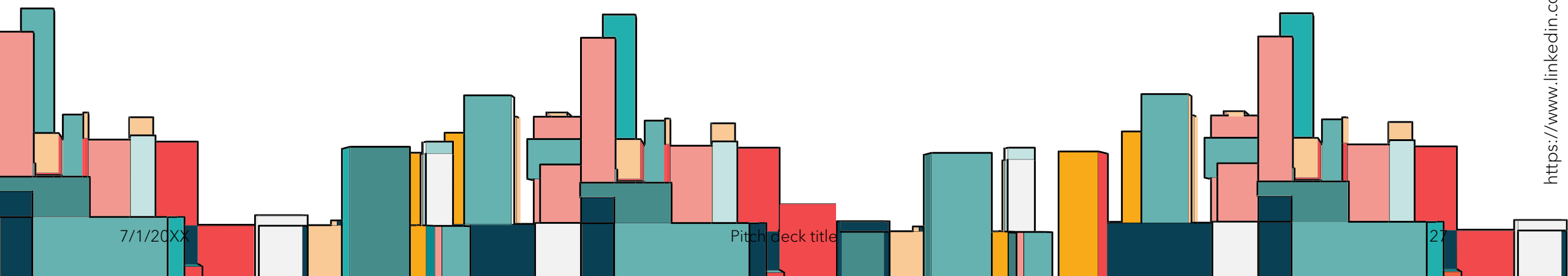
WHAT ALL CAN BE BRANDED





STRATEGIC BRAND MANAGEMENT

- Identifying and establishing brand positioning and values
- Planning and implementing brand marketing programs
- Measuring and interpreting brand performance
- Growing and sustaining brand equity



Steps

Identify and establish
brand positioning and
values

Plan and implement
brand marketing
programs

Measure and interpret
brand performance

Grow and sustain
brand equity

Key Concepts

Mental maps

Competitive frame of reference

Points-of-parity and points-of-difference Core brand values

Brand mantra

Mixing and matching of brand elements

Integrating brand marketing activities

Leveraging of secondary association

Brand value chain

Brand audits

Brand tracking

Brand equity management system

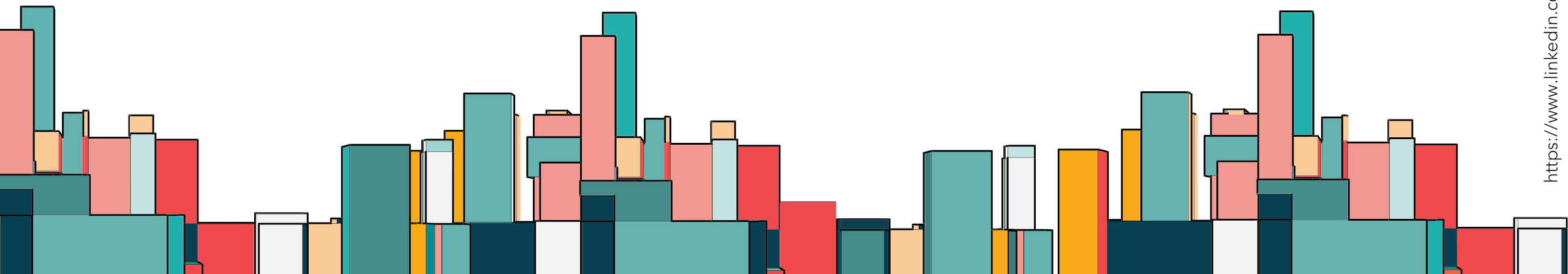
Brand-product matrix

**Brand portfolios and hierarchies Brand expansion
strategies**

Brand reinforcement and revitalization

DESIGNING AND IMPLEMENTING BRAND MARKETING PROGRAMS

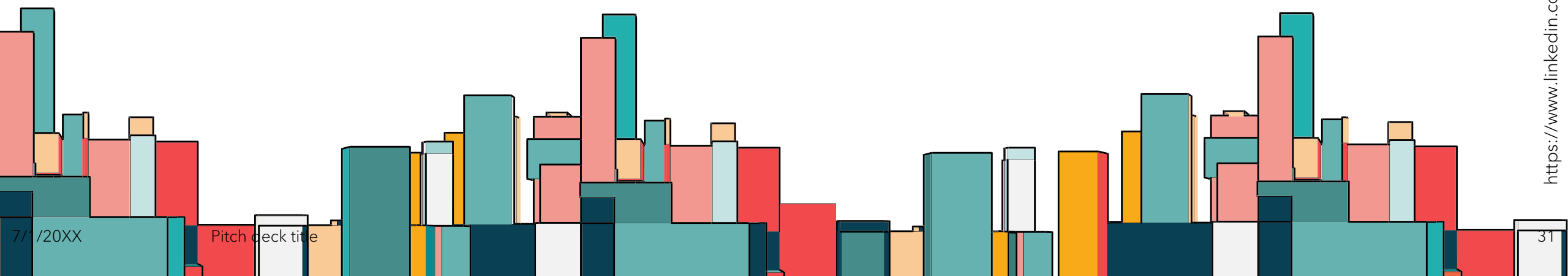
- Choosing Brand Elements
- Integrating the Brand into Marketing Activities and the Supporting Marketing Program
- Leveraging Secondary Associations





