

Subject – Product and Brand Management  
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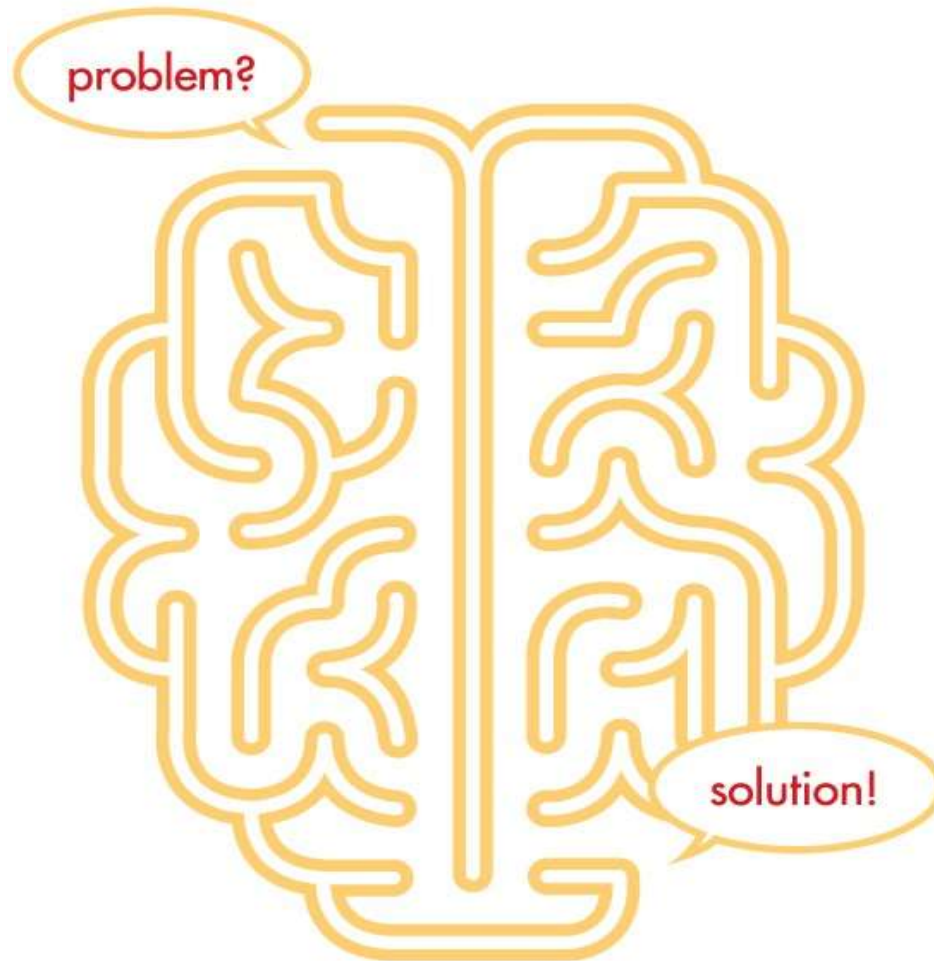
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# PRODUCT AND BRAND MANAGEMENT

# PRODUCT

- **A Product is any want satisfying attribute a consumer receives in exchange. The product benefits could be physical as well as psychological.**
- **The product can both be goods and services or any combination of the two.**
- **A product satisfies need (Evolution of shoes).**

# What is Product Management?





# **A Definition of Product Management**

**“Product Management is the process of conceiving, planning, developing, testing, launching, delivering and withdrawing products in the market”**

**Internal: current teams, management**

**External: supply chain, market**

**Upstream: planning, development, launch**

**Downstream: ongoing lifecycle management**

# Product Management's Purpose Is To Create...



Customer Value



+ Measurable Business Benefits

# By Identifying Unsolved Customer Problems...



# To Create Product Experiences..



# That Outwit The Competition...





# Over A Sustainable Period



# Relevance of Product Management in India

- **India is not only the world's fastest-growing large economy but also boasts a diverse talent pool and a thriving technology ecosystem. Policy reforms such as Digital India and Smart Cities have further boosted this opportunity for economic growth. MNCs can certainly leverage this opportunity to create avenues for long-term growth, and product management is the cornerstone for this initiative to succeed.**
- **Despite this opportunity and other inherent advantages associated with the presence of product management, the current situation is quite bleak. Less than 10% of the 900+ MNCs in India have a product management function, with even fewer doing core work. The essential nature of product management has not been understood yet, a fact which must change if MNCs wish to tap into this opportunity and drive disruptive charters.**

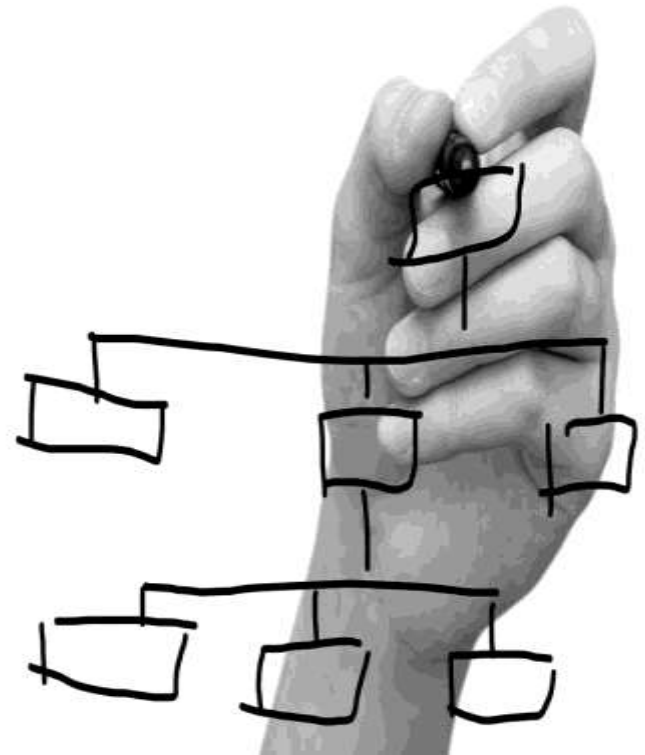
- **What will speed up this process is a combined effort from GICs(Global In-House Centers) to develop the product management capability in the entire ecosystem. The first step could be to clearly define the role of the product manager, with its associated responsibilities and competencies. Following this, training needs in established and emerging skill sets for product managers must be identified and delivered upon. Finally, outlining a standard template for process workflows can help GICs identify and remove bottlenecks from the process. Aligning these workflows to enable maximum collaboration with involved functions such as engineering, marketing, will help GICs move up the maturity curve for product management.**



- **In summary, product management plays a pivotal role by acting as the intersection between engineering, the business, and the customer. For GICs looking to create top line impact and becoming strategic partners to the HQ, growth of the PM function is essential.**

# Role of product manager

The product manager is the person responsible for defining the why, when, and what of the product that the engineering team builds. This means they lead cross-functional teams from a product's conception all the way through to its launch. ... The product manager is responsible for setting a product vision and strategy.



# Guiding product and market strategy

Product managers must deliver value to the business and play a **strategic role** in determining the actions to achieve this.

But their role is also **hands-on** and involves **collaboration** with multiple internal stakeholders



**Product managers like to solve problems.**

**Product Managers spend time understanding what customers need and want.**

**Then develop solutions that solve these problems and satisfy needs & wants**

**Product Managers have a duty to deliver and maintain financial benefit to the business.**

**Product Managers see things differently**

**The carpenter doesn't want a drill.  
*He wants a hole***



# How a Product Manager sees it

The carpenter has a **problem**. He needs a hole in the wall. A drill can solve this problem, but there's much more to it than just creating a hole. The carpenter is concerned with multiple factors:

- ▶ The **speed** at which the hole is made The **accuracy** of the cut
- ▶ The **safety** of the device that makes the hole The **ease of using** the device
- ▶ The **reliability** of the device
- ▶ Where the device can be **purchased or accessed**
- ▶ The **price** of the device
- ▶ After sales **support** of the device
- ▶ Product managers define the problem using criteria such as these **before** working on possible solutions



# Product Oriented Organization

- Product orientation is defined as the orientation of the company's sole focus on products alone. Hence, a product oriented company put in maximum effort on producing quality product and fixing them at the right price so that consumer differentiates the company's products and purchase it.

- **Market and Product Orientation.**

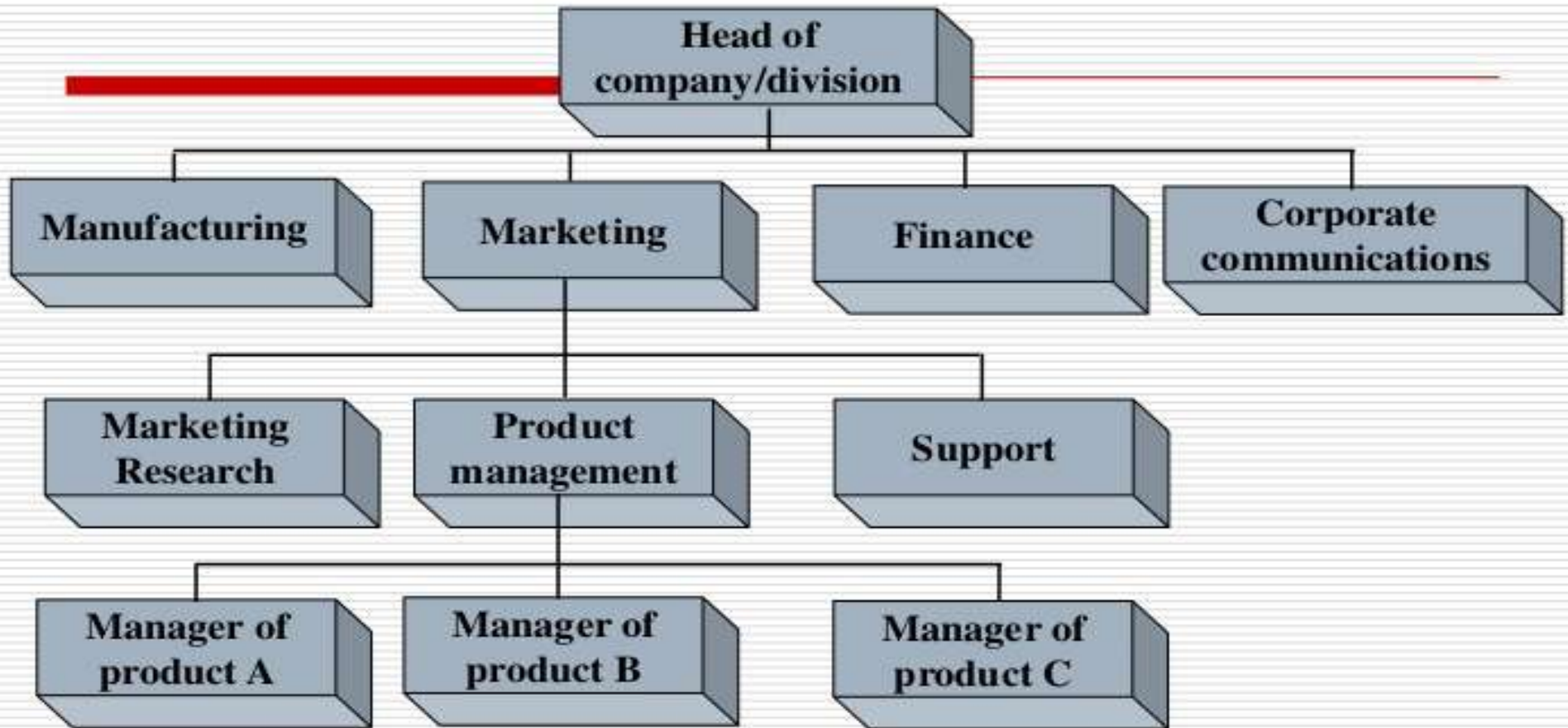
A market orientated company is one that organizes its activities, products and services around the wants and needs of its customers.

By contrast, a product-orientated firm has its primary focus on its product and on the skills, knowledge and systems that support that product.

Is Apple a product oriented company or market oriented company.



# Product-Focused Structure



# Product Classification

- **Consumer Products – Used by consumers**
- **Industrial Products – Used to make other products or render service.**
  
- **Consumer Product – They are of four types**
  - 1. Convenience Products( Milk, Vegetables etc)**
  - 2. Shopping Products (Clothing, Furniture etc)**
  - 3. Specialty products (designer clothes, high end bikes, cars etc)**
  - 4. Unsought Product(Emergency)**

# Marketing of FMCG Products

- India is a hub of FMCG brands. There are huge national and multinational brands catering their products to millions of people and generating immense capital. The biggest player in the market is ITC. The market capitalization value of the brand is INR 256,769 Crores. The next on this list are HUL, Nestle (India), Godrej, Glaxo SmithKline, Colgate Palmolive, Marico, Emami and Procter & Gamble. These are the multimillion names that can be altering the retail industry with their innovative marketing strategies.
- The brands have created an excellent platform for themselves by introducing new strategies in the market to create product awareness and maintain customer loyalty. Here is the list of best marketing strategies for FMCG products in India.

# Marketing of FMCG Products Contd.....

- **Multi-branding**
- This is a unique style of the of FMCG brands that cater to competing products under the same banner. The same company manufactures a range of products, similar by genre, and caters to the consumers. The main motto is to create a stronghold in the market with the products of the same brand and leave minimum or no space for the competitors' products. This strategy is uniquely used to eat up the shelf space available in the distributor's and retailer's shop. Creating competition among own products is a perfect way to grab hold the market.

## **Flanking**

This is a typical strategy where the same product is sold in different volume and packaging. For an instance, the shampoo is sold in both bottles and sachets so that it can grab all the segments in the market. It is a good strategy for almost all FMCG products available in the market.

## **Extension of the brand**

When a company has already established a brand name, it uses the popularity as the fuel to add more products with the same name and skyrocket the sales. For an instance, the popularity of Lifebuoy is huge. The company sells both soap and hand wash liquid with the same name in order to grab the same segment of loyal customers. The extension and diversification of the brand also add more value. It is a typical strategy used to make a product quickly recognized by the target audience.

## **Product line building**

This is a typical product line strategy that offers all the varieties consumer wants with different names. For an instance, Hindustan Unilever offers soaps of various kinds such as Dove, Lifebuoy, and Lux to cover all kinds of needs and market segments. These related products do not compete with each other as the target audience is absolutely different from each other in terms of preferences.

## **Developing new products**

In this case, Proctor & Gamble is the best example that develops new products every now and then to maintain the competition and replace the older ones that have proved to be incompetent. The current products face threats from dynamic consumer needs, different taste, product life cycles, etc. The new product development can be done either via research and development or via acquiring another company.

## **PLC strategy**

Product Life Cycle or PLC, in the case of FMCG products, is short. It is nothing but the span of the product existing in one market. The old products need to be replaced or transformed so as to maintain the competition and feed the enthusiasm of the customers. It is very essential for a company to create a new line of products to replace the old ones. The new inclusions and innovations in the products will also fortify the customer base and the stronghold in the market.

## **Evolution and adaptation**

The market survey often reveals the specific requirements and the pain points of the customers. This information is specifically used by the FMCG companies to design a new product line. Changing the product line, making it better to meet the contemporary needs is mandatory for the survival of the brand. If not changed or upgraded, the future of the company might become stagnant

## **A vast network of distribution**

A vast and diverse distribution network, in terms of significant locations, can be very helpful for a brand to gain a lion's share of the market. Soft beverages brands like PepsiCo and Coca-Cola own a vast network of distribution. It reaches to almost every corner of the urban and semi-urban markets to cater their products, making it tough for the other brands to infiltrate.



# Marketing of FMCD products

FMCD (also known as Durable good) are those articles that people purchase from their disposable income. These could be cars, household appliances, electronic gadgets such as mobile phones or music player etc. The life expectancy of these products are longer than the FMCG products, but the sale volume is considerably low. However, they have nice profit margins in sales and the original costing is much higher than the consumer goods. Where storage is not a concern for these products due to its long-lasting nature, there is another threat that has a visible impact. The economic condition or the purchasing power of the target market can potentially affect the sales as the products are more on the side of luxury rather than necessity. So they have to be clever with their retail-sites, especially when they are just setting their foot in.

# Marketing of FMCD products Contd.....

- For a buyer, it's easy to make a choice to buy or not to buy; but the journey to the racks & shelves is not that easy. Whether a company is selling goods or the durables, it's imperative to first understand the nature of a product, the target consumers and the market competition before they begin. Because all a consumer want is - the best value for their money.

