

# Strategic Brand Management

Prepared by Dr. Perihan Salah

MKT  
Brands and Brand Management

Introduction



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Chapter

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## LEARNING OBJECTIVES

Chapter 1: Brands and Brand Management

Chapter 2: Customer-Based Brand Equity

Chapter 3: Brand Positioning

Chapter 4: Brands Resonance and the Brand Value Chain

Chapter 5: Choosing Brand Elements to build Brand Equity

Chapter 6: Designing Marketing Programs to Build Brand Equity

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## LEARNING OBJECTIVES

Chapter 7: Integrating Marketing Communications to build brand equity

Chapter 8: Leveraging Secondary Brand Associations to build brand equity

Chapter 9: Branding in the Digital Era

Chapter 10: Introducing and Naming New Products and Brand Extensions

## Lecture 1: Brands and Brand Management

- Define “brand,” state how brand differs from a product, and explain what brand equity is
- Summarize why brands are important
- Explain how branding applies to virtually everything
- Describe the main branding challenges and opportunities
- Identify the steps in the strategic brand management process

## Lecture 1: Brands and Brand Management

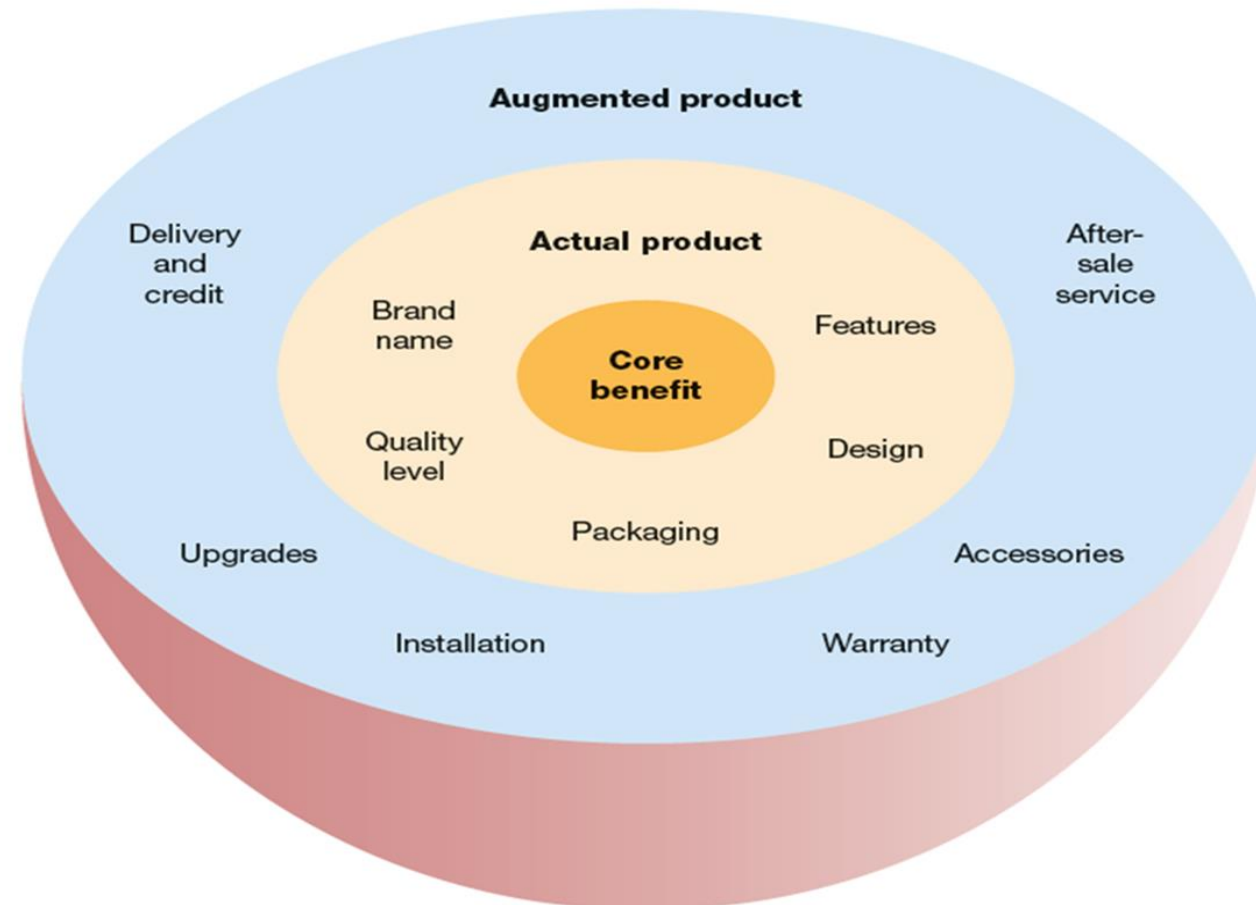
- The key to creating a brand:
  - Able to choose a name, logo, symbol, package design, or other characteristic that identifies a product
  - Distinguishes it from other products
- Components that identify and differentiate a brand are brand elements
- Can be based on people, places, things, and abstract images