MEASURING AND INTERPRETING BRAND PERFORMANCE

- Brand audits
- Brand tracking studies
- Brand equity management system

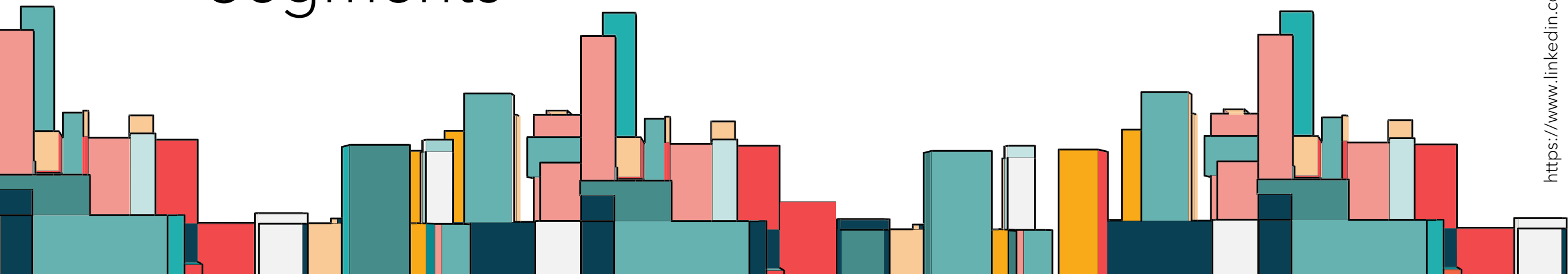






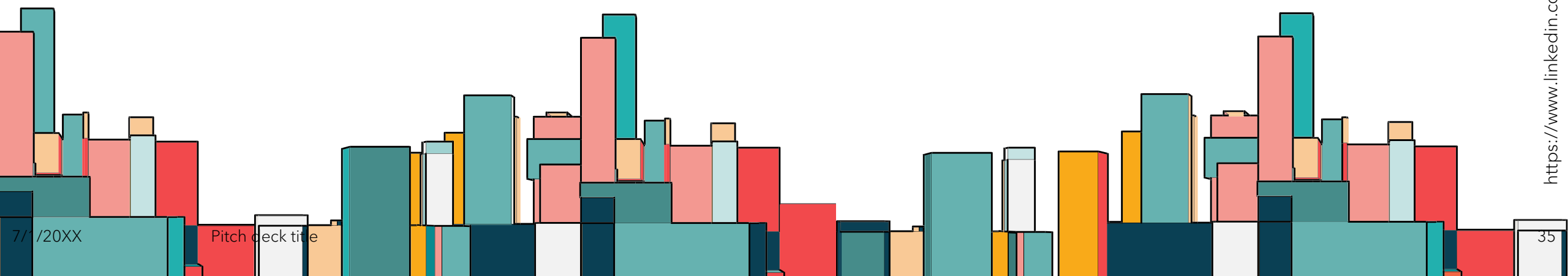
GROWING AND SUSTAINING BRAND EQUITY

- Defining Brand Architecture
- Managing Brand Equity over Time
- Managing Brand Equity over Geographic Boundaries, Cultures, and Market Segments



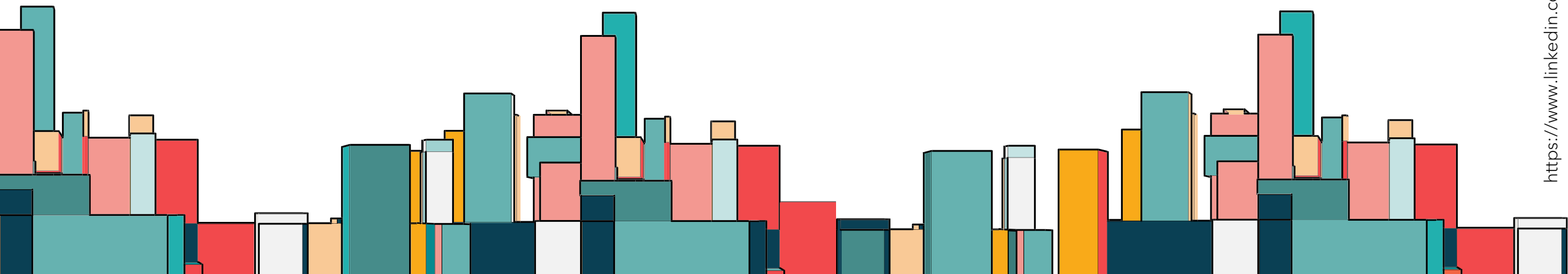
BRAND EQUITY AS A “BRIDGE”

- Reflection of past investments in the marketing of a brand
- Direction for future marketing actions or programs



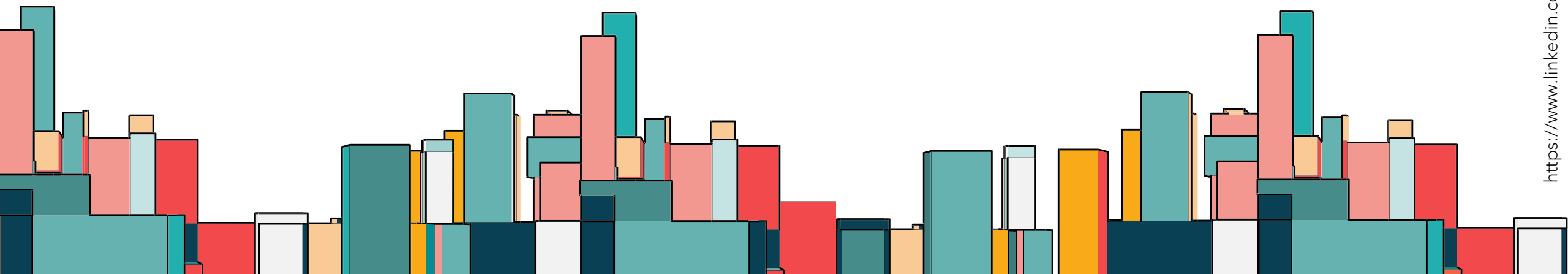
SOURCES OF BRAND EQUITY

- Brand awareness
 - Brand recognition
- Brand recall
 - Brand image
 - Strong, favourable, and unique brand associations



BRAND AWARENESS

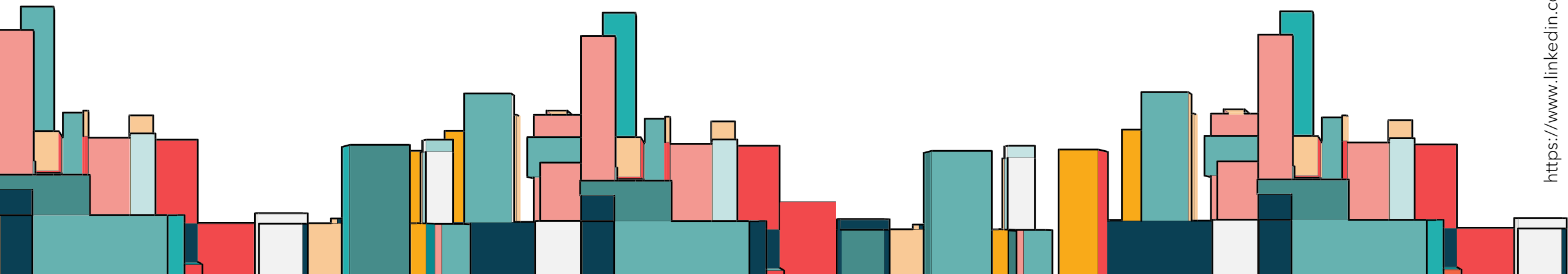
- Brand awareness consists of brand recognition and brand recall performance:
 - Brand recognition:
 - Consumer's ability to confirm prior exposure to the brand when given the brand as a cue
- Brand recall:
 - Consumers' ability to retrieve the brand from memory when given:
 - The product category
 - The needs fulfilled by the category, or
 - A purchase or usage situation as a cue





BRAND AWARENESS

- Advantages of brand awareness:
 - Learning advantages
 - Consideration advantages
 - Choice advantages:
 - Consumer purchase motivation
 - Consumer purchase ability
 - Consumer purchase opportunity