# Product mix strategies

# (HUL's )Product policy :

Color cosmetics	Skin care	Oral care	Confectionaries	Hair care	Deodorants	Soaps & detergents	Toilet Soaps	Beverages	food
Lakme	Fair & lovely	pepsodent	Max	Sunsilk	Axe	Surf	Liril	3 roses	Knorr Annapurna Atta
<b>Aviance</b>	Pond's	toothbrush		Clinic	Pond's	Rin	Lifebuoy	Lipton yellow label	Knorr Annapurna Salt
		Close up			Rexona	Wheel	Lux	Lipton green label	Modern foods range
					Denim	Vim	Breeze	Lipton Ice tea	Kwality Wall's feast
						Ala	Pears	Red Label	Kwality Wall's cornetto
						OK	Hamam	TajMahal	Sundae'
							Dove	Brooke Bond	Kissan
							Savlon	Bru	

# Product mix concepts

- **Product Mix – set of all products offered by the company for sale**
- **Product line- a group of related products constitute a product line**
- **E.g – Bata had a range of 1138 product lines(1999)**
- **Width of Product mix- no of product lines in the product mix e.g 10 lines in HUL's product mix**
- **Length of the product mix is the total no of items in the mix(our example ,it is 46)**

# Product mix concepts

- **Depth** – the depth of the product mix is the assortment of all sizes, colours and variations offered for each product in the product line
- **For example-** Lifebuoy Active Red comes in three sizes- 125 gms, 100 gms and 60 gms cakes
- **Consistency** : closeness exhibited by the product lines in production requirements , distribution and end usage
- **For example-** most of the HUL Product lines are consistent as they are consumer goods distributed using similar channels and produced using similar facilities

# Product Mix Strategies

- **Trading up-Offer high priced , prestige products to their existing product line in an effort to increase the sale of their low priced products and enhance the company image**
- **E.g. – Lifestyle**
- **Trading down –new products, low priced to the existing line**
- **E.g –Marriot Corporation introduced a new chain of Hotels called ‘Holiday Inn’ to cater to the needs of not so affluent customers**

# Line stretching

- **A company stretches its product line beyond the current range of products. It can stretch its product line in either the down market , up market or both**
- **Down Market stretch – introduce the products at a lower price**
- **E.g – 3 Roses for the lower end market (HUL)**
- **Reasons- Middle market stagnation, potential for growth in Down market ,aim to tie up with the lower end competitors**



# Up market stretch

- **Enter the high end of the market**
- **The objective of the firm may be to have higher growth , increase its margins, or to simply project itself as a full line firm**
- **E.g Lipton Yellow Label (HUL) is a high end stretch with Rs 75 for 250 gms tea .**
- **A company serving in the middle market might indulge in stretching its product line both ways – upward and downward**

# Line filling Vs Line Pruning

- **Kimberley Clark –closed underperforming business  
–Midwest express**
- **Company might be carrying some products in the product line that yield lower or no profits.**
- **Prune or remove unnecessary products**

# Reasons for line extensions

- **Logistics and storage costs**
- **Entry barriers for new labels**
- **Sales forecasting is easier as an analogy with the existing products in the line could be had.**

# Reasons for Line extensions

- **Marketing Managers perceive line extension as a low cost , low risk way to meet the needs of various customer segments .**
- **Extension helps reducing the cost of Marketing research and direct marketing .**

# Six categories of new products

- 1. New-to-the-world products (<10%)**
- 2. New products in established markets**
- 3. Additions to existing product lines**
- 4. Improvements and revisions of existing products (80%)**
- 5. Repositioning (Existing products targeted to new markets or market segments)**
- 6. Cost reductions**

# Challenges in New-Product Development

- **Incremental innovation** (established companies)
- **Disruptive technologies** (embraced by new companies, slowly by established ones)
- **NP fail @ 95% in USA, 90% in Europe. Why?**
  - A high-level executive pushes a favorite idea through in spite of negative research findings.
  - The idea is good, but the market size is overestimated.
  - The product is not well designed.

# Why New Products Fail

- The product is incorrectly positioned in the market, not advertised effectively, or overpriced.
- The product fails to gain sufficient distribution coverage or support.
- Development costs are higher than expected.
- Competitors fight back harder than expected.



# Factors that tend to hinder new-product development

- Shortage of important ideas in certain areas
- Small, fragmented markets
- Social and governmental constraints
- Cost of development
- Capital shortages
- Faster required development time
- Shorter product life cycles (rivals are quick to copy it)



# To be successful ...

- Build a unique superior product (successful 98% of the time)
- Having a well-defined product concept prior to development
- Technological & marketing synergy
- Quality of execution at all stages
- Market attractiveness

# Why is development of hi-Tech products is very difficult

- High technological uncertainty: (Will the new products function as promised & be on time?)
- High market uncertainty: How will buyers adopt the new technology?
- High competitive volatility: for which quarters
- Short life: Competitors will come out with better versions
- Finding funding sources for risky projects is difficult.

# Organizational Arrangements

- **New-product deployment requires specific acceptance criteria**
  - The product can be introduced within five years
  - The product has a market potential of at least \$50 million and a 15 percent growth rate.
  - The product would provide at least 30 percent return on sales and 40 percent on investment.
  - The product would achieve technical or market leadership.

# Organizational Arrangements

- **Budgeting For New Product Development**
  - Finance as many projects as possible
  - %age of sales
  - Same as competition
  - Depending on the number of successful new products needed
  - **3M's approach:**
    - **15% rule** (spend 15% of the time on activities of personal interest)
    - **Each promising idea gets an “executive champion”**
    - **Expect some failures (have to kiss lot of frogs to find a prince)**
    - **Golden Step awards handed out each year**



## Finding One Successful New Product (Starting with 64 New Ideas)

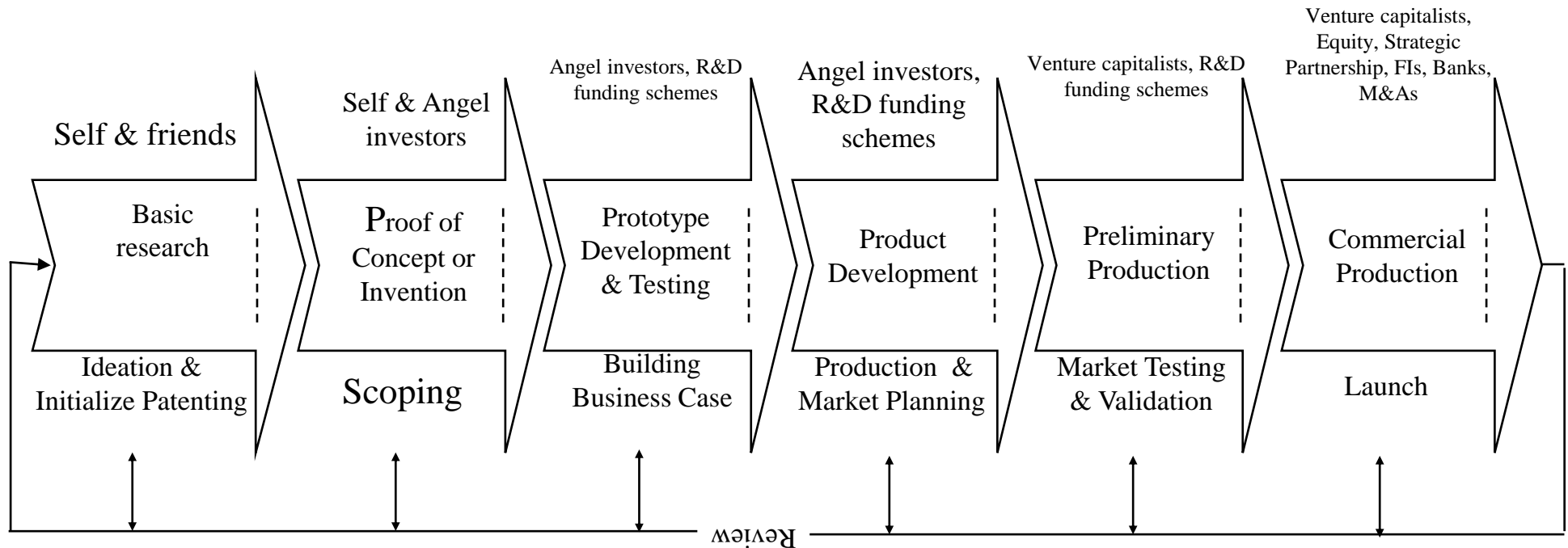
Stage	Number of Ideas	Pass Ratio	Cost per Product Idea	Total Cost
1. Idea screening	64	1:4	\$ 1,000	\$ 64,000
2. Concept testing	16	1:2	20,000	320,000
3. Product development	8	1:2	200,000	1,600,000
4. Test marketing	4	1:2	<u>500,000</u>	<u>2,000,000</u>
5. National launch	2	1:2	5,000,000	10,000,000
Budget for one successful new idea =			13,984,000 = 14 million	
Budget for 4 successful new ideas = 56 million			\$5,721,000	\$13,984,000

# Organizational Arrangements

- **Organizing New-Product Development**
  - Product managers (busy managing existing lines)
  - New-product managers
  - High-level management committee (reviewing & approving proposals)
  - New product department
  - Venture teams (cross-functional group charged with developing a specific product or business & provided with the skunk works)



# Stage-Gate system



Screen

Figure 1. Integrated R&D Management model

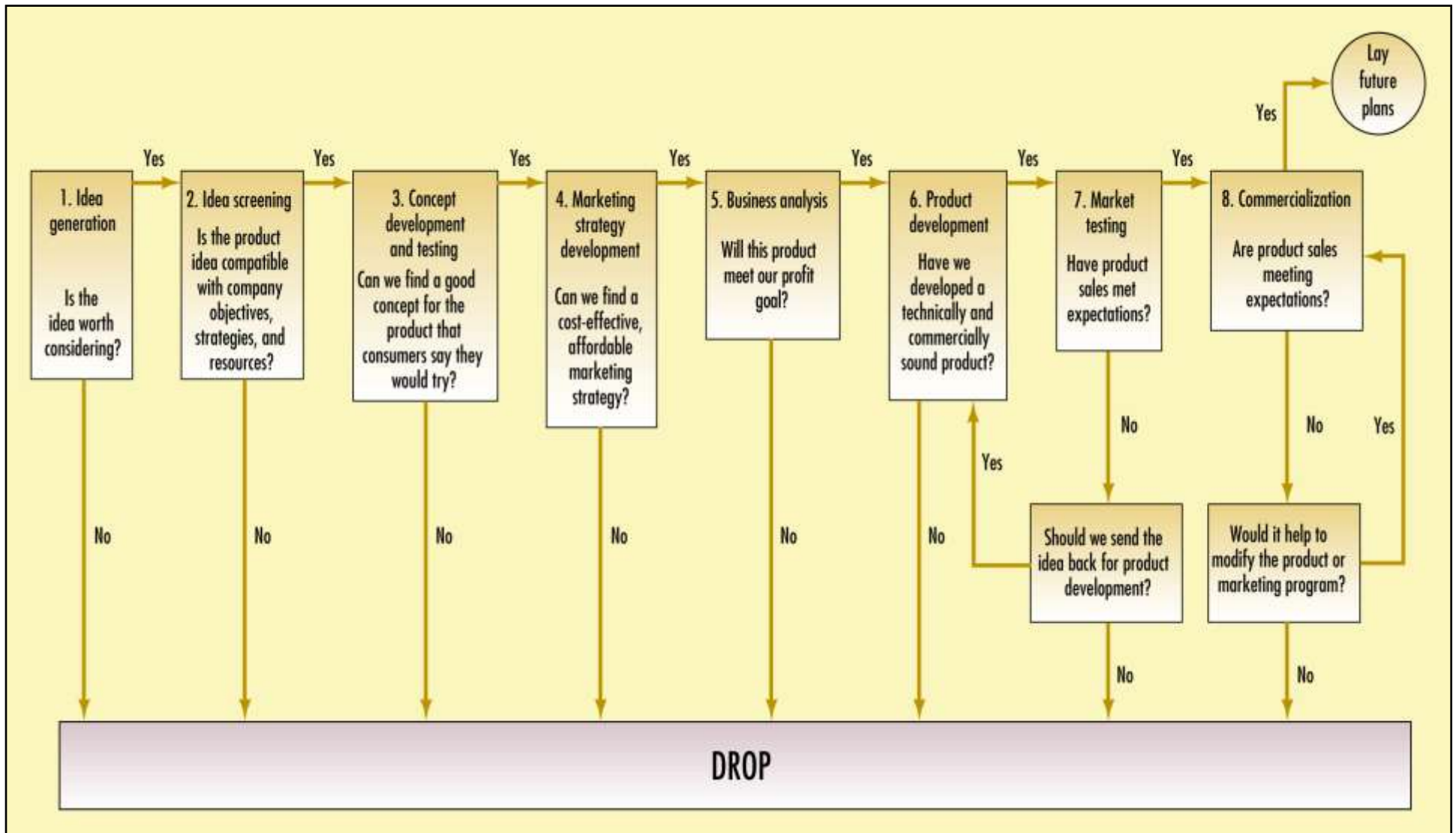
# Organizational Arrangements

- **Stage-gate system**
  - **Gatekeepers make one of four decisions:**
    - **Go**
    - **Kill**
    - **Hold**
    - **Recycle**





# The New-Product-Development Decision Process



## ■ Idea Generation

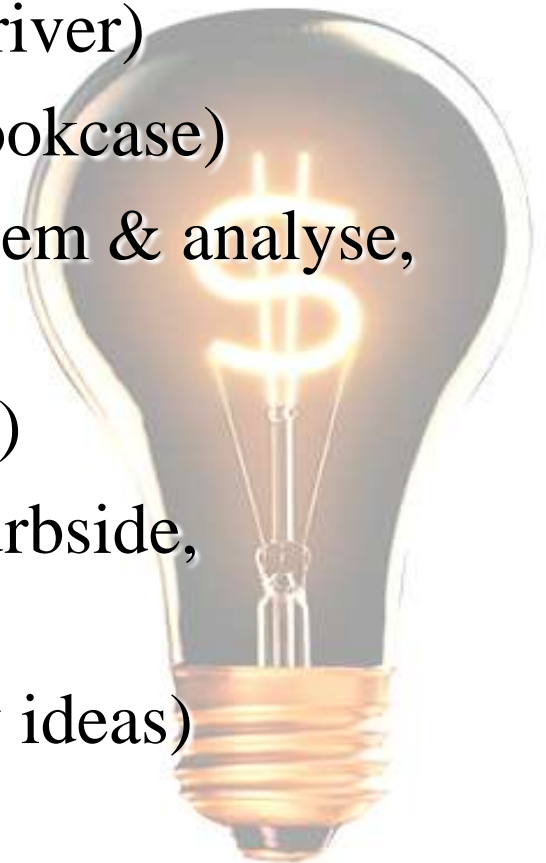
### ■ Interacting with Others

- CUSTOMERS (P&G, 3M Scotch Brite)
- Employee suggestions schemes (Toyota 2 million, 35 suggestions per employee)
- Sales representatives
- Intermediaries
- Inventors, patent attorneys, university & commercial laboratories, industrial consultants, ad agencies, marketing research firms, industrial publications
- Role of the Product champion



# Stimulating creativity in individuals and groups

- **Attribute listing & modification** (screw driver)
- **Forced relationships** (desk with built in bookcase)
- **Morphological analysis** (Start with a problem & analyse, transport)
- **Reverse assumption analysis** (Restaurants)
- **New contexts** (register new guests at the curbside, coproduction)
- **Mind-mapping** (word associations for new ideas)

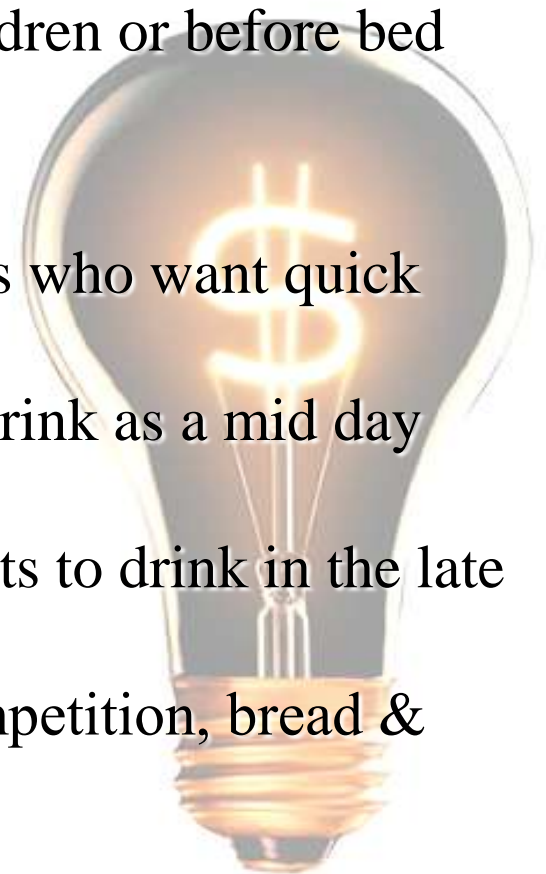


# Idea Screening

- **Idea manager**
- **Idea committee (for review)**
- **Two types of errors in screening ideas**
  - **DROP-error (IBM, Xerox; Marshal Field & Endicott Johnson)**
  - **GO-error**
    - Absolute product failure
    - Partial product failure (sales cover variable costs & some fixed costs)
    - Relative product failure (yields profit less than company's target).