## Lecture 1: Brands and Brand Management

### EXHIBIT 14.2

### Augmenting the Basic Product

Product decisions also involve how much or how little to augment the core product with additional goods and services.



## Lecture 2: Customer-Based Brand Equity

- Define customer-based brand equity
- Outline the sources and outcomes of customer based brand equity

## Lecture 2: Customer-Based Brand Equity

Defining Customer-Based Brand Equity (what makes a brand strong? And how to build strong brand?, what do different brands mean to consumers?, how does brand knowledge affect consumers response to marketing activity?)

## Lecture 2: Customer-Based Brand Equity

**How does the customer see the brand.**

- The customer-based brand equity (CBBE) provides a unique point of view on what brand equity is and how it should best be built, measured, and managed.
- The CBBE concept approaches brand equity from the **perspective of the consumer (valuable brand)**

## Lecture 2: Customer-Based Brand Equity

- From company perspective is the **brand value \$**
- From the **perspective of the consumer is how valuable brand is it**

## Lecture 3: Brand Positioning

- Identify the four components of brand positioning
- Describe the guidelines in developing a good brand positioning
- Explain brand mantras and how they should be developed

## Lecture 3: Brand Positioning

Positioning requires defining ideal brand knowledge structure and establishing points-of-parity and points -of differences(POD) to establish the right brand identity and brand image. Unique POD's provide a competitive advantage and the reason why consumers should buy the brand

## Lecture 3: Brand Positioning

- 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

## Lecture 4: Brands Resonance and the Brand Value Chain

- Define brand resonance
- Describe the steps in building brand resonance
- Define the brand value chain
- Identify the stages in the brand value chain
- Contrast brand equity and customer equity