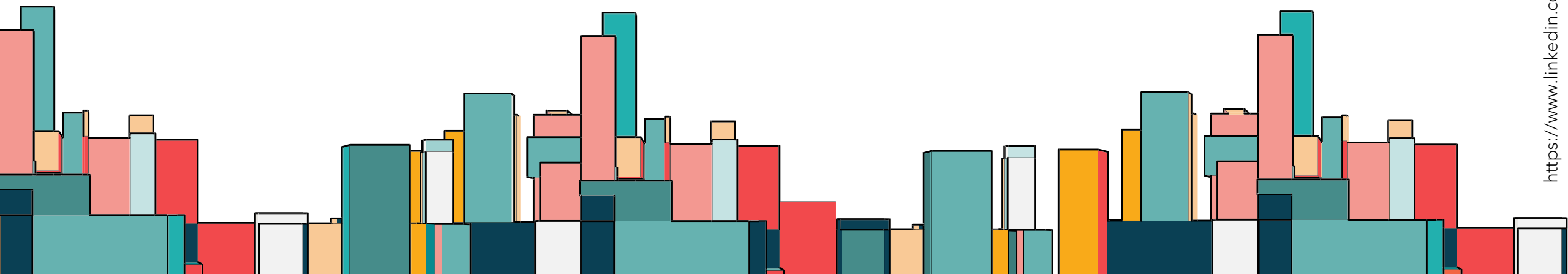
BRAND AWARENESS ADVANTAGES

- Learning
- Consideration
- Choice



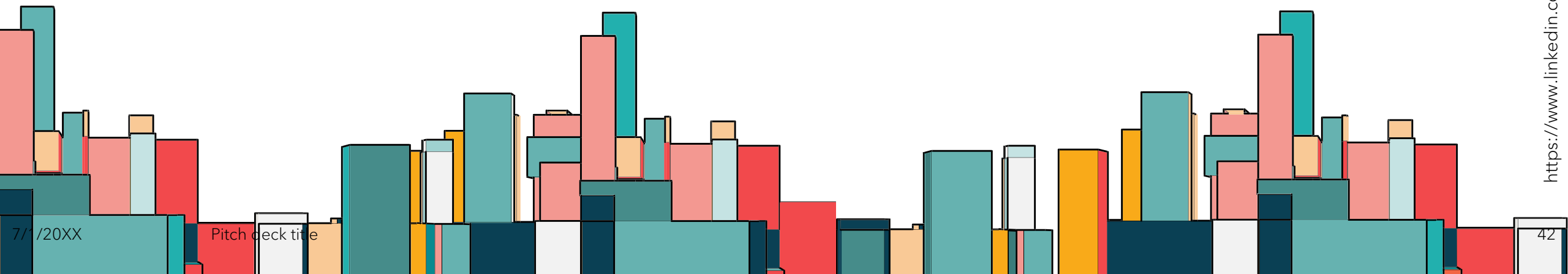
ESTABLISHING BRAND AWARENESS

- Increasing the familiarity of the brand through repeated exposure (for brand recognition)
- Forging strong associations with the appropriate product category or other relevant purchase or consumption cues (for brand recall)



MAKING A BRAND STRONG: BRAND KNOWLEDGE

- Brand knowledge is the key to creating brand equity:
- It creates the differential effect that drives brand equity
- Marketers need an insightful way to represent how brand knowledge exists in consumer memory



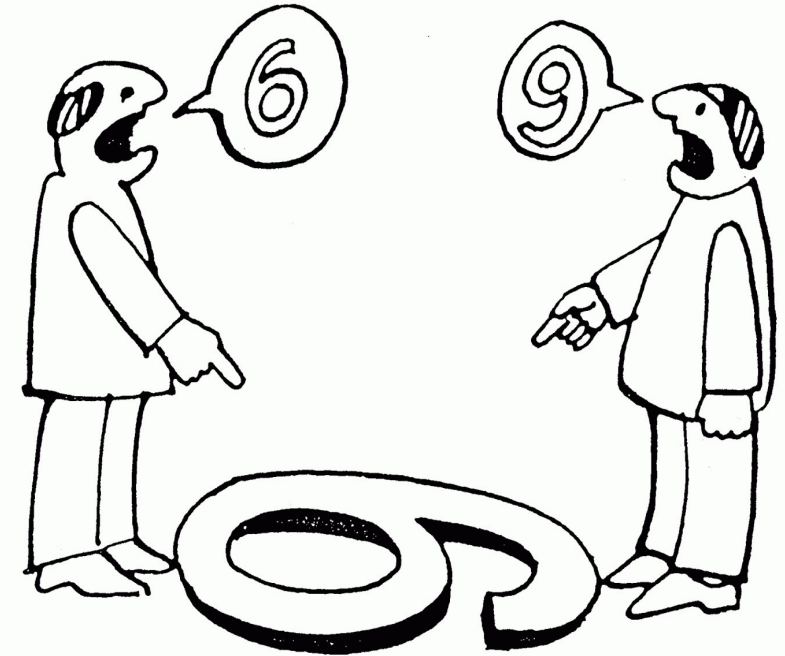
BRAND KNOWLEDGE

- The associative network memory model:
 - Views memory as a network of nodes and connecting links:
 - Nodes–Represent stored information or concepts
 - Links–Represent the strength of association between the nodes
- Brand associations are informational nodes linked to the brand node in memory



BRAND KNOWLEDGE

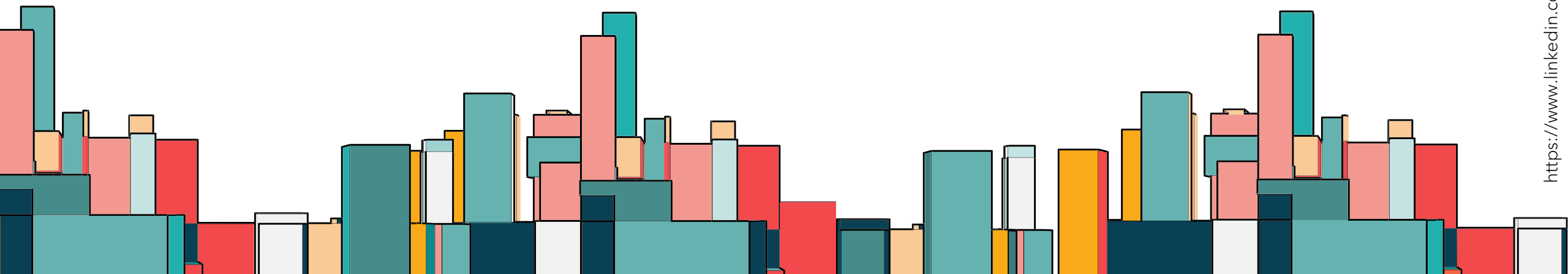
- Brand awareness:
 - Related to the strength of the brand node or trace in memory
 - Often a step in building brand equity
 - Often come into play
- Brand image:
 - Consumers' perceptions about a brand, as reflected by the brand associations held in consumer memory





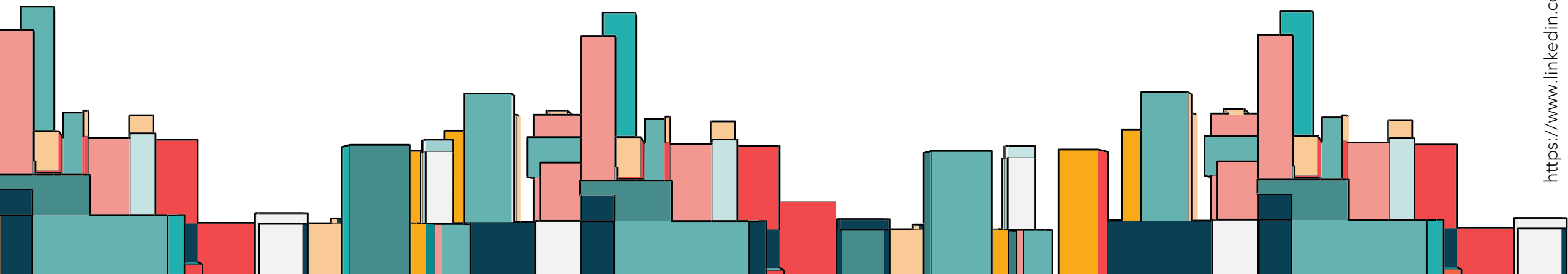
BRAND IMAGE

- Imagery is lead by awareness
 - Takes marketing programs that link strong, favourable, and unique associations to the brand in memory
- Brand associations may be either brand attributes or benefits