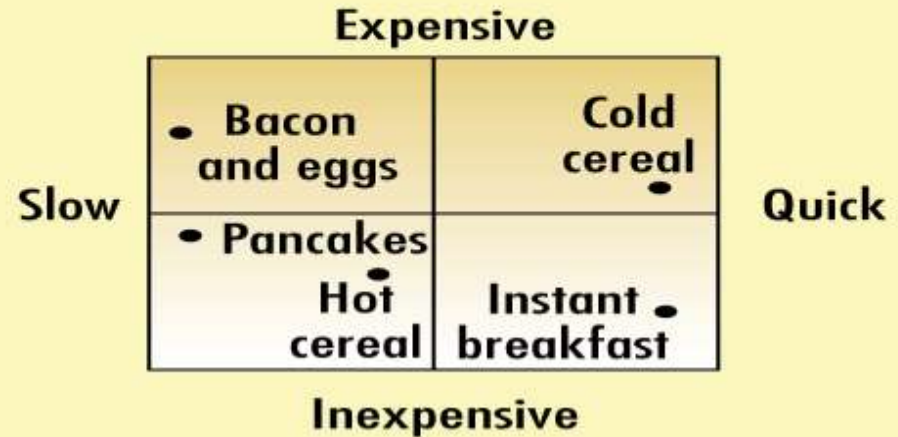
# Concept Development and Testing

- **Product idea:** milk powder
- **Product concept:** Idea expressed in meaningful consumer terms. (What can the product do? Whom does the product serve? A breakfast drink for adults, tasty snack for children or before bed drink- 3 concepts)
- **Concept development**
- **Concept 1** – An instant breakfast drink for adults who want quick nutritious breakfast without preparation.
- **Concept 2** – A tasty snack drink for children to drink as a mid day refreshment.
- **Concept 3** – A healthy supplement for older adults to drink in the late evening before they go to bed.
  - **Category concept** (defines the product's competition, bread & eggs)
  - **Product–positioning map**
  - **Brand concept**



# Product and Brand Positioning

**(a) Product-positioning map (breakfast market)**



**(b) Brand-positioning map (instant breakfast market)**



# Concept Testing

- **Rapid prototyping** (design products on a computer & produce plastic models)
- **Virtual reality**
- **Customer-driven engineering** (incorporating customer preferences in the final design)
- **Questions to measure product dimensions**
  - **Communicability and believability** (Are the benefits clear & believable)
  - **Need level** (fulfilling a need?)
  - **Gap level** (Do other products satisfy this need)
    - **Need-gap score** (higher the better)
  - **Perceived value** (price)
  - **Purchase intention** (would you buy this product?)
  - **User targets, purchase occasions, purchasing frequency** (Who, when, & how will this product be purchased)





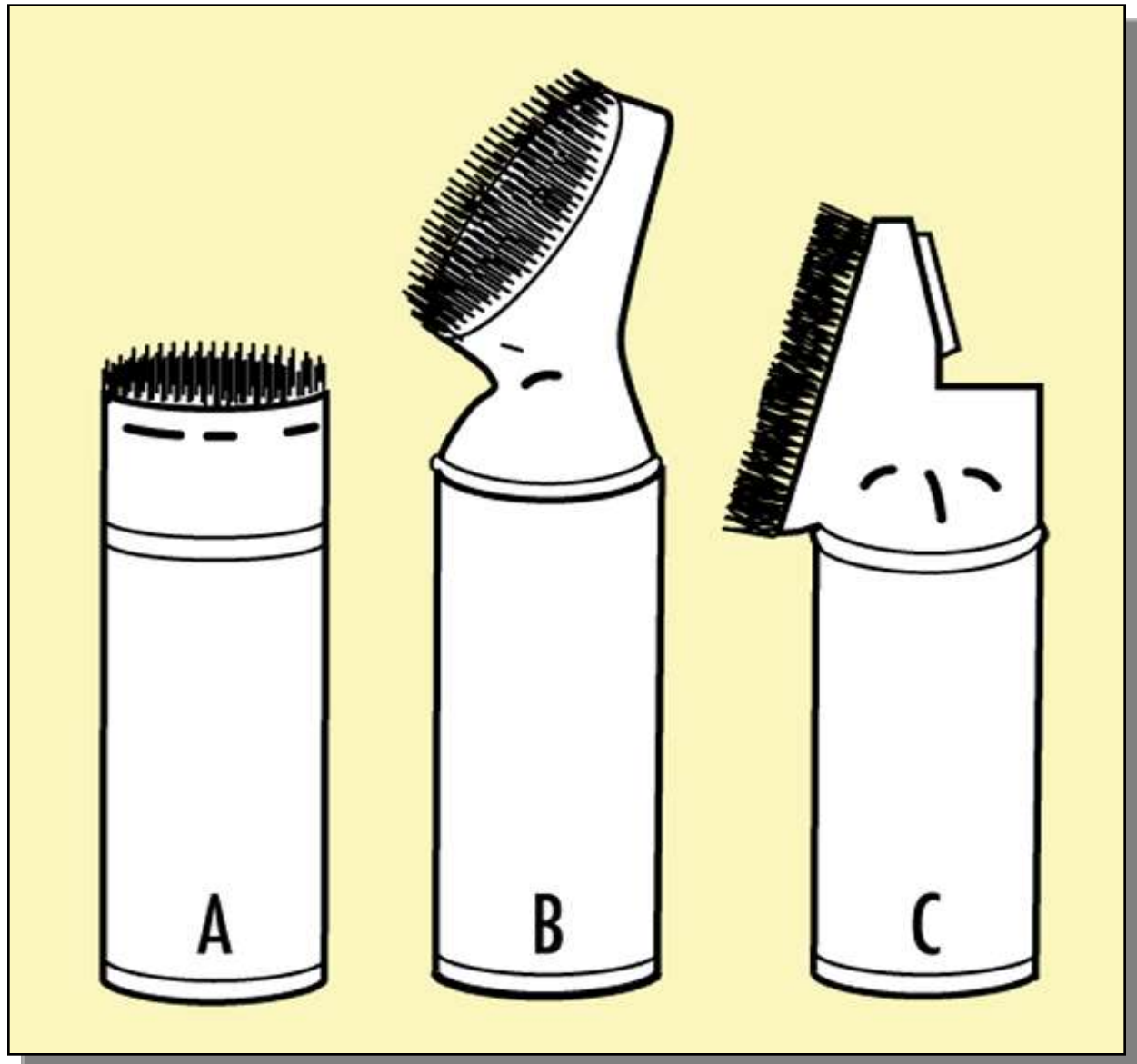
# Managing the Development Process: Concept to Strategy

- **Conjoint Analysis**
  - **Example: five design elements (spot-removing, carpet cleaning agent)**
    - **Three package designs**
    - **Three brand names**
    - **Three prices**
    - **Possible Good Housekeeping seal**
    - **Possible money-back guarantee**



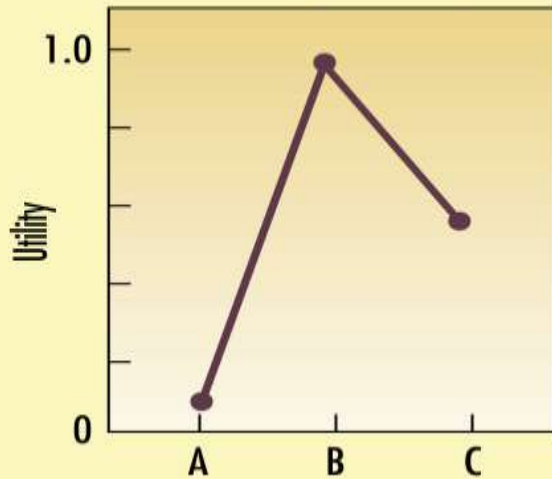


**Samples for  
Conjoint  
Analysis**

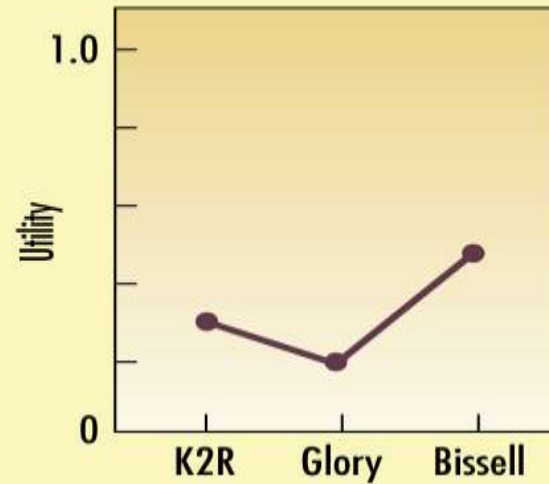


# Utility Functions Based on Conjoint Analysis

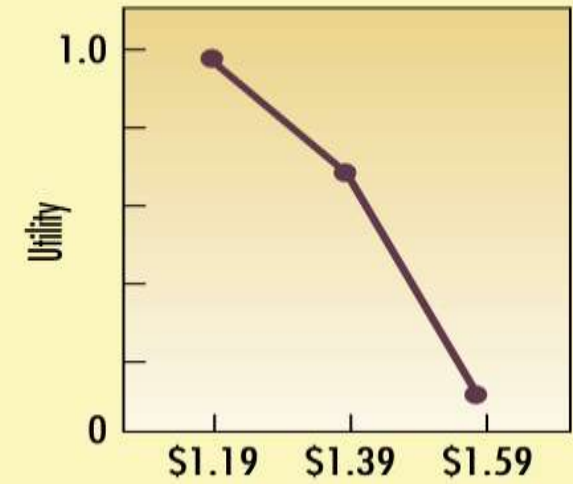
### Package Design



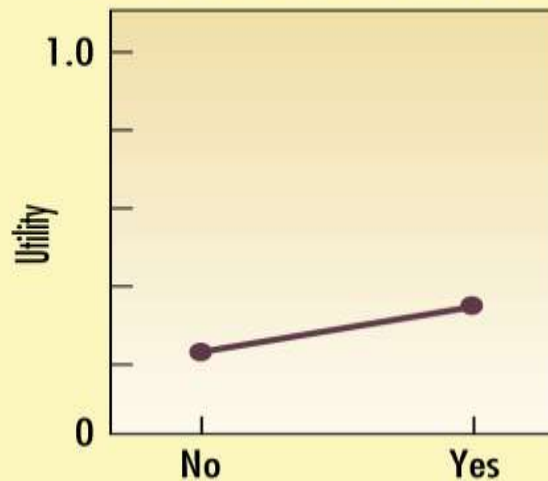
### Brand Name



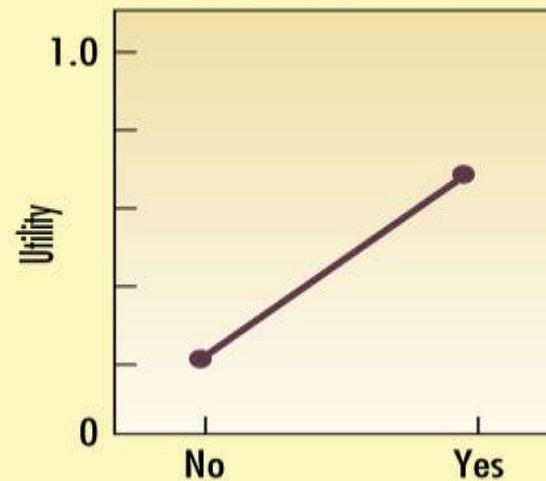
### Retail Price



### Good Housekeeping Seal?



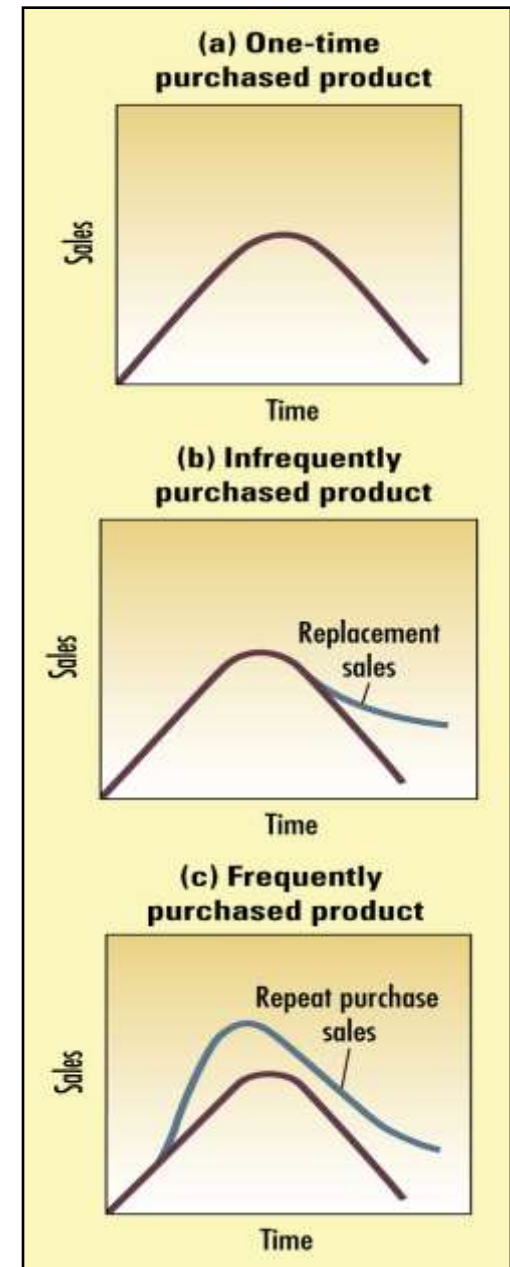
### Money-Back Guarantee?



# Marketing Strategy & Business analysis

- Marketing Strategy
- Business Analysis
  - Estimating Total Sales
    - Survival-age distribution
  - Estimating Cost and Profits

Product Life-Cycle Sales  
for Three Types of  
Products



## Projected Five-Year-Cash-Flow Statement (in thousands of dollars)

Year	0	1	2	3	4	5
<b>1. Sales revenue</b>	\$ 0	\$11,889	15,381	19,654	28253	32491
<b>2. Cost of goods sold</b>	0	3,981	5,150	6,581	9461	10880
<b>3. Gross margin</b>	0	7,908	10,231	13,073	18972	21611
<b>4. Development costs</b>	-3,500	0	0	0	0	0
<b>5. Marketing costs</b>	0	8,000	6,460	8,255	11866	13646
<b>6. Allocated overhead</b>	0	1,189	1,538	1,965	2825	3249
<b>7. Gross contribution</b>	-3500	-1281	2233	2853	4101	4716
<b>8. Supplementary cont.</b>	0	0	0	0	0	0
<b>9. Net contribution</b>	-3500	-1281	2233	2853	4101	4716
<b>10. Disc. contribution</b>	-3500	-1113	1691	1877	2343	2346
<b>11. Cum. disc. cash fl.</b>	-3500	-4613	-2922	-1045	1298	3644

# Product Development

- **Quality Function Deployment (QFD)**
  - Translating target customer requirements into a working prototype
  - Generates a list of Customer attributes (CAs) (refreshing) & converts them into Engineering attributes (azure blue colour) (EAs)

# Prototype testing

- **Alpha testing (within organisation)**
- **Beta testing (outside organisation)**
- **Consumer preference measures**
  - **Rank-order**
  - **Paired-comparison**
  - **Monadic-rating (liking on a 7-point scale)**



# Market Testing

- **Consumer-Goods Market Testing**

- **Seeks to estimate four variables**

- **Trial**
    - **First repeat**
    - **Adoption**
    - **Purchase frequency**

- **Sales wave research: consumers who tried the product once are offered the product again at low prices for 3 or 5 times (sales waves)**



# Market Testing

- **Simulated Test Marketing (ad effectiveness)**
- **Controlled Test Marketing (new products at panel stores)**
- **Test Markets**
  - How many test cities?
  - Which cities?
  - Length of test?
  - What information?
  - What action to take?
- **Business-Goods Market Testing**



# Commercialization

- **When (Timing)**
  1. **First entry** relative to competitors
  2. **Parallel entry**
  3. **Late entry**
- **Where (Geographic Strategy)**
  - **Single locality**
  - **A region**
  - **Several regions**
  - **National market**
  - **International market**
- **To Whom (Target-Market Prospects)**
  - **Early adopters, heavy users & opinion leaders**
- **How (Introductory Market Strategy): marketing blitz**
  - **Critical path scheduling (CPS)**

# The Consumer-Adoption Process

- **Adoption (an individual's decision to become a regular user of a product)**
  - Consumer-adoption process
  - Consumer-loyalty process
  - Mass-market approach
  - Heavy-usage target marketing
- **Stages in the Adoption Process**
  - **Innovation diffusion process:** spread of a new idea from its source of invention to its ultimate users or adopters.

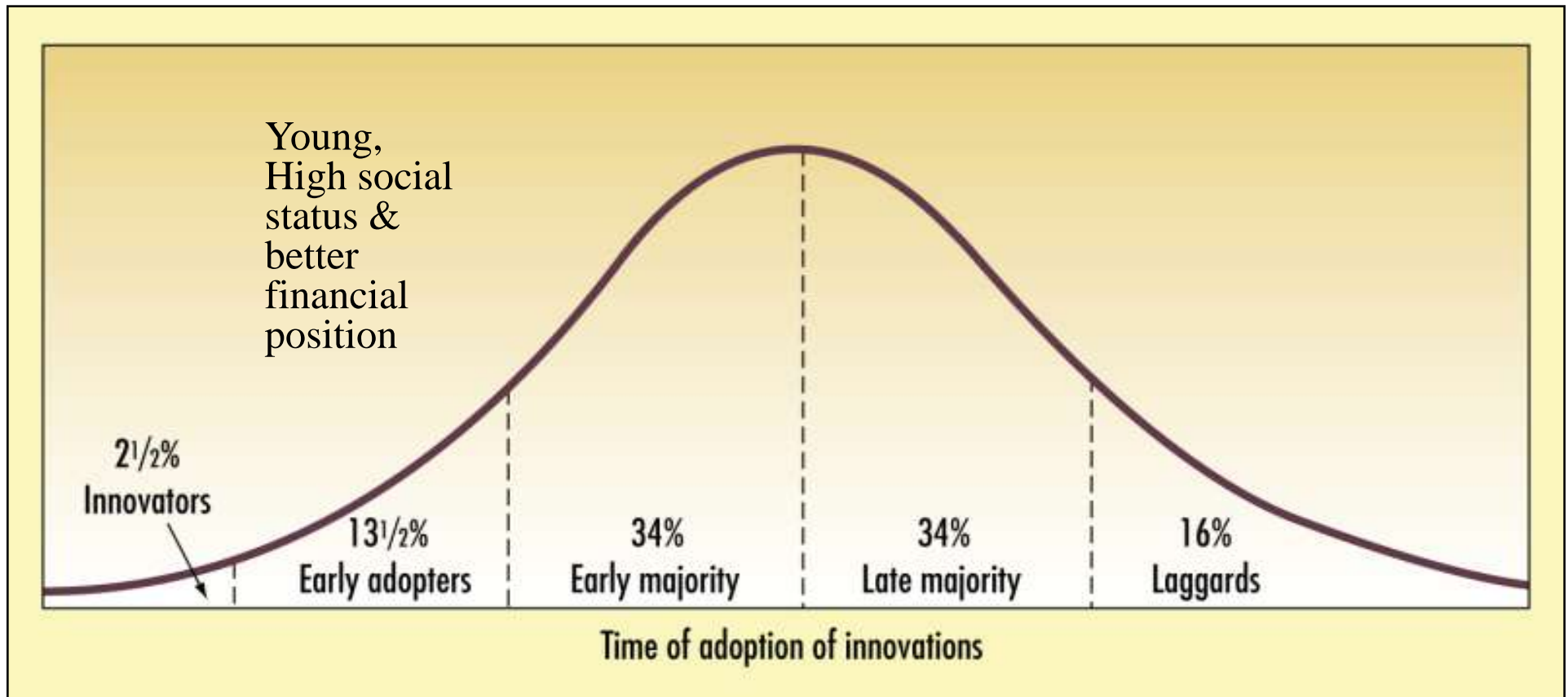


# The Consumer-Adoption Process

- **Adopters of new products move through five stages**
  - **Awareness**
  - **Interest**
  - **Evaluation:** considers whether to try the innovation
  - **Trial**
  - **Adoption:** full & regular use of the innovation



# Adopter Categorization on the Basis of Relative Time of Adoption of Innovation



Opinion  
leaders

Deliberate  
adoption

skeptical

Suspicious of  
change

# Factors Influencing the Adoption Process

- **Readiness to Try New Products and Personal Influence**
  - **Personal influence**(Effect of one person on another's attitude or purchase probability)
- **Characteristics of the Innovation**
  - **Relative advantage:** superior to existing products
  - **Compatibility:** matches the values & experiences of individuals
  - **Complexity:** difficulty to understand
  - **Divisibility:** can be tried on a limited basis
  - **Communicability:** the beneficial results are observable
- **Organizations' Readiness to Adopt Innovations**



# Identifying PLC stages and designing suitable marketing strategy.

- All products go through the different life cycle stages of introduction, growth, maturity and decline. A product life cycle may last for a few days or continue for years. Companies need to determine the life cycle stage to set performance goals, such as sales and profit growth targets, and make resource allocation decisions, such as strategic and human resource planning.