# The Four Steps of Brand Building

## Lecture 4: Brands Resonance and the Brand Value Chain



- Brand identity
- Who are you



- Brand meaning
- What are you



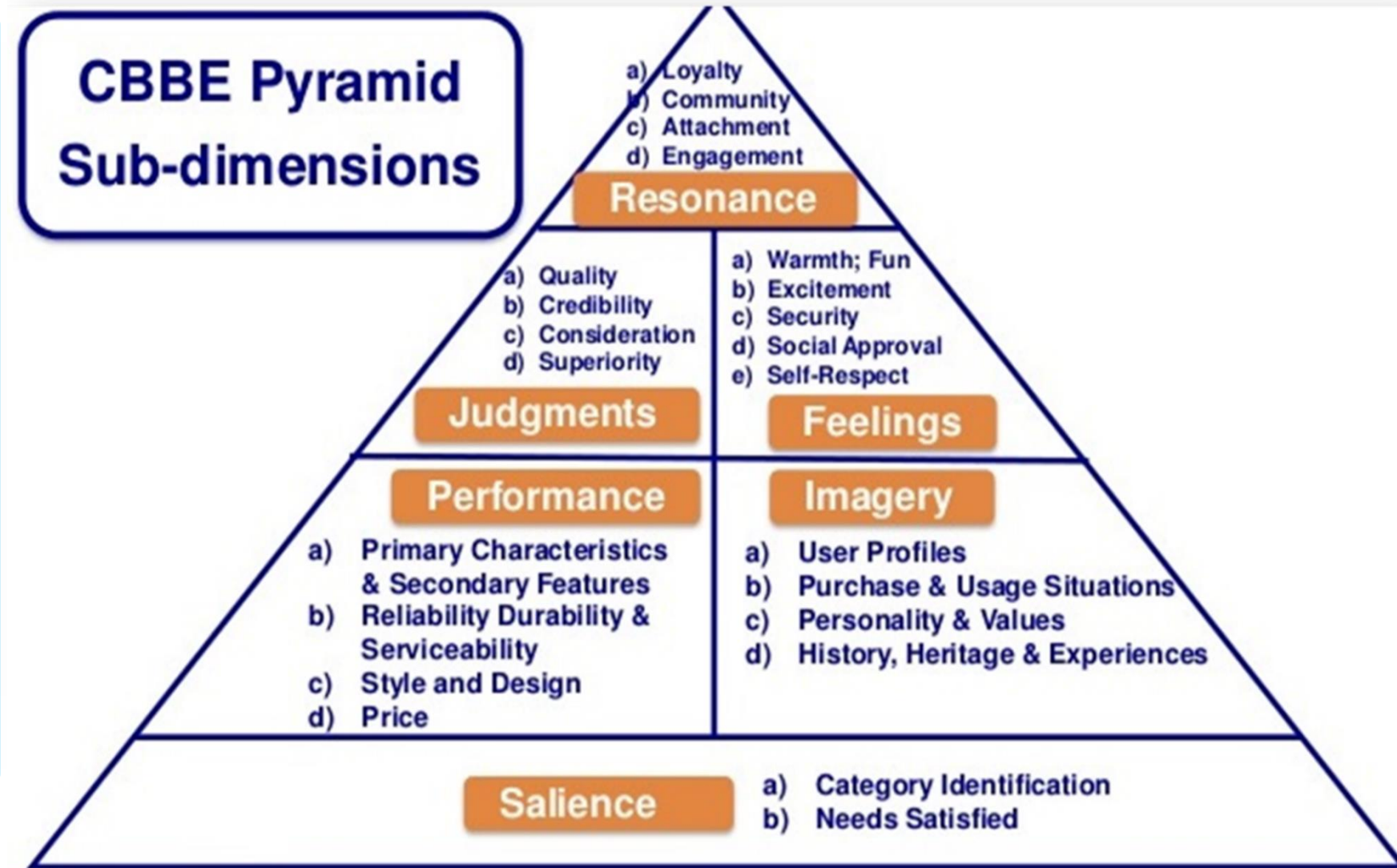
- Brand response
- What do I think or feel about you



- Brand relationships
- What about you and me?

# The Four Steps of Brand Building

## Lecture 4: Brands Resonance and the Brand Value Chain



## Lecture 5: Choosing Brand Elements to build Brand Equity

- Identify the different types of brand elements
- List the general criteria for choosing brand elements
- Describe key tactics in choosing different brand elements
- Explain the rationale for “mixing and matching” brand elements
- Highlight some of the legal issues surrounding brand elements