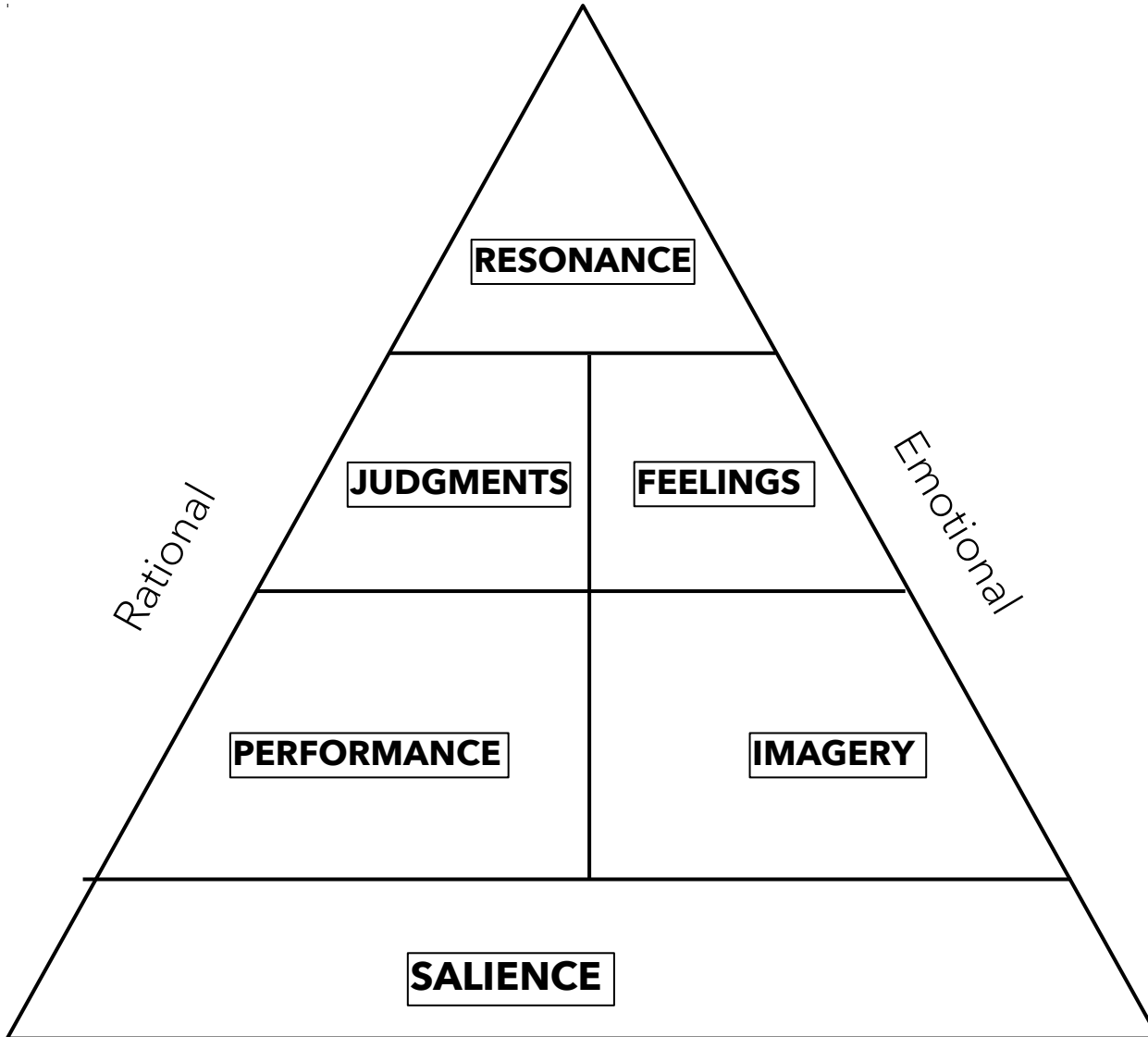


BRAND IMAGE

- Strength of Brand Associations
 - More deeply a person thinks about product information and relates it to existing brand knowledge, stronger is the resulting brand association
- Favorability of Brand Associations
 - Is higher when a brand possesses relevant attributes and benefits that satisfy consumer needs and wants
- Uniqueness of Brand Associations
 - “Unique selling proposition” of the product
 - Provides brands with sustainable competitive advantage



CUSTOMER-BASED BRAND EQUITY PYRAMID



4. RELATIONSHIPS
What about you and me?

3. RESPONSE
What about you?

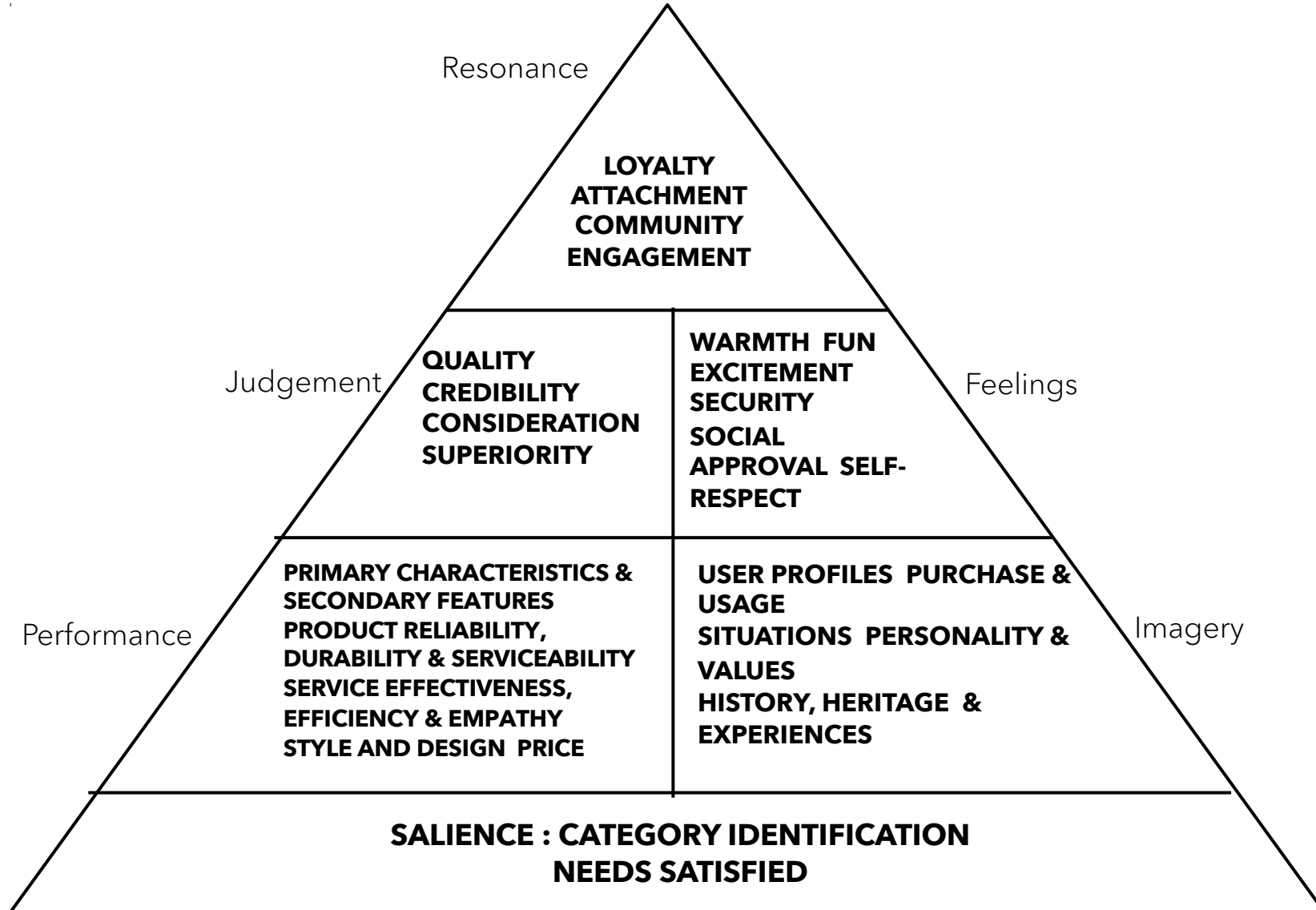
2. MEANING =
What are you?