## ■ **Introduction**

- The introduction or development stage is the starting point for a product life cycle. The characteristics include limited sales and possibly losses. Development elements include brainstorming, requirements analysis, preliminary and detailed design, prototyping and manufacturing. Depending on the product, this stage could last for weeks, which could be the time line for a simple software application, or years, which is often the time line to get a drug approved for marketing. Companies need to invest in marketing campaigns to build awareness and in distribution channels to get the product into stores.

## ■ **Growth**

- Companies can determine the growth stage by analyzing sales and profit trends. These trends should be sloping upward in this stage because the combination of product quality and targeted marketing gradually builds sales volumes. As a company takes market share away from its competitors, it may be able to increase prices and generate profit growth. Higher volumes usually mean lower unit costs, which mean higher profits. For example, networking equipment companies in the early years of the Internet grew rapidly as companies invested in interconnectivity. Companies have to manage growth carefully, which involves keeping costs under control and building capacity only when necessary to meet demand.



- **Maturity**

- A flat profit trend is usually an indication of a mature product. Sales and profits may level off in this stage because of competing products and market saturation. Companies may try to increase market share by lowering prices and increasing advertising, but these strategies might lead to lower profit margins if the sales volumes do not grow. A mature product may continue to generate significant cash flow because of repeat customers, well-understood manufacturing processes and efficient distribution channels. A product could be in the mature stage for a long time, such as certain brands of processed foods and household products.

## ■ **Decline**

- A product is in decline if sales and profits are declining. The reasons for a product's entering this stage include changing customer preferences, evolving technologies, quality control issues, aggressive competition and regulatory changes. Management may invest in additional marketing, address quality issues and withdraw from unprofitable market segments to sustain profits. However, if the decline is due to a fundamental shift in the marketplace, such as the introduction of a new technology or new government regulations, then the only viable options might be to gradually exit the market, look for strategic options or regenerate the product and start a new life cycle. An example of a regeneration strategy could be the migration of newspapers from print to the Internet.



# Brand



- A brand is not ranking
- It is about the **approach** and not about being **excellent**
- A brand is about **culture** and **mindset** of the organisation
- It is about identities, aspirations and differentiation
- According to **American Marketing Association**  
“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 a group of sellers & to differentiate them from those of competitors.”

# Some major brands...



The  
WALT DISNEY  
Company



# Brand Name



What's in a name? That which we call a rose By  
any other word would smell as sweet.

(William Shakespeare)

- When he asked the question Shakespeare obviously didn't have brand names in mind.

# Brand Name



- Brand name is the name given by the maker to a product or range of products, especially a trademark.
- A brand name is an identity which puts a product apart from the other. A brand name summarizes all that a brand stands for. Brand name creates association in the minds of the customer
- The first public act of branding, is the brand name which has a unique role to play because
  - Ultimately, Brandname is the only element of the brand that will endure throughout its lifecycle.
  - While the variables of packaging, promotions and positioning are all subject to change, the brand name will remain constant and therefore frequently acts as the focus for the brand



# Characteristics of Good Brand Name

- Distinctive
- Simple
- Meaningful
- Universally valid
- Have a Short Name
- Compatible with Product





# Brand Name Association

- Word association: When several words come into mind on uttering the brand e.g. Nike, Mercedes, Audi
- Image Association: Includes images stimulated by the name. e.g. KFC, MDH
- Product Association: Include any product or product category associated with name. e.g. Aspirin, AllOut



Mercedes-Benz

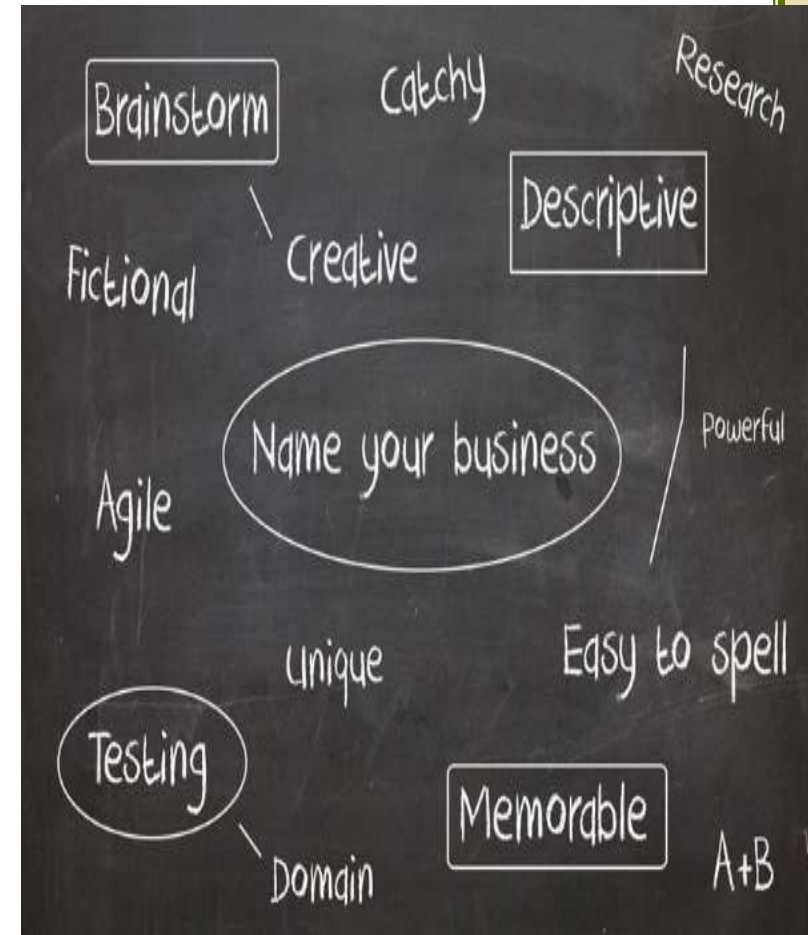


# Types of Brand Name

- Descriptive Brand Name: which describe the name itself. e.g. Handiplast, General Electric
- Suggestive Brand Name: suggests the characteristics of a brand. e.g. Fastrack, Classmate, Twitter
- Freestanding or Empty Vessel Brand Name: which does not have any relation to the product. e.g. Kodak, Starbucks, Karvy

# Naming the Brand

- Gone are the days when the brand names were decided on gut feel.
- Today there are well defined processes to do it scientifically.
- Who says a brand name should be just a noun.
- In today's competitive world, it has to be transformed into an action word, a word that demands action from consumers Instantly!



# Criteria for Choosing Brand Name

- Help position the brand in the mind of the consumer.
- Not be too generic but also not very limiting.
- Be as short as possible
- Have no negative connotations in any language
- Be easy to pronounce.
- Be available.

# Common Brand Naming Mistakes

- Treating Naming as an afterthought
- Forgetting that Naming is as strategic as it is creative
- Underestimating the importance of a good creative brief
- Confusing the need for information with the need for differentiation
- Overlooking complex trademark issues
- Ignoring Global Implications

# BRAND ASSOCIATION

- **A brand association is any thing “linked” in a memory to a brand**
- **e.g. Thus McDonald’s could be linked to a character such as Ronald McDonald, a consumer segment such as kids, a feeling such as having fun, a product characteristic such as service, or a symbol such as a Golden Arches.**



# Brand association

- Brand association may be defined broadly as anything that reminds someone of the brand e.g. Lumia
- Brand associations are the attributes of the brand that comes to customer mind when the brand is referred e.g. Xerox
- Brand association can also be defined as the degree to which a specific product/services is recognized within it's product/service class/category e.g. Apple(iPhone)

# Types of Brand association

- Qualitative: Feeling of happiness after having coco cola open happiness , Max Life pension
- Quantitative: Less amount of vim liquid is required to clean utensils

## vim liquid

- Absolute: Surf removes stain from cloths

## daag ache hain

- Relative: Nirma does not provide whiteness like Rin
- Negative: Tata Nano is less preferable in terms of security
- Positive: Dew “dar ke aage jeet hai

## Hritik

- Generic: Every detergent is called surf



# BRANDS

If people like you  
they will listen to you,  
but if they trust you,  
they'll do business with you.

*Zig Ziglar*

**NAVID MOAZZEZ**



Concept from Mary Neumeier, author of Zag

**What is a  
Brand?  
“brand” is the  
perception  
customers  
have**

“  
“A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.”  
”

Jeff Bezos



# 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
  - 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 and brand value of an organization.

# Brand Relationship

- Consumers' relationships with brands are not all that different from relationships with people. Some you genuinely care about, while others are in your life simply because you depend on them.
- For marketers, understanding the difference between the two kinds of relationships is essential to making sure you know how to deal with your own customers.
- Marketers who realize this will be in a better position to retain customers and improve the perceptions of consumers who are unhappy with a brand's service or product, according to researchers who recently studied the phenomenon.
- In one kind of consumer/brand relationship, people relate to the brand based primarily on economic factors. Walmart, for example, attracts customers based on price and value. In what the researchers call a "communal relationship," consumers relate to the brand based on caring, trust and partnership. State Farm, for example, sells itself as a "good neighbor."

- **What is a brand customer relationship?**
- The relationship between brand and customer is a unique one that can have positive outcomes for both parties. Customers develop relationships with brands and think of them as partners. Brands become more human to customers and obtain meaning and value. This type of relationship relies on quality. There are a number of factors that lend themselves to creating a quality relationship between brand and consumer, like the consumer's ability to identify the brand in the first place, and their willingness to trust and commit to it.
- When a brand has built up trust in their customers, brand loyalty begins. If customers find a product they can believe in, then they will be loyal to brands. Companies have to make an effort to create these relationships with customers. That is only the first step. They must then work to maintain and grow the relationship. Customers want to feel fulfilled, either because the product fills a need or because they feel loyal to it. You might have both kinds of customers, and you must find ways to appeal to each type. Offer a product that meets your consumers' needs, but also ensure it's reliable and of the highest quality.

- How consumers react to experiences with the brand, both positive and negative, depend on how they like the brand in the first place, researchers said.
- Pankaj Aggarwal, a marketing professor at the Rotman School of Management at the University of Toronto Scarborough, and Richard Larrick of Duke University, tested brand evaluation after an unfair transaction in 2012. The results still apply today and depended heavily on whether the consumer was in an exchange relationship with the brand or a communal one.
- In one study, Aggarwal and Larrick set up a situation in which the consumer didn't get what they paid for and wasn't remunerated for a mistake made by the brand. When customers were treated with respect and dignity after the mistake, those who had communal relationships with the brand responded well, possibly because it reassured consumers about the caring nature of their association with the brand.
- In fact, concern from the brand acted as a form of compensation in itself. However, this effect wasn't found when consumers' relationships with the brand were based mostly on price and value.
- In that case, if the consumers didn't think they got their proverbial money's worth, it didn't move them to reconsider their negative evaluation of the brand.
- However, things change when there is no problem that needs to be addressed with the customer.

# What is brand relationship management?

- Brand relationship management is a concept that allows businesses to remain constantly engaged with consumers. It intends to create humanlike relationships between the brand and the consumer. This is a step away from keeping the relationship transactional only, and warrants a deeper focus on the actual connection between both parties.
- Consumers are expecting and demanding more from brands today. If they do not see the value in an item, they will not pay a premium price for it. There is a stronger sense of competition among the brands as consumers have more flexibility in their purchases. As the market expands and options increase, consumers have become more unpredictable. Managing brand relationship is purely about the consumer. If a business wants to maintain the consumer-brand relationship, they must create and provide value.



- Ironically, respectful and fair treatment by a company means more to those who choose a brand based on value than to those who have an emotional relationship with a company. The researchers think this might be because the brand has already met the expectations of those in an exchange relationship — the consumer got what they paid for.
- Genuine and respectful treatment goes above and beyond. For those in communal relationships, who were already expecting to be treated positively, the same treatment doesn't have as much of an effect.
- "Adverse outcomes happen sometimes. People are treated badly or a product fails," Aggarwal said. "Marketers must understand the type of relationship that they have with the consumer so they can figure out how to make good that unfair outcome."
- The "right" response to correct a brand's transgression depends on the relationship the brand tries to build with consumers. For example, a sincere apology letter may work in a communal relationship, whereas a refund or discount would be advisable in an exchange relationship.
- The study, "When consumers care about being treated fairly: The interaction of relationship norms and fairness norms," was originally published in 2012 issue of the Journal of Consumer Psychology.

# BRAND IDENTITY PRISM

1) Physique – Physique is the basis of the brand. Salient physical qualities which are seen by the target audience-like its color, shape. It may include product features, symbols and attributes.

2) Personality – The brand is personified and its traits are perceived in the eyes of the consumer in a particular way. Personality includes character and attitude.

3) Culture – Culture takes a holistic view of the organization, its origin, values and principles it stands for.

# BRAND IDENTITY PRISM

4) Relationship – The strength of the **relationship between the brand and the customer**. It may represent beliefs and associations in the human world.

5) Reflection – How a customer reflects with a particular brand. This is different with how customers perceive the brand. This talks more about the consumers who use the brand as opposed to the brand itself.

6) Self image – How does the customer see himself by using the brand.

# Why Brand Identity Prism?



- Position your brand better
- Design effective marketing strategies related to the brand's identity
- The brand can be communicated better if its identity is well established
- You can eliminate techniques that may not blend with the brand's perceived image
- This helps to streamline your marketing campaigns in a certain direction.

## WHY?

Doesn't dry skin like other soaps  
Emphasizes on the ethnic aspect of beauty



## WHAT?

Soap,  
Shampoo,  
Conditioner,  
Hair Oil, Face Wash,  
Deodorants,  
Body Lotion,  
Body Wash

## FOR WHOM?

Women of 25 and above,  
confident  
Working women,  
believers of natural beauty

## AGAINST WHOM?

L'oreal, The Body Shop,  
Nivea

## LOGO EVOLUTION

**1955-1969**



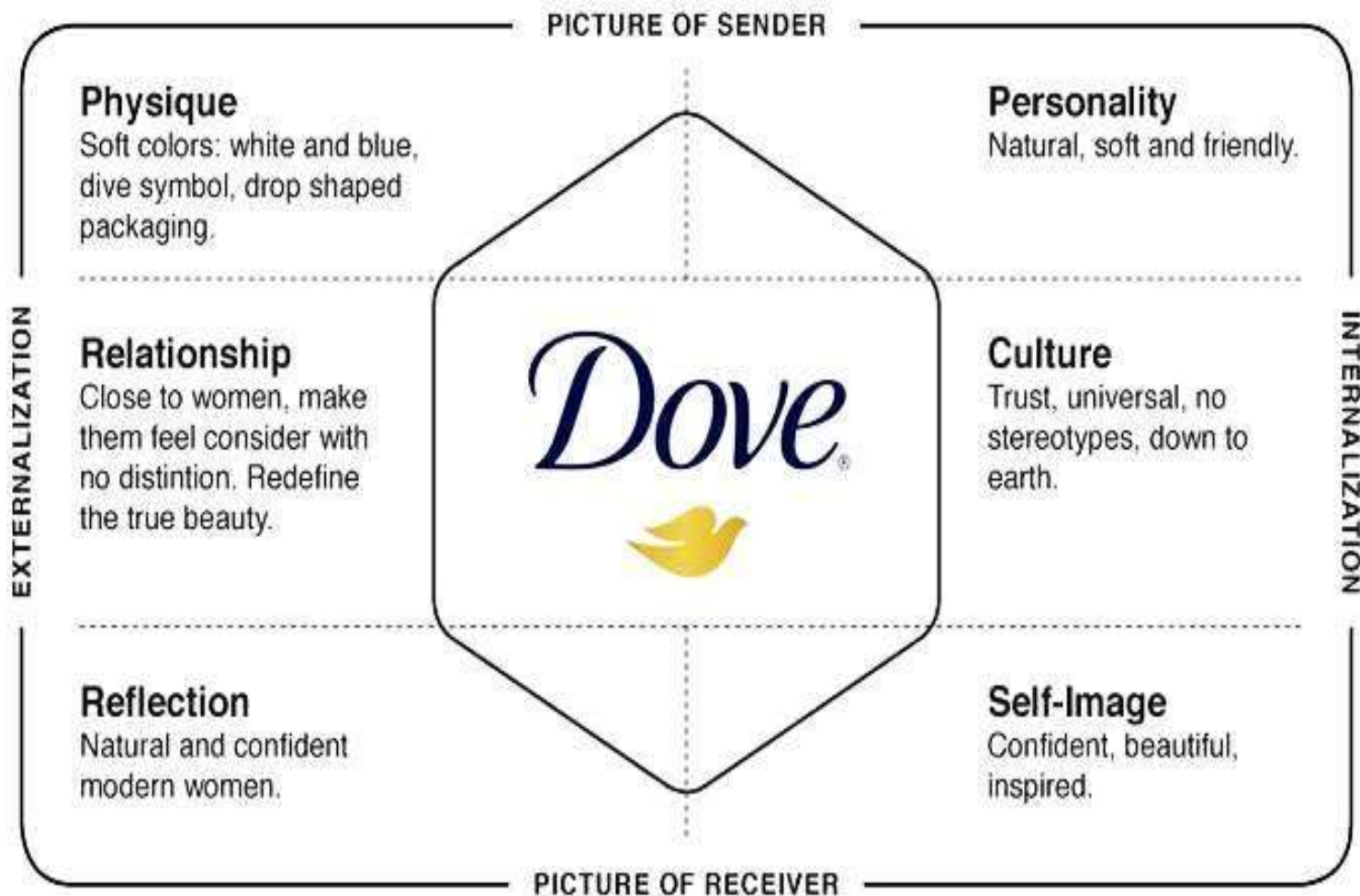
**1969-2003**



**2003-NOW**



# BRAND IDENTITY PRISM



**Positioning**  
**An upscale brand**  
**which provides a rich**  
**experience**

**Why?**

Provides a personal  
moment of escape  
from a hectic life,  
between work and  
home