## Lecture 5: Choosing Brand Elements to build Brand Equity

### Criteria for a strong brand



## Lecture 5: Choosing Brand Elements to build Brand Equity

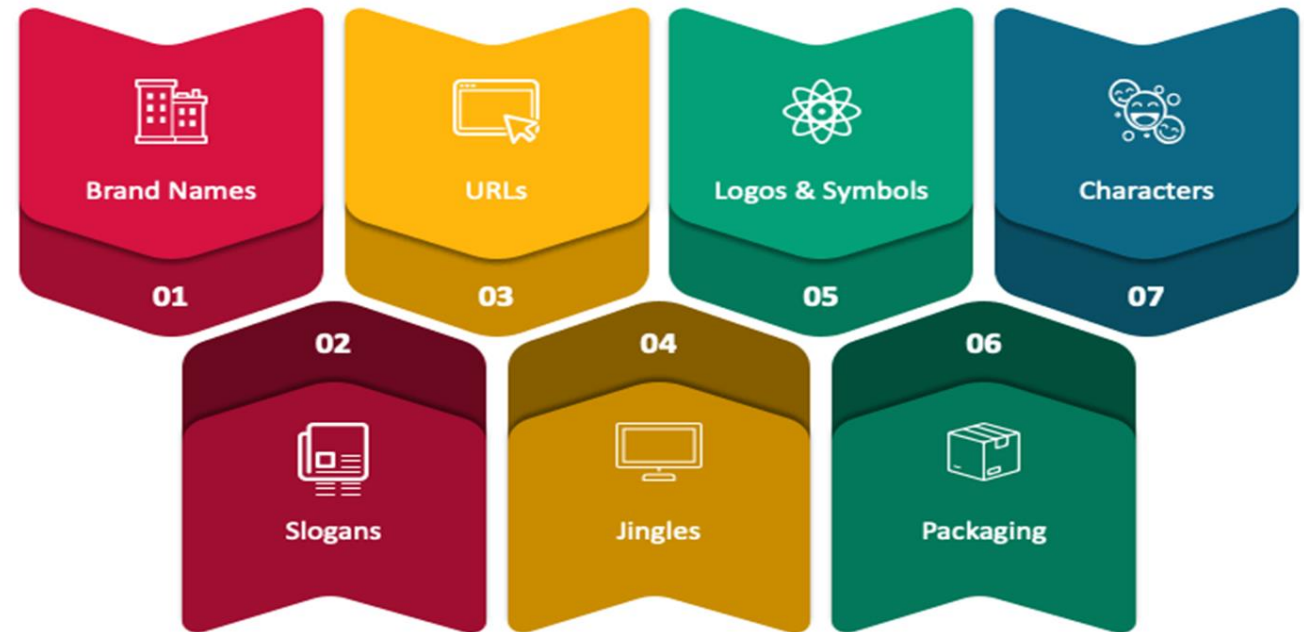
- 1. Memorable**  
Easily recognized  
Easily recalled
- 2. Meaningful**  
Descriptive  
Persuasive
- 3. Likable**  
Fun and interesting  
Rich visual and verbal imagery  
Aesthetically pleasing
- 4. Transferable**  
Within and across product categories  
Across geographic boundaries and cultures
- 5. Adaptable**  
Flexible  
Updatable
- 6. Protectable**  
Legally  
Competitively

# Types of Brand Elements

## Lecture 5: Choosing Brand Elements to build Brand Equity

### BRAND ELEMENTS

Types of Brand Elements



## Lecture 6: Designing Marketing Programs to Build Brand Equity

- Describe some of the changes in the new media environment
- Outline the major marketing communication options
- Describe some of the key tactical issues in evaluating different communication options
- Identify the choice criteria in developing an integrated marketing communication program
- Explain the rationale for mixing and matching communication options

## Lecture 6: Designing Marketing Programs to Build Brand Equity



## Lecture 6: Designing Marketing Programs to Build Brand Equity

1. Rapid technological developments (using tech, AI,VR,QR in everything 'IOT' internet of things)
2. Greater customer empowerment (engage & experience)
3. Fragmentation of traditional media (which fits)
4. Growth of interactive and mobile marketing options (sms, emails, apps)
5. Channel transformation and disintermediation (ex. Radio before & now, PR & CSR create awareness & be part of community)
6. Increased competition and industry convergence (using Guerilla mktg)
7. Globalization and growth of developing markets
8. Heightened (exceeding environmental, community, and social concerns (doing good things so I will recall the brand)
9. Severe economic recession (how to get money)