1. IDENTITY =
Who are you?

BRAND RESONANCE PYRAMID



SUB DIMENSIONS OF CUSTOMER-BASED BRAND EQUITY



4. RELATIONSHIPS = What about you and me?

3. RESPONSE = What about you?

2. MEANING = What are you?

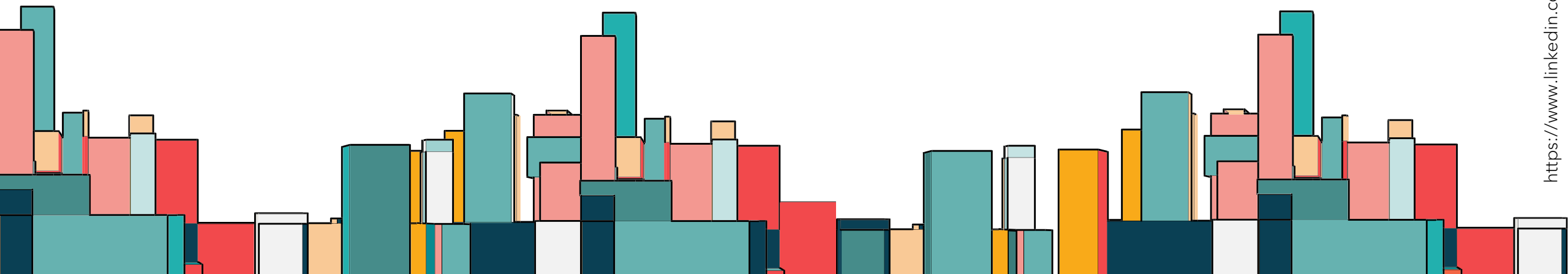
1. IDENTITY = Who are you?



Kitne mein mila? Kitne mein mila?

BRAND POSITIONING

- Act of designing the company's offer and image so that it occupies a distinct and valued place in the target customers' minds
- Finding the proper "location" in the minds of consumers or market segment
- Allows consumers to think about a product or service in the "right" perspective

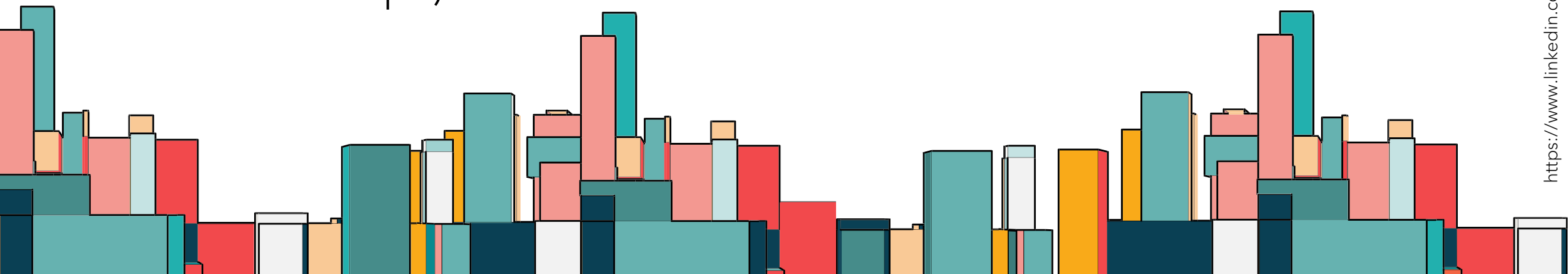


THE FOUR STEPS OF BRAND BUILDING

- Identification association of the brand in customers' minds
- brand meaning in the minds of consumers
- Elicit the proper customer responses to the brand identification and brand meaning
- Convert brand response to create an intense, active loyalty relationship between customers and the brand

FOUR QUESTIONS CUSTOMERS ASK OF BRANDS

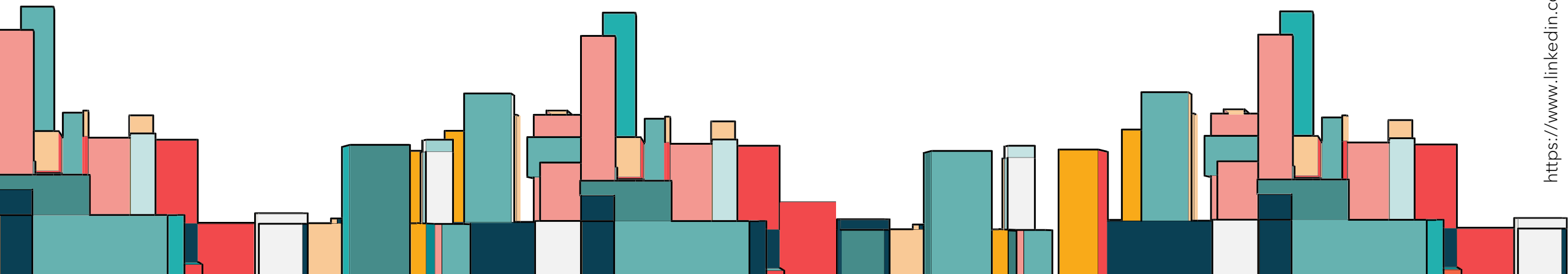
- Who are you? (brand identity)
- What are you? (brand meaning)
- What about you? What do I think or feel about you? (brand responses)
- What about you and me? What kind of association and how much of a connection would I like to have with you? (brand relationships)