**What?**

Coffee, snacks,  
merchandise

**Against Whom?**

CCD, Barrista,  
Costa

## LOGO EVOLUTION



1971



1987



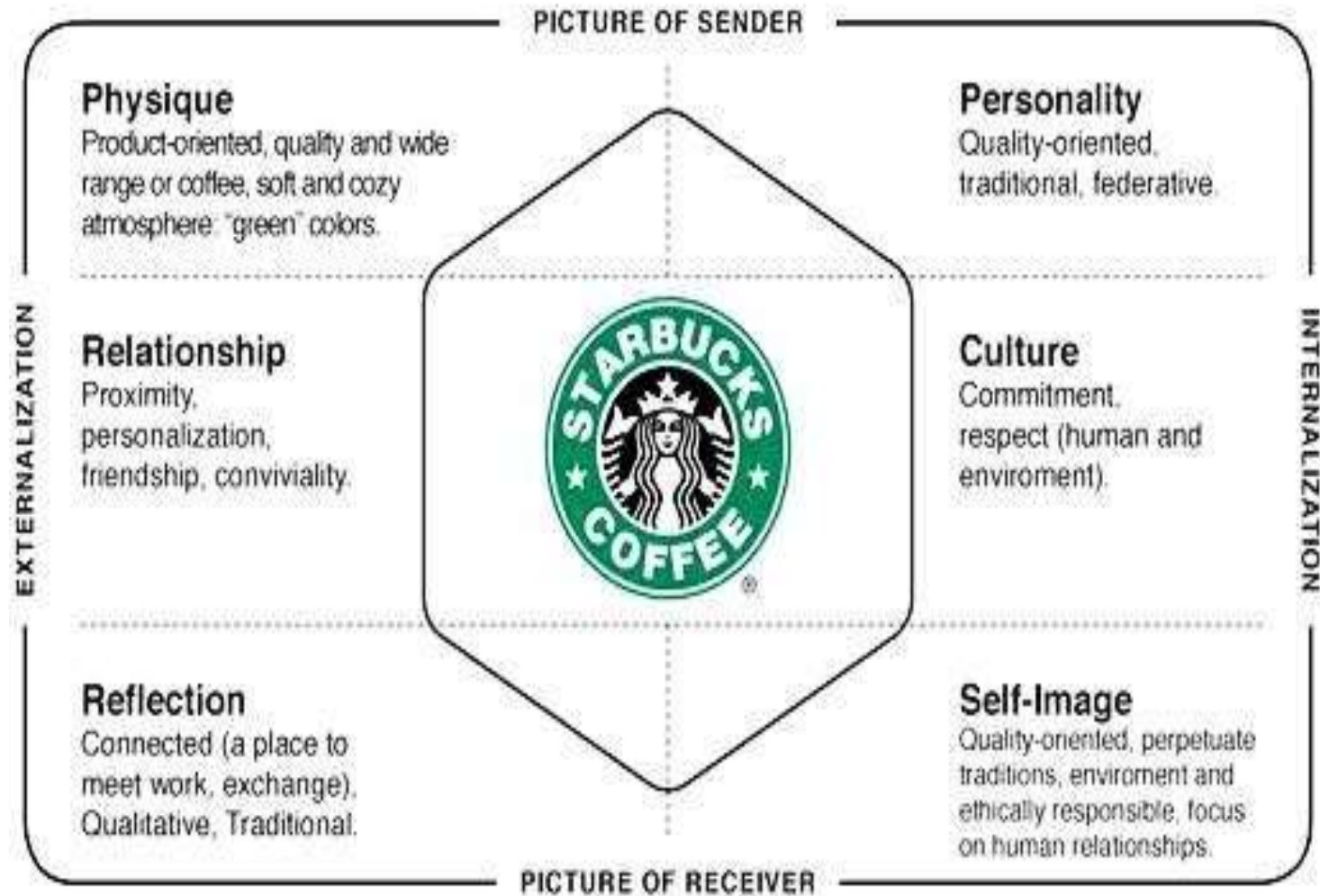
1992



2011



# BRAND IDENTITY PRISM





## WHAT?

Sportswear, shoes,  
accessories

## WHY?

It stands for triumphant  
and sporty spirit



## FOR WHOM?

For people who are or  
want to be athletic and  
confident, people who  
want to get things done

## AGAINST WHOM?

Adidas, Reebok, Puma,  
Sketchers etc.

## LOGO EVOLUTION



1971



1978

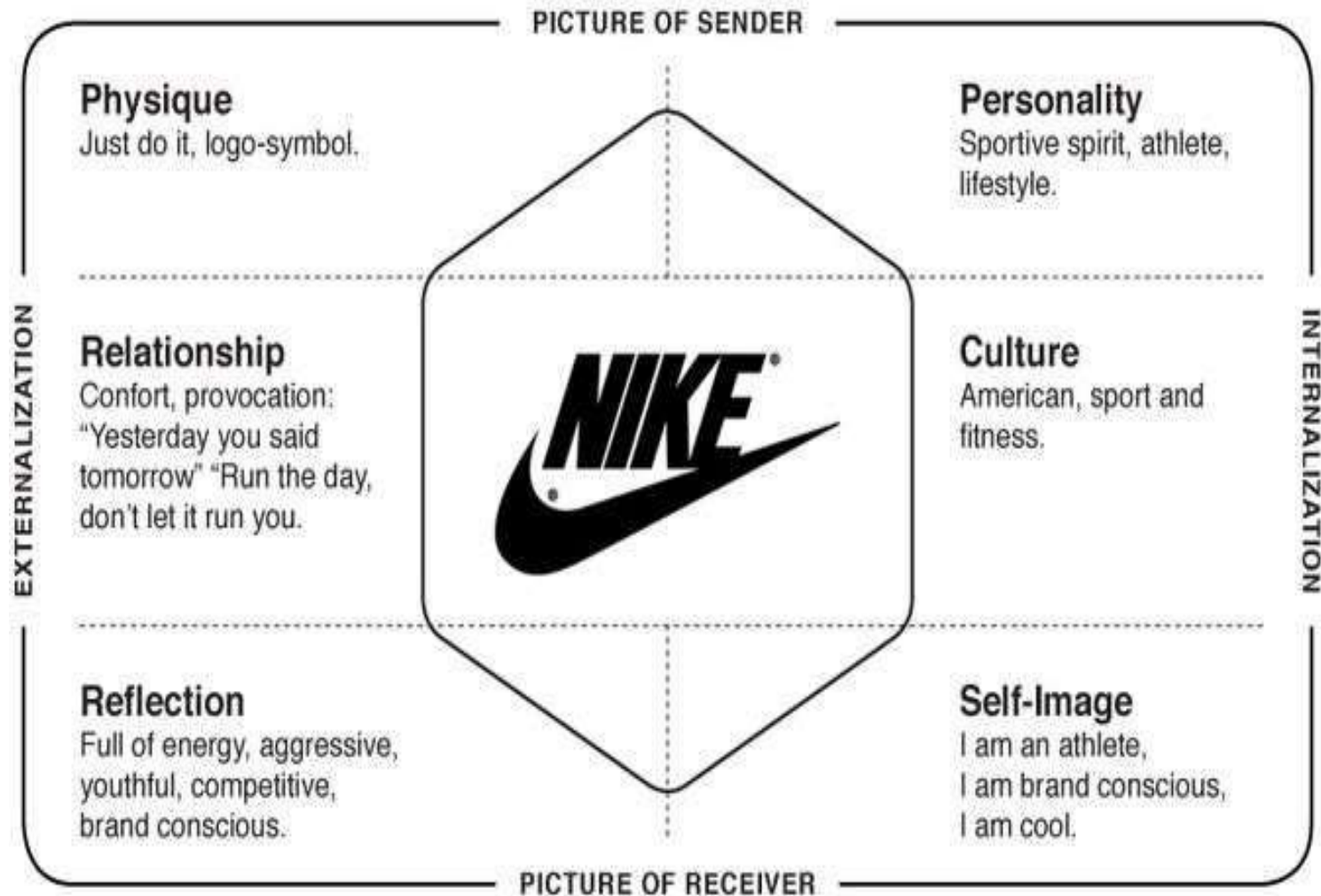


1985



1995

# BRAND IDENTITY PRISM



## When?

Normal restaurant timing. Mac Donald's created some products to the breakfast and the » coffee break » with its brand Mc café

## Against Whom?

Yum! brands ( KFC, Taco bells, Pizza hut) Burger King Subway



## What?

Fast food Junction. It was the "family place" to go to since quick service restaurant chain McDonald's entered India.

## For Whom:?

Products for children, and so family, and teenager/ young people. Communication and advertising sector, Mac Donald's communicate both for children/family.

### *Evolution of the McDonald's Logo*

McDonald's  
FAMOUS  
BARBECUE

McDONALD'S  
FAMOUS  
HAMBURGERS  
BUY ER BY THE BAG



**Physical Facet:**  
Fast food with the famous Big Mac and happy meal  
Red color and big M easily recognizable

**Relationship:**  
Close to the consumer, "come as you are"

**Reflection:**  
Everyone can eat to Macdonald, coming with family or friends



**Personality:**  
If Macdonald would be a human it would be someone happy and sympathetic, welcoming everyone without any differences.

**Culture:**  
American culture and way of life

**Self-image:**  
I'm cool and trendy



# Brand Loyalty



# What Is Brand Loyalty?

---

- It is when a customer remains faithful to one brand only by continuing to buy from them solely out of choice rather than any pressure being applied from the organisations.





# How To Build Brand Loyalty

**Brand loyalty can be created if the organisation follow six simple steps:**

**Be the BEST:** If it is obvious to customers that your product or service is the best on the market they will choose you over competitors.

**Create a sense of BELONGING:** Give customers a reason to want to purchase your product with a sense of pride as if it is made specifically for them.

**Be RELIABLE:** Make sure the product always does what you say it will, don't give customers a reason to stop buying.

**Be ACCESSIBLE:** The product should be affordable and readily available for the customers you are targeting.

**Connect with your AUDIENCE:** Make your audience feel valued as a customer and important to the company. Keep in contact regularly to remind them.

**REPEAT:** Ensure the product evolves with the customer and continues to suit the needs of the buyers.

# Maintaining Brand Loyalty

## Ways To Maintain Loyal Customers

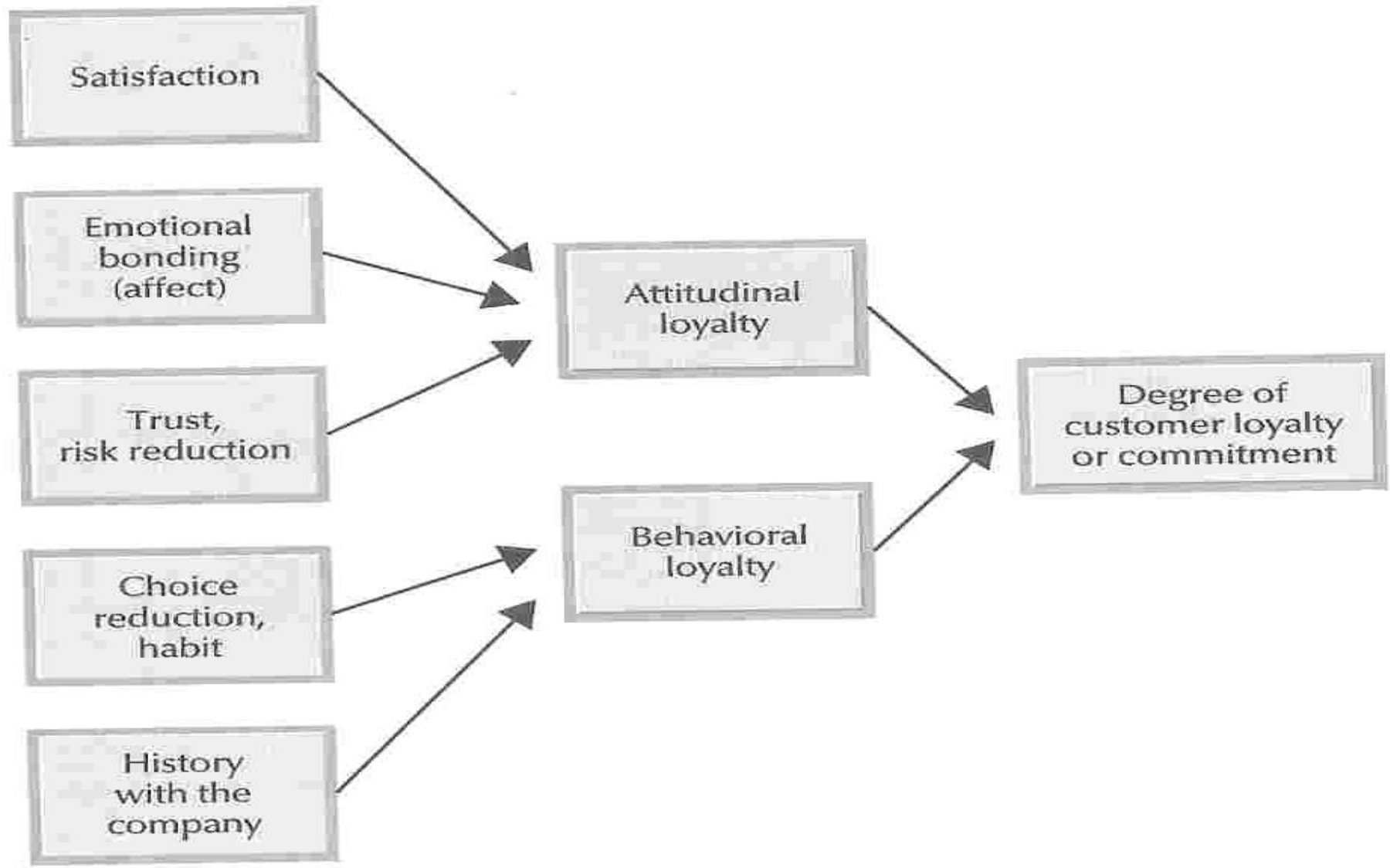
Contact Them Via **EMAIL** and **POST** –  
Keep the Brand name in the customers  
head on a daily basis to maintain the  
relationship already created.

**CLUB CARDS** and **INSENTIVES**- Give  
the customer further reasons to return to  
your particular store rather than  
competitors.





# What affects customer loyalty



# Attitudinal brand loyalty

**Attitudinal loyalty is when a customer chooses to be loyal because of a positive brand preference (a brand fulfils key functional and/or emotional needs or the customer has an emotional affiliation with the brand).**

- **No loyalty**
- **Inertial loyalty or spurious loyalty** (reflects repurchasing behaviors undertaken passively and without much thought, rather than a commitment to the service provider.)
- **Latent loyalty** (This type of loyalty refers to consumers who might not purchase often from a brand (usually because its products/services are set at a seasonal or high-ticket price), but when they do purchase, they always purchase from the one brand)

# Behavioral brand loyalty

- Behavioural loyalty is when a customer continues to buy/use a particular product, service or brand (at least as much as before).
- **Measured by** proportion of purchase

Undivided loyalty	AAAAAAAAAAAA
Occasional switcher	AAABAAACAA
Switched loyalty	AAAAAABBBB
Divided loyalty	AAABBBAABB
Indifference	ABCDADCDBD

# Benefits Of Brand loyalty

---

- Money can be saved on advertising and research and spent elsewhere in the organisation.
- There will be constant demand for the product and regular sales which will help cash flow.
- The brand will create a good name in the market if it is seen to be popular.
- Profits should rise each year if new customers are still being attracted.









*Imagine this orange as your  
brand*





*And these other oranges as other  
people's  
brands.*



*How do you get people to choose your orange over those other lookalikes crowding your space?*



*For the brand owner there is a distinct difference  
in the offer.*

*But everything becomes a commodity in the  
eyes of the consumer.*



*And it is because they think it's all the same  
that it is necessary to make your brand  
dynamically distinctly different and  
unforgettable.*

# So the challenge is to...

- To attract consumers attention.
- To make consumers stick around long enough.
- To get them love the brand.
- To make sure they remember the brand when they are ready to purchase.



# Things Required

*Need to  
capture  
attention*

*Explain Why to  
buy from them.*

*Convert  
excitement into  
action*



*Brand personality reflects how people feel about your brand, rather than what they think the brand is or does.*

It is the way a brand speaks and behaves.

It means assigning human personality traits/ characteristics to a brand to achieve differentiation.

Is a unique collection of emotional triggers that people can connect with.