## Lecture 7: Integrating Marketing Communications to build brand equity

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## Lecture 7: Integrating Marketing Communications to build brand equity

- They are means by which firms attempt to **inform**, **persuade**, and **remind** consumers about the brands they sell
  - Can contribute to brand equity by:
    - Creating awareness of the brand
    - Linking points-of-parity and points-of-difference associations to the brand in consumers' memory
    - Induce/obtain positive brand judgments or feelings
    - Facilitating a stronger consumer-brand connection and brand resonance.

At the same time, brand equity helps marketers determine how to design and implement different marketing options.

## Lecture 7: Integrating Marketing Communications to build brand equity

- Skillfully designed and implemented marketing communications programs
  - Should be efficient and effective
  - Require careful planning and creative talent (acquired by practice).
  - The simplest and most useful way to judge any communication option is by its ability to contribute to building brand equity.

## Lecture 8: Leveraging Secondary Brand Associations to build brand equity

- Outline the eight main ways to leverage secondary associations
- Explain the process by which a brand can leverage secondary associations
- Describe some of the key tactical issues in leveraging secondary associations from different entities

## Lecture 8: Leveraging Secondary Brand Associations to build brand equity

- Linking the brand to some other entity may, some source factor or related person, place or thing may:
  - Create a new set of associations from the brand to the entity, consumers may form a mental association from the brand to this other entity. (Toshiba EL Araby)
  - These secondary brand associations are most likely to affect evaluations of a new product.
  - Affect the existing brand associations, when a brand is identified as linked to that entity, consumers may infer that some associations, judgments or feelings. In other words, in the mind of consumers, what is true for the entity, must be true for the brand. (TATA & Jaguar)

## Lecture 9: Branding in the Digital Era

- Describe changes in marketing and consumer behavior in a digital era
- Define brand engagement and understand the brand engagement pyramid and key drivers of brand engagement
- Understand digital communications and the various options available
- Define the role of e-mail marketing and Web site optimization as important components of digital marketing strategy

## Lecture 9: Branding in the Digital Era

- Appreciate the pros and cons of various social media channels (e.g., Facebook and Twitter) as digital marketing tools
- Understand the developments within mobile marketing
- Develop a broad understanding of influencer marketing approaches and how word-of-mouth and social influence occurs and can be managed
- Describe content marketing and its role in creating brand awareness and engagement
- Describe changes in brand management organizational structure

## Lecture 9: Branding in the Digital Era

1. Changes in the consumer decision journey
2. Sharp increase in buying via online retail channels
3. Shift in advertising and promotion expenditures toward digital channels
4. The rise of many-to-many communications
5. Dramatic increase in consumer touchpoints
6. Tremendous increase in data availability
7. The use of digital personalization
8. A loss of control over the brand message and the co-creation of brand meaning
9. The role of user experiences
10. The growth of brands as cultural symbols

## Lecture 10: Introducing and Naming New Products and Brand Extensions

- Define the different types of brand extensions
- List the main advantages and disadvantages of brand extensions
- Summarize how consumers evaluate extensions and how extensions contribute to parent brand equity
- Outline the key assumptions and success criteria for brand extensions

## Lecture 10: Introducing and Naming New Products and Brand Extensions

- **Brand extension:** When a firm uses an established brand name to introduce a new product
  - Line extension - Adds a different variety, a different form or size, or a different application for the brand
  - Category extension - Marketers apply the parent brand to enter a different product category from the one it currently serves

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## Lecture 10: Introducing and Naming New Products and Brand Extensions



- New products and brand extensions
  - **Sub-brand:** New brand combined with an existing brand.
  - **Parent brand:** An existing brand that gives birth to a brand extension.
  - **Family brand:** Parent brand associated with multiple products through brand extensions.

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To Sum Up...



**Thank You**

**Dr. Perihan Salah**