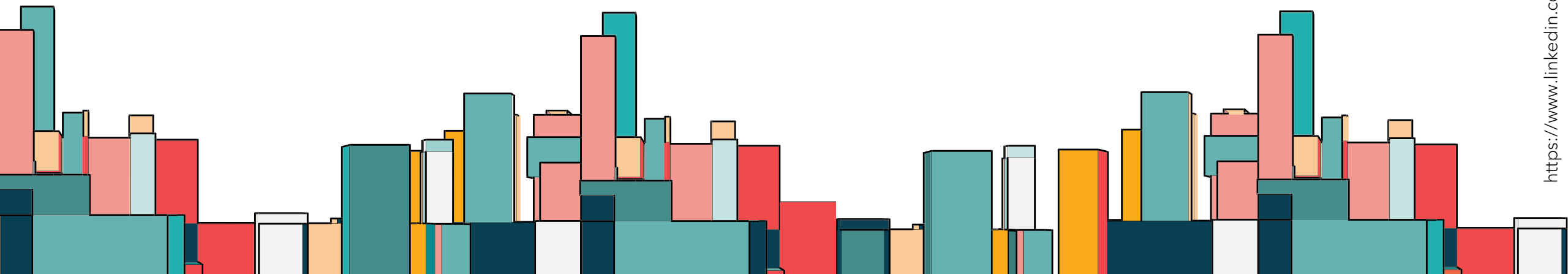
IDENTIFYING AND ESTABLISHING BRAND POSITIONING

- Target Market
- Nature of Competition
- Points-of-Parity and Points-of-Difference



TARGET MARKET

- Market segmentation: Divides the market into distinct groups of homogeneous consumers who have similar needs and consumer behavior
- Involves identifying segmentation bases and criteria:
 - Criteria:
 - Identifiability
 - Size
 - Accessibility
 - Responsiveness



CONSUMER SEGMENTATION BASES

Behavioural

- User status
- Usage rate
- Usage occasion
- Brand loyalty
- Benefits sought

Demographic

- Income
- Age
- Sex
- Race
- Family

Psychographic

- Values, opinions, and attitudes
- Activities and lifestyle

Geographic

- International
- Regional

BUSINESS-TO-BUSINESS SEGMENTATION BASES

Nature of Good

Kind

Where used

Type of buy

Buying Condition

Purchase location

Who buys

Type of buy

Demographic

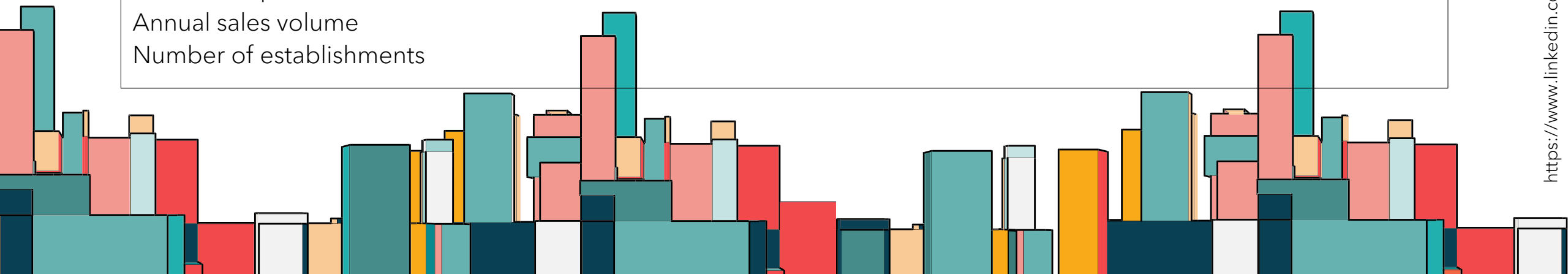
SIC code

Number of employees

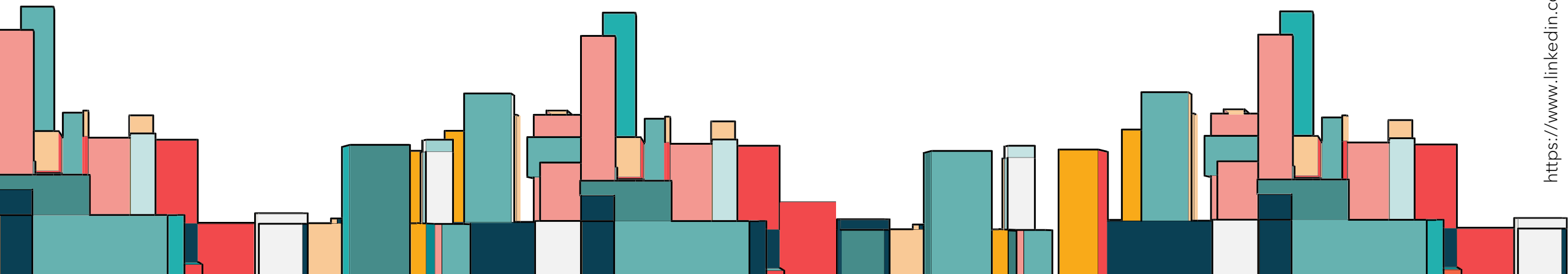
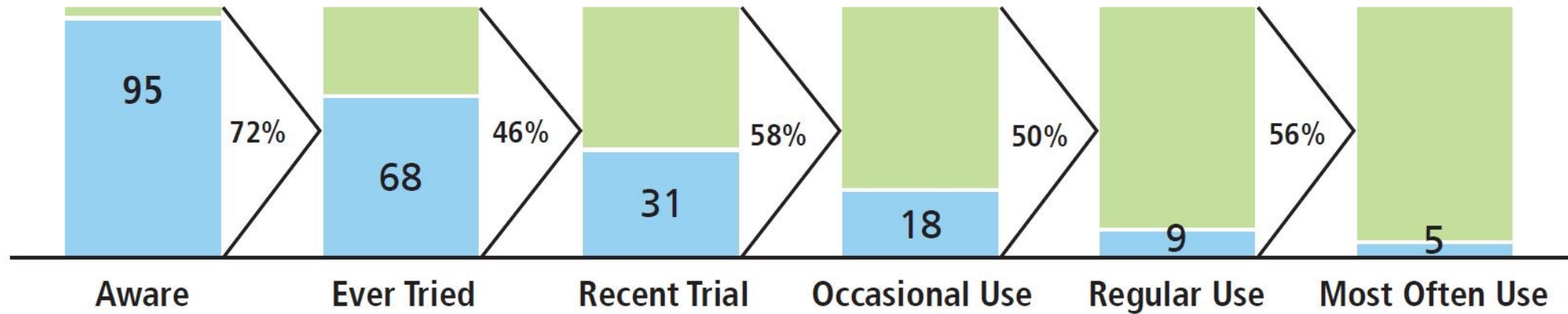
Number of production workers