# To effectively project, Brand Personality you need to

*Get a unique voice*

*Find an interesting, unique, desirable and engaging way of sharing things with people.*





## ***Use emotion***

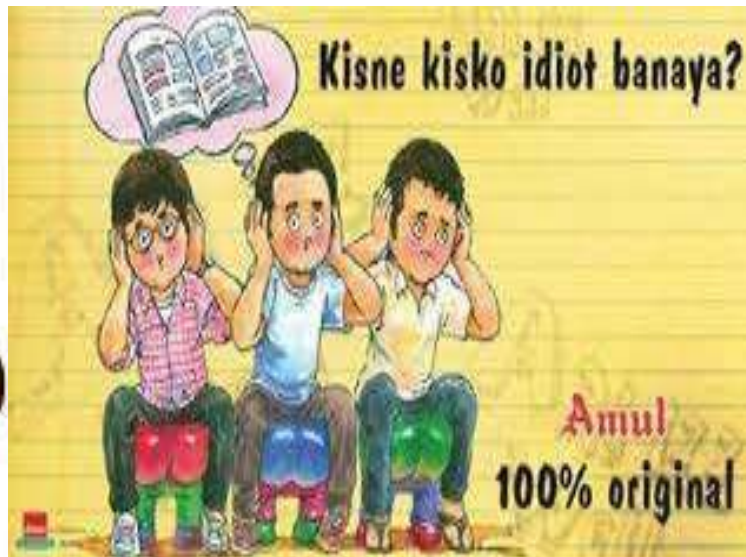
*People connect with emotions so ooze emotions: be fun, funny, happy, serious, surprising, bouncy, silly, formal, romantic, scary, clever, strong, mysterious ...*

**‘Zindagi ke highway pe koi akele nahin badhta’**



*Be very visual*

*83% of human learning occurs visually so it only makes sense to give your brand personality a distinctive, instantly recognizable look*



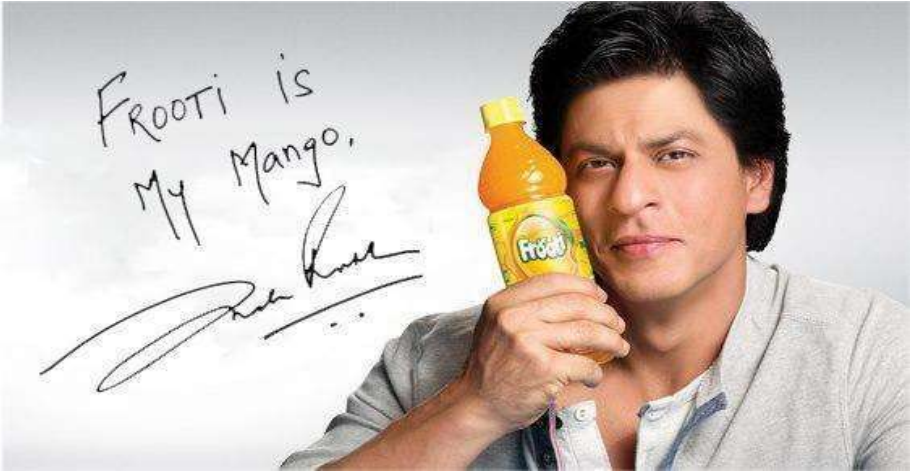


## *Create stories*

*The human brain is wired for storytelling – it is one of the most effective techniques for capturing the hearts and minds of people.*



**Rope in some famous actor**



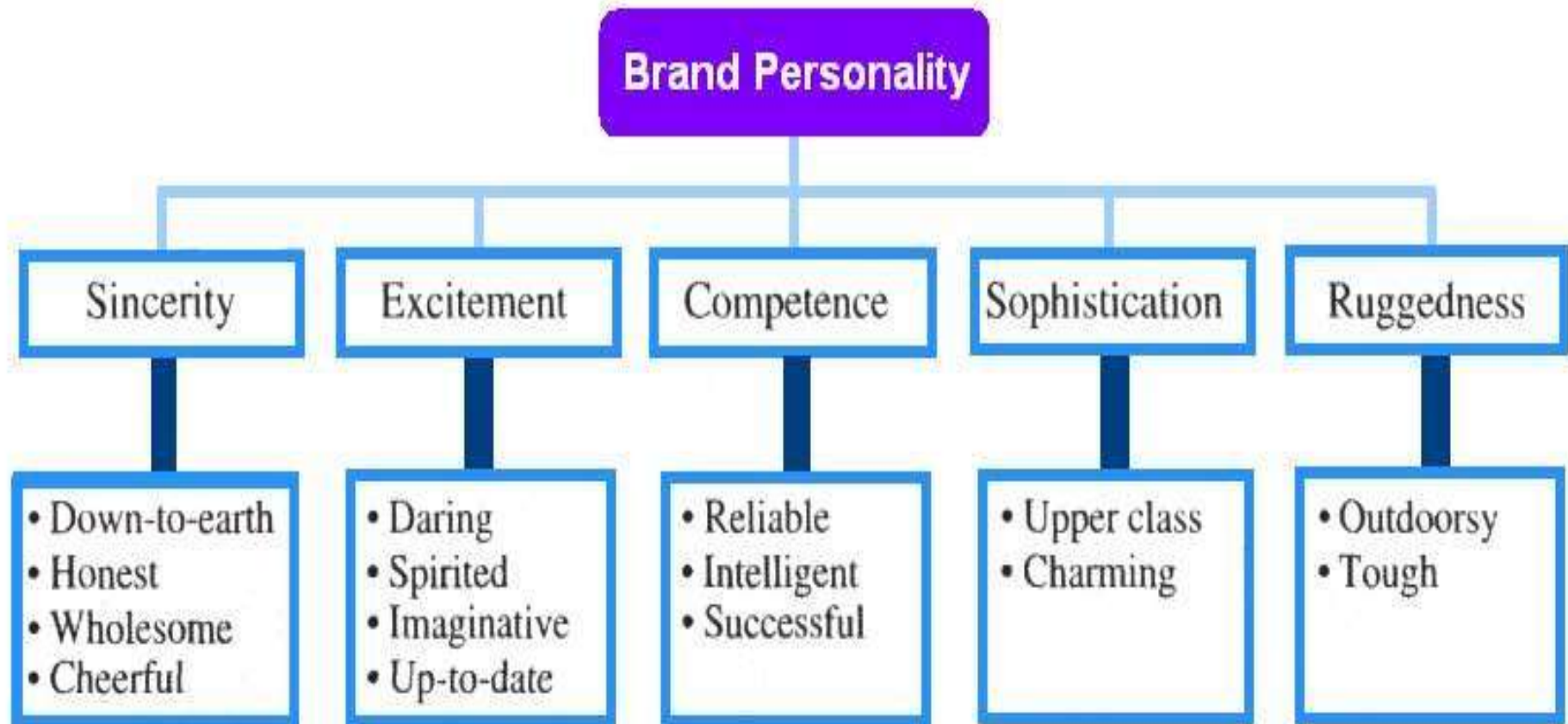
## ***Characters will do the trick.***

*Characters come in all shapes and sizes so there's bound to be one that will fit your brand and add oodles of personality*



# Dimension of Brand Personality

A BRAND PERSONALITY FRAMEWORK





1. **BRAND SINCERITY** : The first dimension of brand personality is brand sincerity. The attributes represented by this brand personality are genuine, honest, wholesome and cheerful.

Eg SBI, Bata, Cadbury's, Tropicana, Medimix.

2. **BRAND EXCITEMENT** : The second dimension of brand personality is brand excitement which contains such traits as playful, daring, imaginative, Up-to-date and spirited.

Examples: Pepsi, Lakme, Sprite, Mountain Dew.

3. **BRAND COMPETENCE**: The third dimension of brand personality is brand competence. The attributes represented by this brand personality are intelligence, success, reliability and expertise.

Examples: IBM, HCL, Infosys, Microsoft.

4. **BRAND SOPHISTICATION** : The fourth dimension of brand personality is brand sophistication which contains traits as charming, refined, elegant and poise.

Examples: Mercedes, L'Oreal, Apple, Tanishq.

5. **BRAND RUGGEDNESS** :The final dimension of brand personality is brand ruggedness which contains such traits as powerful, forceful, potent and outdoorsy.

Examples: Wrangler, Reebok, Woodland, XUV 500.

## **Brands**

Thumbs up	:
Amul	:
MTV	:
Indiakings	:
Woodlands	:
Mahindra Scorpio	:
Marlboro	:
Ruff & Tuff	:
Sona chandi Chavanprash	:
Britania little hearts	:
Moods	:
Liril	:
Lux	:
Dove	:
Bisleri	:
Bajaj Pulsar	:
Yamaha	:
Titan	:
Cinthol	:
Mysore Sandal	:
Medimix	:

## **Personality**

Bravery / daring
Humour
Wacky
Sophistication (upper class)
Ruggedness & outdoorsy
Ruggedness
Ruggedness
Bravery
Bravery
Love & Affection
Sensitivity
Freshness & Lime
Beauty, softness
Softness
Safety
Power
Power
Style, elegance
Freshness
Traditional
Traditional

# Difference Between Brand Personality

SNO.	Brand personality	Brand identity
1	Brand personality is the way a brand speaks and behave.	Brand identity is a bundle of mental and functional associations with the brand.
2	It means assigning human personality traits or characteristics to a brand so as to achieve differentiation.	Brand identity is the noticeable elements of a brand (for instance - Trademark color, logo, name, symbol) that identify and differentiates a brand in target audience mind
3	Brand personality is the result of all the consumers experiences with the brand.	Brand identity is the aggregation of what all you (i.e. an organization) do. It is an organizations mission, personality, promise to the consumers and competitive advantages.
4	It is unique and long lasting.	Brand identity should be futuristic, i.e, it should reveal the associations aspired for the brand



# IMPORTANCE OF BRAND PERSONALITY

- The brand personality may be the one and only factor that build a strong brand ,create loyal customers and separates it from its competitor's.
- When a purchase decision involves an emotional response likeable personality may well provide that necessary emotional link.
- Consistent brand personality can help not only the brand, but that brand's advertising stand out and be recognized.

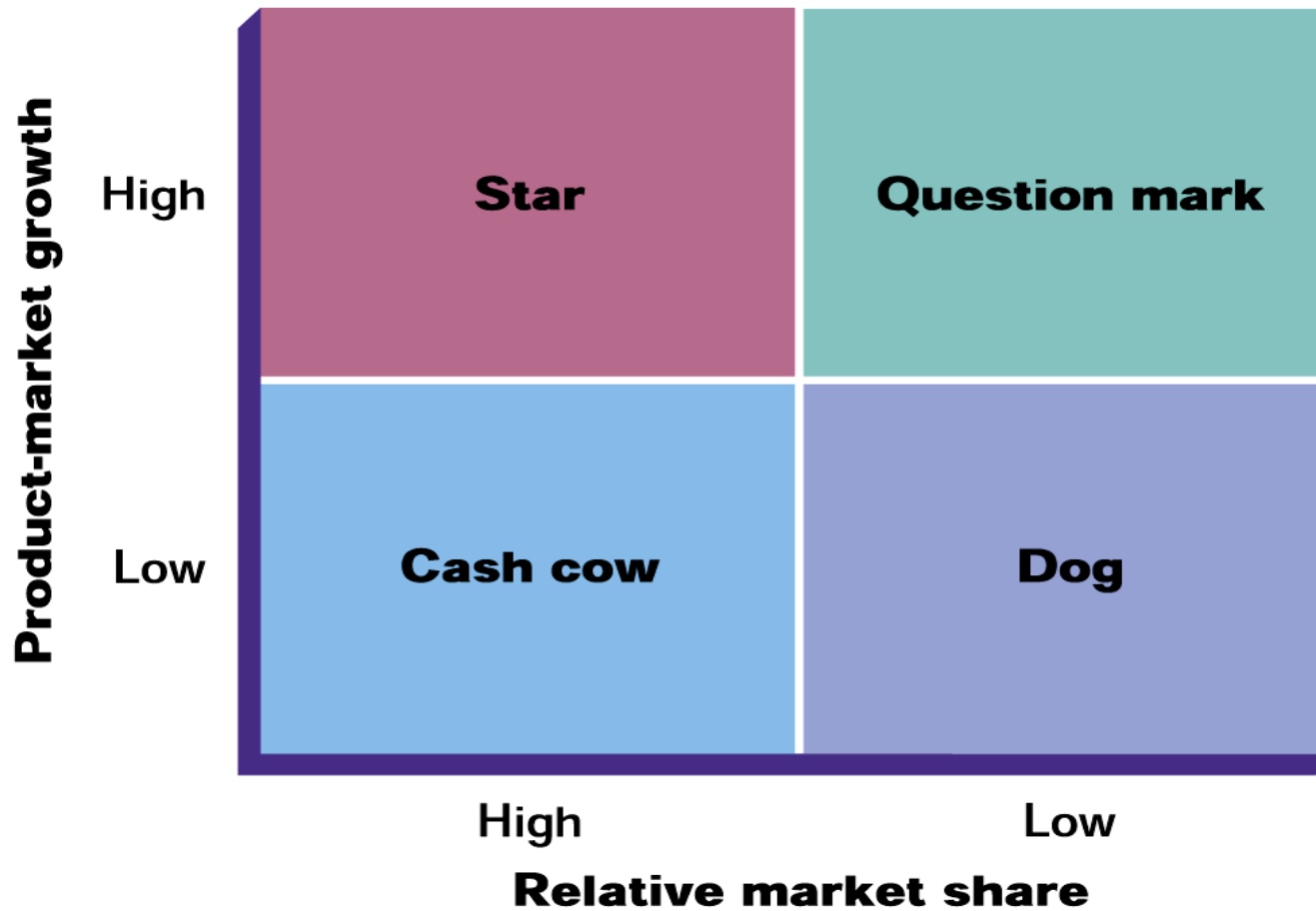
# Brand Life Cycle

- **Brand Life**
- The brand life evaluates the relation between time and value for the consumer, while PLC evaluates the relation between sales volumes and time.
- The brand life is based on the product and on the analysis of customers behavior and opinion.
- Similar to product life cycle, the three stages of the brand life cycle are the **introductory period**, during which the brand is developed and is introduced to the market; the **growth period**, when the brand faces competition from other products of a similar nature; and, finally, the **maturity period**, in which the brand either extends to other products or its image is constantly updated.
- Without careful brand management, the maturity period can lead to decline and result in the brand being withdrawn.

# Brand Life Cycle Model

- All brands basically evolve through four stages. Most of them start as a **Product Brand** (Product brands make things — watches, airplanes, Coke), and then some are transformed into a **Service Brand** (Service brands provide things — help, repairs or getting you a Coke). Over years of brand building effort and market presence they gradually become either a **Category Brand**, which is defined as having leading market share within a category; or a **Personality Brand**, which establishes a strong brand personality that consumers identify with; or an **Experience Brand**, which goes beyond traditional service and product excellence with a strong sense of uniqueness.
- Another type of brand is an **Ingredient Brand**, which is actually a co-brand. Ingredient Brands usually serve the purpose of providing additional trust or confidence and often signify the use of an exclusive or proprietary technology. Examples include Windows, Intel and Oracle etc. If we buy an IBM computer, we find two other co-brands; Windows and Intel.

# Growth-Share Matrix Developed by the Boston Consulting Group



Source: *Perspectives*, No. 66, "The Product Portfolio." Reprinted by permission from The Boston Consulting Group, Inc., Boston, MA. Copyright © 1970.

FIGURE 2.3

# GE-McKinsey positions throughout the Product Lifecycle



# BRAND POSITIONING

Brand positioning refers to the art and science of fitting the product or service to one or more segments of the broad market in such a way as to set it meaningfully apart from the competition.

- The brand`s positioning is the place in the consumers mind that you want your brand to own. It is the benefit you want your consumer to perceive when they think of your brand.
- A strong brand position means that the brand has a unique, credible and sustainable position in the mind of the consumer.
- It stands for that one benefit that your product provides apart from your competition.
- It also gives you the direction required to focus the organisation and focus on the strategic efforts.

# Rules of positioning

Basic qualities of brand positioning include:

- Relevance:** Positioning of brand must focus on benefits that are important to people or reflect the character of the product.
- Clarity:** Brand should be positioned in such a way that it is easy to communicate and quick to comprehend.
- Distinctiveness:** In current market situation there are a reasonably good number of players vying for a share in the market, forcing them to compete on the basis of price or promotion. To overcome such a situation, company needs to offer distinctiveness in its products or services.
- Coherence:** A brand should speak with one voice through all the elements of the marketing mix.
- Commitment:** Management should be committed to the position it has adopted. Once a position is adopted, it takes commitment to see it through.
- Patience:** Patience plays an important role in the success of brand as branding is not a one-day wonder – it takes years to position a brand in consumers' mind.
- Courage:** Adopting a strong brand position requires courage as it is much easier to defend an appeal rather than generate sales pitch



# Positioning

## 6 STEPS IN POSITIONING PROGRAM

- **What position do you own**
- **What position do you want to own?**
- **Whom must you outgun**
- **Do you have enough money.**
- **Can you sustain .**
- **Do you match your position.**

# Some Important Marketing Laws-Trout & Ries

- 1. Law of Leadership :** The first desktop laser printer was introduced by HP-> Even today it's the leader.
- 2. Law of Category :** “f you can't be the first in a category , set up a new category , you can be first in”.  
IBM::- First in mainframe  
DEC :- First in minicomputer  
DELL :- PC thru Direct Marketing

**3. Law of Mind : Better to be first in the mind then to be first in the market place.**

**World's first PC:- MITS ALTAIR 8800**

**in the mind :- APPLE**

**World's first Mainframe : Remington Rand**

**in the mind : IBM**

# Some Important Marketing Laws-Trout & Ries

**4.) Law of Perception:** Marketing is not a battle of products , it's a battle of perceptions.

e.g. :- 3 largest selling Japanese imported cars in USA are Honda, Toyota, Nissan

But in Japan , Toyota outsells Honda

Because : In Japan Honda stands for motorcycle whereas in USA Honda is Motorcar. So in Japan , the perception is how can a motorcycle company make great motorcars.

**5) Law of Focus :**The most powerful concept in marketing

Owning a word in the mind of the consumer.

CREST :--→ CAVITIES

VOLVO :--→ SAFETY

MERCEDES :--→ ENGINEERING

PEPSI :----→ YOUTH

BMW :-----→ DRIVING

# *Examples of positioning*

*Based on  
size*



Carabia.com.ua

# Based on toughness and endurance



# Based on low price



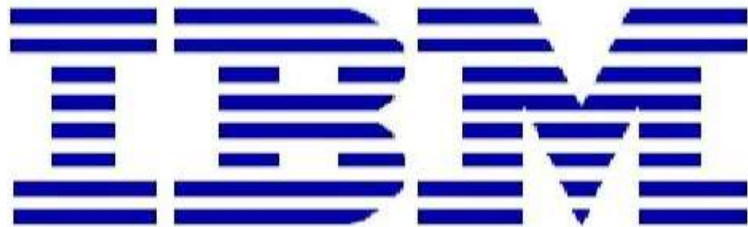


**Based on high  
price**





**Based on  
quality**



# Based on time of day



# Based on substitution



# Based on sex of the consumer



**AVON**  
the company for women

Based on  
age

Johnson & Johnson





# Based on athletic approach



# Based on cultural



asianpaints

# Brand Building

- Successful brand building process outshines competition and plays an important role to create your customer's loyalty. You need to establish a strong connect with your customer in order to make your company successful. Branding process defines your company's vision and position in the market.
- A successful branding process increases your sales and advocates your product or service. From developing your Brand Guide to creating crucial brand elements such a logo and slogan, branding process represents your company's true spirit.



# Stages in brand Building

- **Step 1: Determine Target Audience**
- While you are thinking on how to build a brand, always keep in mind who you are targeting with your communication. Identify your target audience and tailor your mission to meet their requirement in the best possible manner.
- Aim for a scenario where you create campaigns as per the needs of your customers for a successful brand building. Decide what type of communication best delivers your message to the audience you are targeting. Don't forget to filter your audience on the basis of their demography, age, interest and behavior. It will help you to target niche into the segment.

- **Step 2: Define Brand Mission**

- Define the values you want to incorporate with your audience base. Your vision and mission statement basically depicts the purpose of your existence. It will guide your branding process across channels. You need to present an authentic image of what your company strives for.
- You need to articulate your company's mission across channels so that it sets path of your communication. Everything from logo to your tagline, your communication should reflect your mission. Always ask yourself:
  - Why have you started your business?
  - What are your goals?
  - Who is your target audience?

### ■ **Step 3: Research Competition**

- **Analyze your competition** and find out what they are offering to their customers. Think why your business is different from your competitors. The branding process should focus on that difference and should revolve around what makes your product better than the rest.
- If you find that your market is filled with a vast number of competitors, then you can try tweaking your branding process with an exclusive communication strategy. Always remember to:
  - Be aware about what your competitors are doing
  - Research about their USPs
  - Differentiate yourself from others
  - Convince your customers what makes you the best

- **Step 4: Create Value Propositions**
- Always focus on what makes your brand **unique** and valuable. Find your value propositions that sets your business apart from the market.
- Include your value proposition in every marketing communication you are driving across channels. It is one of the most important step to create a successful brand. For example, multiple payment solutions loaded with SSL security feature and zero set-up fee makes PayUmoney India's best payment solutions provider.

- **Step 5: Determine Brand Guidelines**
- Brand guidelines define your brand's tonality and sets specific rules on how to create a successful brand. It helps you to maintain consistency across channels and makes your business more recognizable.
- Develop your brand guide as it sets a definite pattern for your visual elements (logo, templates etc.) and structures your brand tone.

## ■ **Step 6: Market Your Brand**

- Prepare a definite marketing strategy to market your brand. Apply your branding in every piece of communication, from packaging to stationary, website to marketing collateral. Display your brand in as many places as possible.
- Identify new channels such as email, web and affiliates to promote your brand. Also advertise your brand in unexpected locations such as employee t-shirts, your social media pages and office goodies.
- Brand building is an ongoing process and following above steps will definitely stand you apart from your competitors. Also read our blog on,

# BRANDING - Strategies

- **Brand Extension** - According to this strategy, an existing brand name is used to promote a new or an improved product in an organisation's product line. Marketing organisations use this strategy to minimise the cost of launching a new product and the risk of failure of new product. There is risk of brand diluting if a product line is over extended.
- **Brand Licensing** - According to this strategy, some organisations allow other organisations to use their brand name, trade name, or trade character. Such authorisation is a legal licensing agreement for which the licensing organisation receives royalty in return for the authorisation. Organisations follow this strategy to increase revenue sources, enhance organisation image, and sell more of their core products.
- **Mixed Branding** - This strategy is used by some manufacturers and retailers to sell products. A manufacturer of a national brand can make a product for sale under another company's brand. Like this a business can maintain brand loyalty through its national brand and increase its product mix through private brands. It can increase its profits by selling private brands without affecting the reputation and sales of its national brand (Big Bazaar selling Personal brand cloths along with national brands)
- **Co-Branding** - According to this strategy one or more brands are combined in the manufacture of a product or in the delivery of a service to capitalise on other companies' products and services to reach new customers and increase sales for both companies' brands (intel inside).

# Elements of Branding

- **Brand Name** - It is also called Product Brand. It can be a word, a group of words, letters, or numbers to represent a product or service. For example - Pepsi, iPhone 5, etc.
- **Trade Name** - It is also called Corporate Brand. It identifies and promotes a company or a division of a particular corporation. For example - Dell, Nike, Google, etc.
- **Brand Mark** - It is a unique symbol, colouring, lettering, or other design element. It is visually recognisable, not necessary to be pronounced. For example - Apple's apple, or Coca-cola's cursive typeface.
- **Trade Mark** - It is a word, name, symbol, or combination of these elements. Trade mark is legally protected by government. For example - NBC colourful peacock, or McDonald's golden arches. No other organisation can use these symbols.
- **Trade Characters** - Animal, people, animated characters, objects, and the like that are used to advertise a product or service, that come to be associated with that product or service. For example – Joker in McDonald's



# Brand Building Tools

- **Public relations & press release & inserts in movies, serials etc.**
- **Sponsorship**
- **Clubs & consumer committees(Enfield Club)**
- **Factory Visits, theme parks etc (Cadbury)**
- **Trade shows**
- **Event marketing(racing etc)**
- **Public facilities (dustbins, running paths, barricades etc).**
- **Social cause marketing (Donations to charity etc).**



**Shah Rukh Khan enumerates the features of Nokia Lumia in Chennai Express**



**Scene from Mere Dad Ki Maruti**



**Anushka Sharma uses Canon equipment in Jab Tak Hai Jaan**

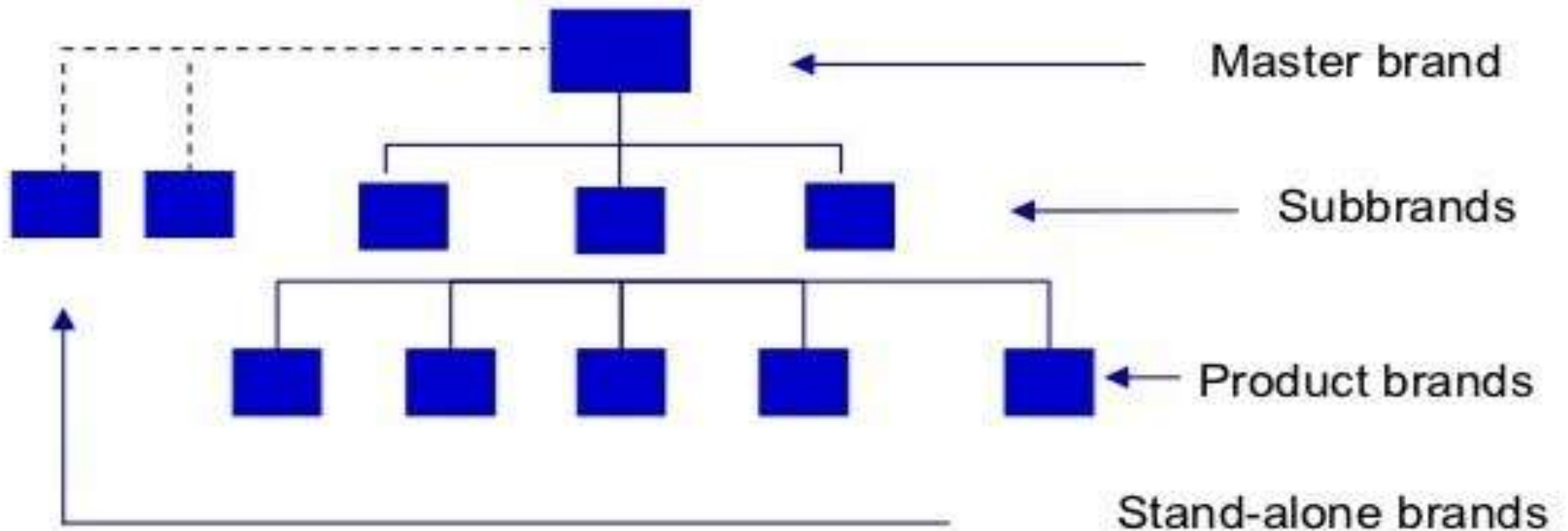


**Anushka Sharma works for Discovery Channel in Jab Tak Hai Jaan**

# Brand Architecture

- Brand Architecture is the logical, strategic and relational structure for all of the brands in the organization's brand portfolio.
- Internally, this involves developing a framework that identifies how existing brands, products and services interplay with one another, defining which elements will be presented consistently across these products and services, and creating a criteria through which all subsequent extensions are tested for perceived fit.

# Brand Architecture



# Do we need it.

- Most companies have multiple brands from mergers and acquisitions. In addition aggressive brand extensions can all result in increasingly complex structures which if not done right can result in confusion.
- A clear brand architecture will help structure a brand's position both now and for the future. A misaligned or unrefined architecture strategy can come to restrict the success of branding initiatives and obscure new opportunities.

# Benefits

- Targeting needs of specific customer segments
- Significantly reducing marketing costs
- Clarifying brand positioning, naming, and messaging
- Increasing flexibility for future product and service expansion
- Bolstering confidence among stakeholders in the strategic direction of your brand

# Benefits

- Ensuring clarity and synergy between companies, divisions, products, and services
- Enhancing customer awareness of your offerings while facilitating cross-selling
- Building and protecting brand equity

# Brand Architecture Structures

- There are two standard brand architecture types, the ‘branded house’, and ‘house of brands’.
- Branded house structures are characterised by products and services that primarily bear the organization’s brand name to motivate purchases and communicate value, while house of brands structures are typically comprised of owned products and services that feature a wide variety of brand names.



# Brand Architecture Structures

- Branded House – Masterbrand

A masterbrand structure is characterised by a single, recognizable brand name that aligns individual products under the corporate entity's brand positioning. These products typically span multiple product categories (Eg: FedEx).

# Brand Architecture Structures

- **Branded House - Masterbrand**



FedEx<sup>®</sup>  
Express



FedEx<sup>®</sup>  
Ground



FedEx<sup>®</sup>  
Freight



FedEx<sup>®</sup>  
Office



FedEx<sup>®</sup>  
Trade Networks

# Brand Architecture Structures

- Branded House – Endorser Brand

An Endorser Brand structure is characterized by a series of individual products, each with its own unique brand and positioning, that also feature a well-known company name as a means of endorsing quality and leveraging brand awareness to motivate purchases (Eg: Marriot International).

# Brand Architecture Structures

- **Branded House – Endorser Brand**



# Brand Architecture Structures

- House of Brands – Product/Service Brand

A Product/Service Brand structure is characterised by uniquely branded product lines, each with their own unique positioning, where no equity or awareness is leveraged from the parent corporate brand i.e. it remains hidden (Eg: Procter & Gamble).

# Brand Architecture Structures

- **House of Brands – Product/Service Brand**

*Procter & Gamble*



COVERGIRL®

DURACELL®



# Brand Architecture Structures

- House of Brands – Source Brand

A *Source Brand* structure is characterised by a parent brand that is well-known and guarantees quality, but also takes a back seat to the individual products themselves. In this model, while the source brand equity and positioning have an influence, the products themselves are the heroes with their own unique (but aligned) positioning (Eg: Nestle).

# Brand Architecture Structures

- House of Brands – Source Brand





# Brand Architecture Structures

- It is very difficult to generalize what and how to put a vast number of brands in categories and weave sets of them and their relationships into a composite brand architecture. Each industry, category and context is different. The overall tendency though is towards having a “master brand and only where there is a compelling need for a separate brand is one considered since there is a lot of money involved in the building of a new brand.

# Optimizing Brand Architecture

- Start by looking at different ways to look at segmentation and map your brand portfolio to those segments
- Examine segments with the most profitability and/or growth potential, then identify where your leadership brands can provide the best leverage

# Optimizing Brand Architecture

- Analyse this information to see if there are sufficient growth opportunities in those leadership brands to make up for the revenue-losing brands
- Explore opportunities to reduce those underperforming brands by extending those leadership brands or opportunities for new brands for any underserved segments

# New Brands. When?

- Create and own a different set of associations
- Develop a totally new product offering or category
- Avoid conflict in brand association and identities
- Avoid channel conflict
- Create price-driven label for competitive reason
- Fulfil needs for new geographies or unique customer segments

# Reason for success of a brand

How can you cut through the noise and find the audience you want to serve?

Well, the answer is branding.

No matter how great your product or service is, people are not going to really take notice until you've got your branding sorted.

Some of the common characteristics that underpin a brand's success are discussed below.

# Reason for success of a brand

- **1. Audience Knowledge**
- Successful brands have a thorough grasp of their target market. They're not trying to appeal to everyone — they focus their efforts on a specific audience.
- **It's better to have strong appeal to a core audience than to have a mild appeal to a broad audience.**
- Getting to know your target audience allows your marketing to be finely targeted. Your brand identity should speak to your target market, addressing their specific needs in a language they can relate to. In this way, your message can cut through the noise of competing brands.
- In other words, you should create a brand so that, as soon your target audience hears your message, they realize right away that you 'get' them.

# Reason for success of a brand

## ■ 2. Clear Promise

- It's not enough to understand what your audience wants. You need to make a promise to them, and it needs to be clear. Your promise is the bedrock of your brand — it's reason for being. Your promise should symbolize what you stand for, what you believe in, what your vision of the world is.
- Now whatever your promise is, make sure you can keep it. Better still, you should make sure you can deliver above and beyond your promise.
- Your promise can be spelled out, for example, in a brand slogan. Or it can be implicit in everything that you do. If you can, do both.
- Remember, your promise is your reputation. You must continuously strive to uphold it.

# Reason for success of a brand

## ■ 3. Unique Proposition

- It's hard to stand out in a sea of similar products and services. It's a lot easier if you're unique.
- Now being unique is not easy.
- Maybe you're a genius, a true innovator. You've come up with a product or service that no one else can match. All you need to do is to say so.
- Well, I'm no genius, and if you're not either that's ok. There are countless highly successful companies who are dominating their industries despite selling products and services that are, on the face of it, pretty similar to those of their competitors.
- How does that work?
- Well you have to pick one thing that you can do different or better than your competition.
- It could be your customer service. It could be the that you cater to a specific type of person or business. It could be your speed of delivery.



# Reason for success of a brand

## ■ 4. Consistency

- Successful brands are consistent. You can count on them. Day after day, week after week, year after year. They do what they do and always have done. It's why franchises are so successful. A consistent brand is like having a reliable old friend who's always there for you.
- By being consistent, you can convey the strength of your purpose and your stability. You show that you are focused, that you're serious in what you do, that you always follow through.
- The penalties for lack of consistency are serious. People become confused about your brand. They're not sure what you stand for, they're not sure what you believe in, they're not sure you're sure about anything.
- Being consistent is building equity in your brand. Over time, as your reputation builds, you'll have something valuable in your hands.

# Reason for success of a brand

## ■ 5. Storytelling

- We all love stories. That's why we read books, watch movies, play computer games. Storytelling can be a powerful way to bring your brand to life. People are most interested in people, not things.
- Stories can shed light on the remarkable personalities and achievements behind your brand that your audience will love to hear about. When creating a brand story, start with what you know about your audience. Find characters that they most identify with. These characters might be people in your company, or they might be other customers you've served well.
- A good story can illustrate what you do and how you do it, it can show what you believe in and feel passionate about. It has the power to draw people to you because they want to be a part of your story too.

# Reason for success of a brand

## ■ 6. Engagement

- This is one of the characteristics of successful brands that gets overlooked.
- People no longer want to be talked at or sold to. It just doesn't work anymore.
- People are less likely to be convinced by what brands say, they want to experience what brands stand for and how they act.
- Successful brands know how to bypass people's resistance to being sold to by engaging with their audiences. Engagement builds trust, credibility, and familiarity. People are much more likely to buy from brands who know how to engage them.
- The key to being engaging is to interact with your audience. Your website is one place where you can engage with your audience, but social media is a great way to do this too, and these days it's expected that you're active on social networks. Don't just bombard your audience with sales pitches. Talk to them, listen to their concerns, help them with their problems.

# Reason for success of a brand

## ■ 7. Authenticity

- When you're able to match what you say you do and what your audience experiences, you've achieved authenticity.
- If you fall short, if you're making promises you can't keep, if you're being too forced in your messaging, people can feel it. Their impression is that you're not quite what you say you are, you're not genuine, not authentic.
- Authenticity must run deep to be effective. Deeper than a catchy slogan. Deeper than a striking logo. Authenticity reaches down to the core of your organization. Every time you design a new product or service, every time you speak to a customer or reply to a question on social media, your authenticity must shine through.
- Your authenticity speaks volumes about your integrity and honesty. If you're authentic, people can believe in you, trust you. They will be drawn to you, they'll want to be a part of what you do, they'll be proud to associate with you.
- Never compromise on your authenticity. If you make a mistake, own up to it. Make it right. Your audience will appreciate you for it.

# Reason for Failure of a brand

- **Building a Product, Not a Brand**
- There are many companies that offer an exceptional product but fail to build the brand around it. The Management team that runs these companies invariably believes in the “we offer a great product at the right price” selling strategy.
- Reality has proven the best product doesn't always win.
- From a product perspective, Fage qualifies as *the* authentic Greek yogurt on the US market: the brand is owned by the same company that enjoys the leading market position in Greece. However the undisputed US market leader is Chobani, a brand launched 9 years after the Fage brand.

# Reason for Failure of a brand

- **Lack of Brand Communication**
- This is another common scenario: the marketing budget for building the brand is not nearly enough to achieve anything meaningful. In reality, management believes, just like in the above scenario, that marketing is purely ego-building and a waste of money, and what really sells is product and price.
- Consistent communication of the brand message is key to getting into the minds of consumers. Brands that are not on the radar do not exist. In order to become a player, the brand communication budget has to be on par with the competitive brands you are trying to displace.

# Reason for Failure of a brand

- **Being Stuck in the Middle**

- A brand is “stuck in the middle” when it holds no defined positioning in the marketplace. These brands usually struggle to remain profitable and eventually die.
- Gap was launched in 1969 and quickly became synonym with cool, affordable American-style apparel.
- In recent years Gap is struggling to define its identity, both internally (stuck between Old Navy and Banana Republic), and externally, facing competition from more focused brands such as H & M and Zara.