Annual sales volume

Number of establishments

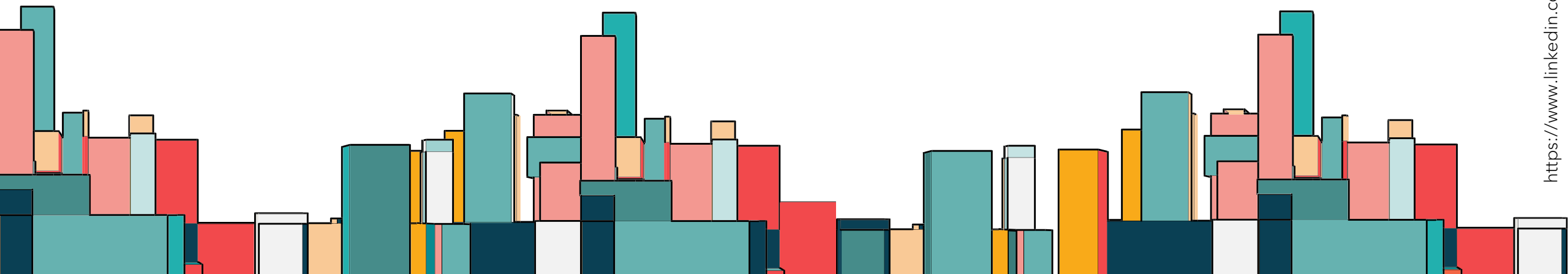


CONSUMER FUNNEL



NATURE OF COMPETITION

- A competitive analysis considers an array of factors:
 - Resources, capabilities, and likely intentions of various other firms
 - This competitive analysis helps marketers to choose markets for their own products or services
- When choosing a market, marketers must consider:
 - Indirect competition
 - Multiple frames reference



POINTS OF PARITY AND POINTS OF DIFFERENCE

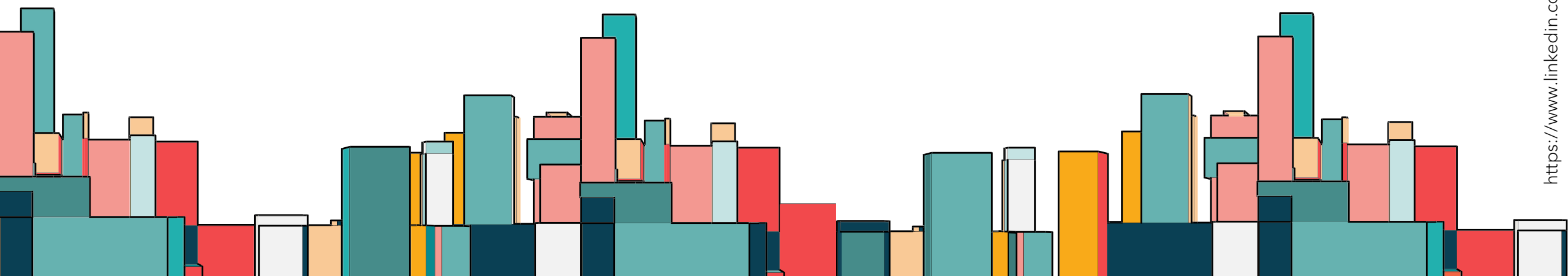
- A marketer must arrive at the proper positioning:
 - This requires establishing the correct points-of-difference and points-of-parity associations:

Points-of-difference (P O Ds):

Formally defined as attributes or benefits that consumers strongly associate with a brand

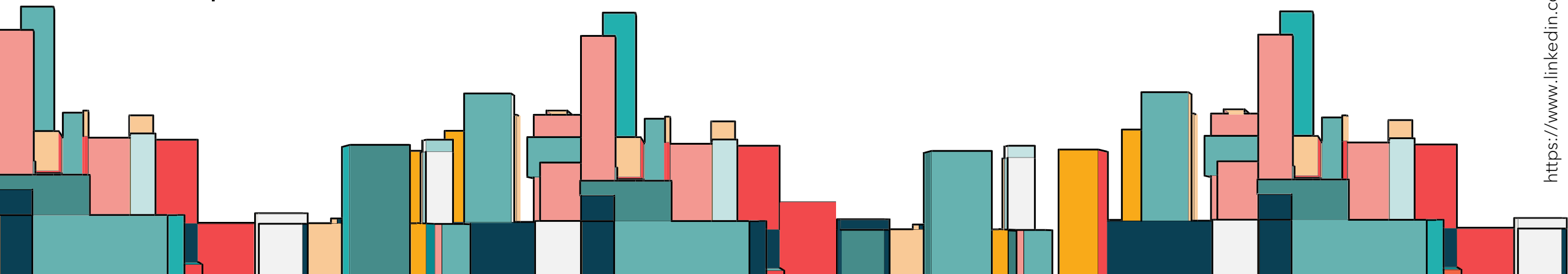
Points-of-parity associations:

Not necessarily unique to the brand but may be shared with other brands



POSITIONING – HOW TO?

- Define and Communicate the Competitive Frame of Reference
- Choose Points-of-Difference
- Establish Points-of-Parity and Points-of-Difference
- Straddle Positions
- Update Position Overtime