# Reason for Failure of a brand

## ■ **Brand Cannibalization**

- Changes in the marketplace require bold strategic moves that affect a company's brand portfolio. Such moves include launching new brands to fight newly emerged competition, or meant to capture a new market segment.
- These strategic moves have to be carefully planned in order to avoid cannibalization of the existing brand(s).
- Consider a common scenario: an established premium brand decides to launch a lower cost alternative to capture a new market segment consisting of consumers who currently cannot afford it. Many companies choose the shortest way to market: strip the existing product of some of its premium features, and market it under a very similar brand name, that would create an obvious connection with the premium brand.
- Great strategy, at least on paper. In reality, these companies run the risk of alienating their core customers who currently pay a premium for the premium brand.
- In order to avoid cannibalization, enough separation has to exist between the two brands in order to keep them both relevant to appealing to different consumer groups



# Reason for Failure of a brand

- **Not Keeping Up With The Competition**
- Competitive advantages are very difficult to preserve.
- In her excellent book “Different: Escaping the Competitive Heard“, Harvard Business School Professor Youngme Moon talks about “augmentation-by-addition”: differentiated features are quickly copied by competition and become points of parity, something all consumers expect to get.
- Brand survival requires constant innovation.
- The first mistake companies such as Blackberry, and Blockbuster made is not acknowledging that the market is changing. Blackberry believed for a long time that the touchscreen phone is just a marketing fad. Management also failed to see the evolution of the smartphone from a communication device to a full entertainment hub.
- Not being able to keep up with the competition (even if you invented the category) invariably leads to brand failure, especially in fast changing categories, where it’s almost impossible to catch up.

# Reason for Failure of a brand

## ■ Purposely Deceiving Customers

- At the time of writing this article the news just broke that Volkswagen has installed software in its cars equipped with TDI engines that activated emission controls only when being tested. Otherwise, the cars were exceeding the pollution levels by as much as 35 times.
- Many car brands managed to survive crises caused by manufacturing defects. However, choosing to deceive your customers on purpose in order to gain market share causes irreparable damage.
- No amount of money and PR can save a brand that has lost that much of its reputation. I just don't see how Volkswagen, a brand with a tiny 2% market share in the highly competitive auto market can maintain its North American presence.
- There are usually a combination of factors that lead to brand failures. The situations above highlight the challenges and responsibilities brand managers have in making sure that brand survives and stays relevant long-term.

# 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 and leased

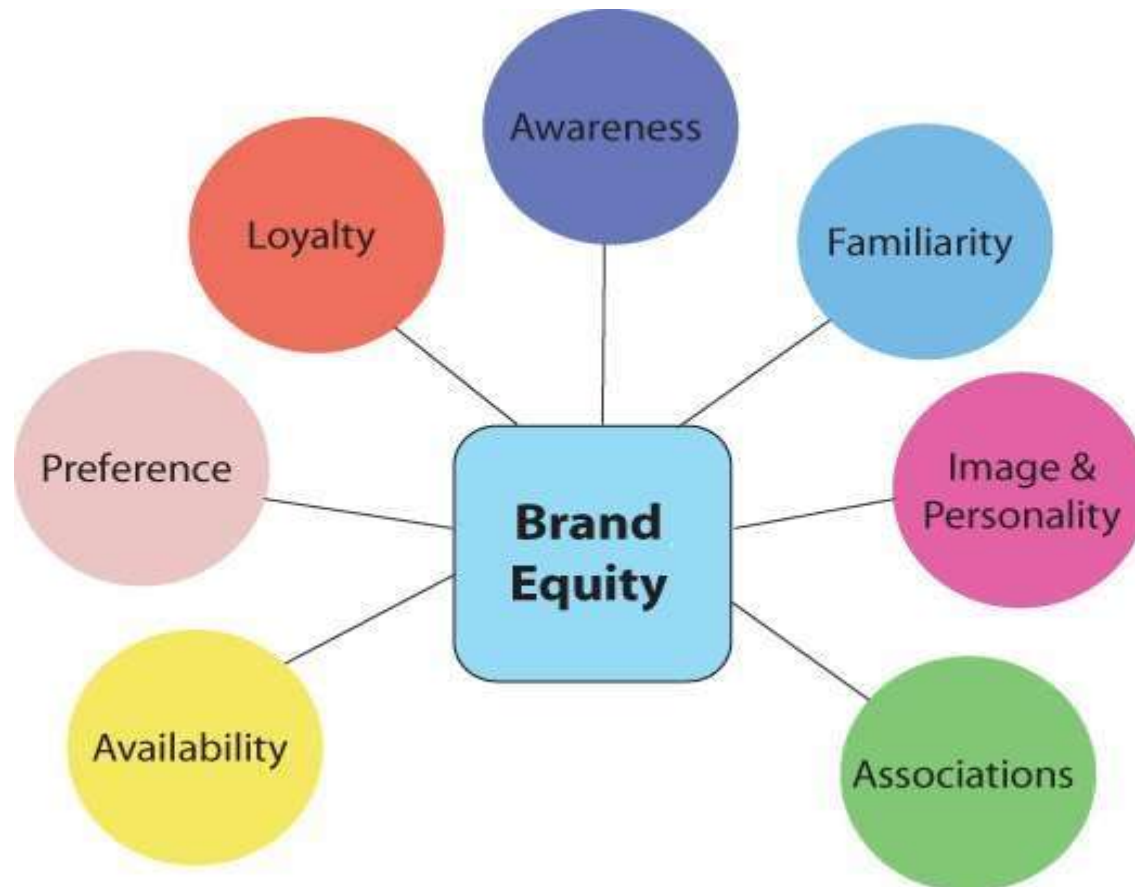
# BRAND EQUITY

- 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 & NEGATIVE BRAND EQUITY

- **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, hienz, wrigleys**

# BRAND VALUE

## BRAND VALUE

- “If this business were split up, I would give you the land and bricks and mortar, and I would take the brands and trademarks, and I would fare better than you”  
by John Stuart (former CEO of Quaker, 1900)

The social  
value

The Total  
brand value  
Includes two  
aspects

The economic  
value

## The economic value of brand

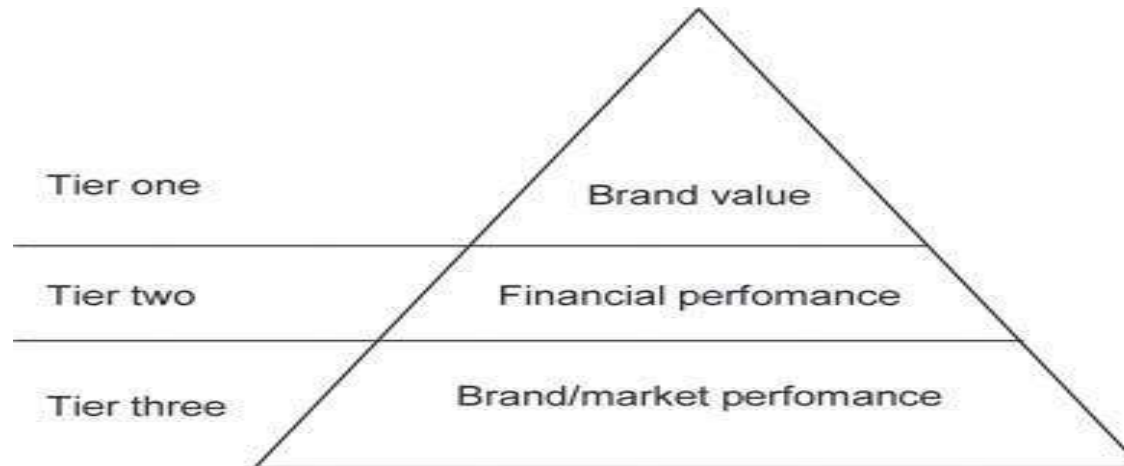
**The economic value of brand in a company's shareholder value is most visible when companies are being bought or sold. In 1989, Philip Morris paid \$12.9 billion for Kraft, six times its net asset value.**

**Several studies have tried to estimate the contribution that brands make to shareholder value. The 2003 study by Interbrand concluded that on average brands account for more than one-third of shareholder value.**

## Economic use approach

- The economic use approach provides the multidimensionality to brand valuation as it combines brand equity with financial measures.

### *Brand valuation pyramid tiers*



1. Brand value is often identified with its most visibly attractive elements, but that is just the first tier (the top of the pyramid) of the overall brand value.

2. Tier two contains financial measures such as brand's profitability, income, and tax

3. tier three contains measures of brand strength and market conditions.

# BRAND VALUATION METHODS



These can be broadly classified into:

- Cost based
- Income based
- Market based





# **COST-BASED APPROACHES**

define the value of a brand as the aggregation of all historic costs incurred while bringing the brand to its current state

that is, the development costs, marketing costs, advertising and other communication costs, and so on.

Cost-based approaches fail because there is no direct correlation between the financial investment made and the value added by a brand.

Financial investment is an important component in building brand value, provided it is effectively targeted.

# COST BASED METHODS

- Book value
- Replacement value
- Liquidation value





# A - BOOK VALUE METHOD

## Current cost valuation

- All assets are taken at current value and summed to arrive at value
- This includes tangible assets, intangible assets, investments, stock, receivables

**VALUE = ASSETS - LIABILITIES**



# B - REPLACEMENT VALUE METHOD

- Cost of replacing existing business is taken as the value of the business



# C - LIQUIDATION VALUE METHOD

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- Value if company is not a going concern
- Based on net assets or piecemeal value of net assets

# INCOME BASED METHODS

- Earnings capitalization method.
- Discounted cash flow method (DCF)



# A- EARNINGS CAPITALISATION METHOD

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- This method is also known as the Profit earnings capacity value (PECV)
- Company's value is determined by capitalizing its earnings at a rate considered suitable

# B - APPLICABILITY OF DCF METHOD

- Cash flow to equity
  - Discount rate reflects cost of equity
  
- Cash flow to firm
- Discount rate reflects weighted average cost of capital

# LIMITATIONS

- Companies in difficulty
  - Negative earnings
  - May expect to lose money for some time in future
  - Possibility of bankruptcy

# MARKET BASED METHOD

- Also known as relative method
- Assumption is that other firms in industry are comparable to firm being valued
  - Standard parameters used like earnings, profit, book value
  - Adjustments made for variances from standard firms, these can be negative or positive



# APPLICABILITY

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- Simple and easy to use

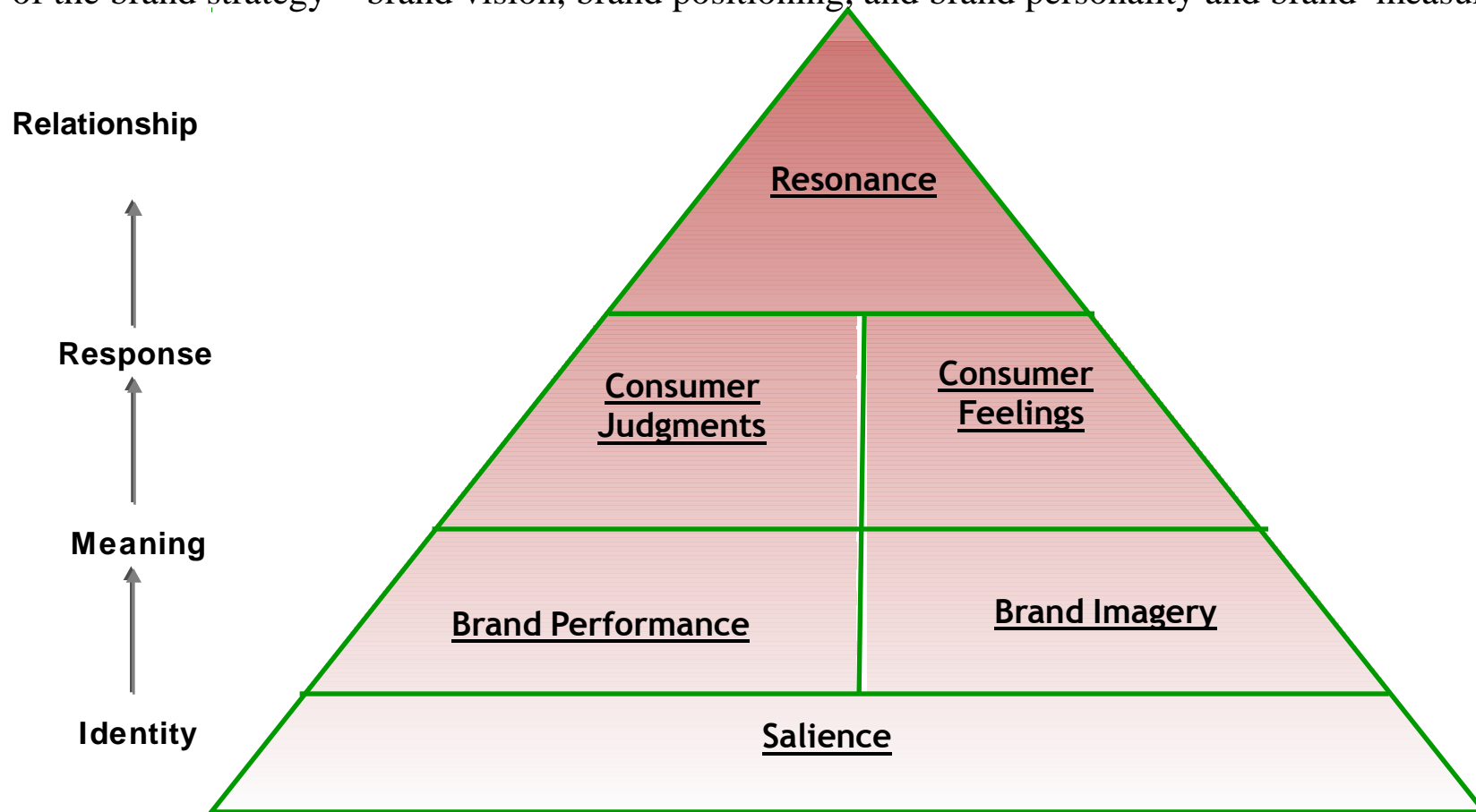
Useful when data of comparable firms and assets are available

# LIMITATIONS

- Easy to misuse
- Selection of comparable can be subjective
- Errors in comparable firms get factored into valuation model

# BRAND PYRAMID

The **purpose** of the brand equity pyramid is to outline the basic building blocks of a what the brand should stand for **in order to** guide the process of building brand equity. It is the basis for determining key elements of the brand strategy – brand vision, brand positioning, and brand personality and brand measurement.



# Branding Ethics

- Ethical branding, as a subset of ethical marketing, relates to certain moral **principles** that define right and wrong behaviour in branding decisions. A brand needs to be evaluated not just by the economic or financial criteria but also by the moral ones.
- **Ethical brand** definition:
- A **brand** that represents a company, organization or person whose products, services and activities are: 1) morally correct. 2) do not harm people, animals and the environment. 3) contribute to society and public good in a responsible, positive, and sustainable way.

- **Ethical** branding means having an in-depth knowledge of the ethics that should be upheld, not just in sourcing, creating, and selling products, but also in the way that the story of a brand is told.
- **Ethical** branding means using graphics, digital marketing, SEO, and content to position a brand in front of a socially and/or environmentally conscious audience, or strategizing to reach an audience who is unaware of the implications of their purchases, in hopes of steering them toward ethical consumption.

# Social Media Marketing

- Social Media Branding is the act of managing your company's image, identity and market position, as perceived by the market, across digital networks.

## **Characteristics include;**

Maintaining a consistent brand identity across social media platforms, usually integrating them

- Integrated with other digital and non-digital branding strategy - often with an attempt to increase off-line engagement
- Includes targeting across platforms (B2B branding on LinkedIn etc.)
- Usually used to help with SEO
- Carefully and frequently managed and monitored.
- Used to help in crisis management strategy or ease the effect of PR mishaps.
- Used to target mass and personal markets
- Used for stakeholders that are not customers - e.g. employees, local communities etc.
- Maintaining your brand throughout all social media marketing activity - PR, customer relations and service, promotion etc.

# **Some specific social media strategies**

## **Influencer Marketing:**

- 1. Connect with Influencers**
- 2. Get an influencer to Takeover**

## **Consistent Messaging**

- 3. Optimize Your Bio and Your Profile**
- 4. Develop Your Voice**
- 5. Be Consistent with that Voice and Your Topics**
- 6. Post Regularly**
- 7. Embrace Visuals**

- **Continuous Engagement**

**8. Share User Generated Content**

**9. Create Groups or Communities**

**10. Join Chats**

**11. Avoid Platforms Unpopular with Your Audiences**

**12. Promote Your Profiles Beyond Social Media**

**13. Offer Users More than They Expect**

**Ongoing Analysis**

**14. Monitor Constantly**

**15. Measure Your Efforts**

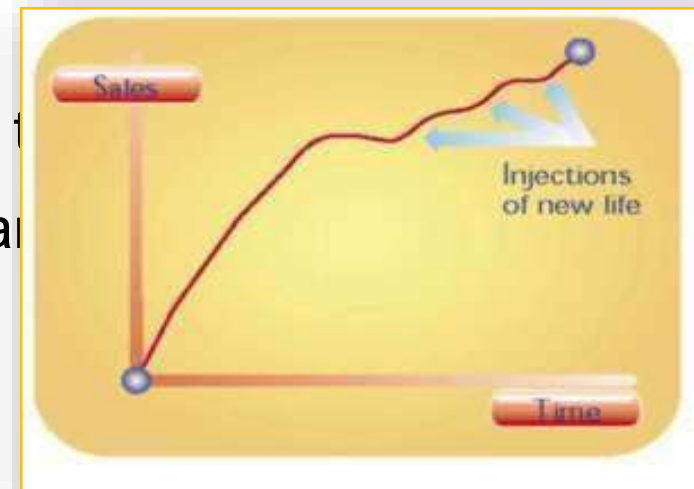
**For Detail Knowledge of these specific strategies you can click the link below.**

**<https://keyhole.co/blog/15-social-media-branding-strategies/>**



# BRAND REJUVINATION

- Brand rejuvenation involves adding value to an existing brand by improving product attributes and enhancing its overall appeal.
- It is intended to re-focus the attention of consumers on an existing brand.
- Brand rejuvenation helps overcome the 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.

**Thank you**