DEFINING AND COMMUNICATING THE COMPETITIVE FRAME OF REFERENCE

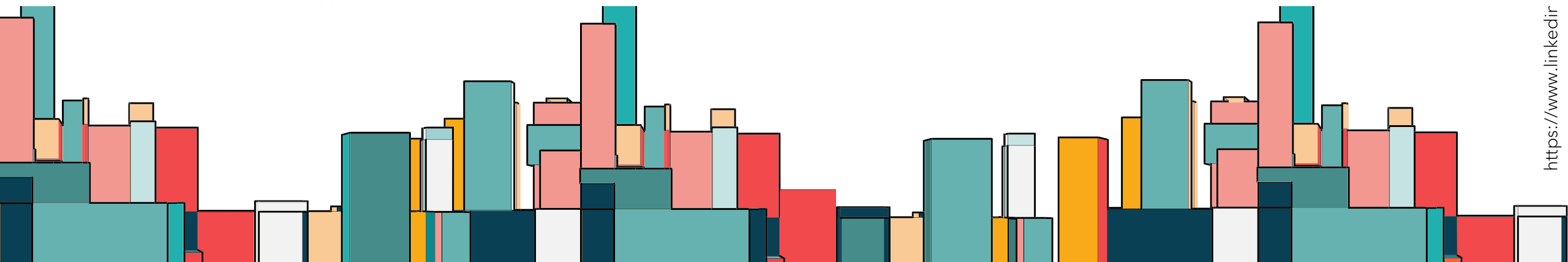
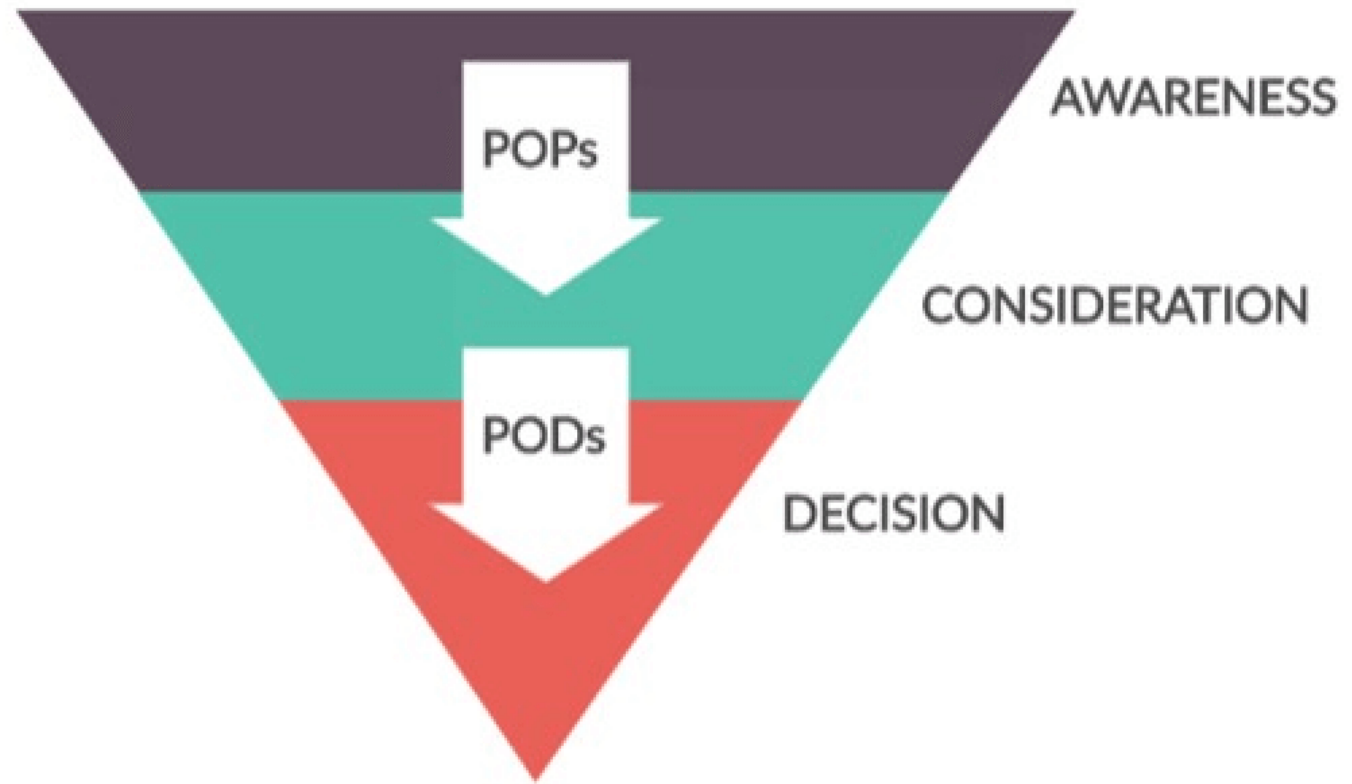
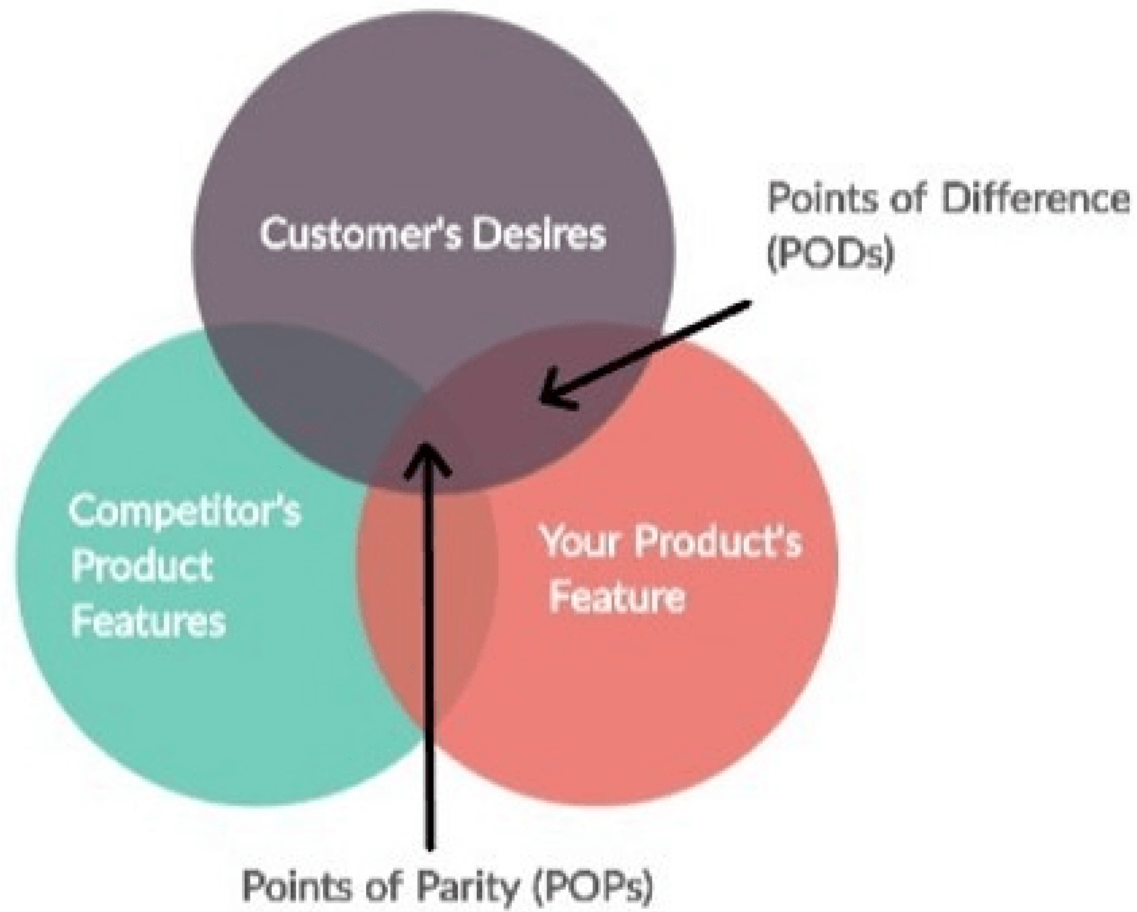
- Communicating category benefits:
 - Use product benefits to announce category membership
- Exemplars:
 - Well-known, noteworthy brands in a category can also be used as exemplars to specify a brand's category membership
- Product descriptor:
 - Product descriptor that follows a brand name is often a very compact means of conveying category origin

POINTS-OF-DIFFERENCE

- A brand must offer a compelling and credible reason for choosing it over the other options:
 - What attribute or benefit can serve as point-of-difference?
 - Desirability criteria
 - Deliverability criteria
 - Differentiation criteria

ESTABLISH POINTS-OF-PARITY AND POINTS-OF-DIFFERENCE

- The key to branding success is to establish both points-of-parity **and** points-of-difference
- At times, an inverse relationship between POP and POD may exist in the minds of consumers:
 - Approaches to address the problem of negatively correlated POPs and PODs include:
 - Separating the attributes
 - Leveraging equity of another entity
 - Redefining the relationship



THANK YOU

Ashish

<https://www.linkedin.com/in/ashish01/>

