

BRAND MANAGEMENT

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[What is a Brand?]

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

Few Brand Images



[Branding Challenges]

- Consumer need for simplification
- Consumer need for risk reduction
- Savvy consumers
- Increased competition
- Decreased effectiveness of traditional marketing tools and emergence of new marketing tools
- Complex brand and product portfolios

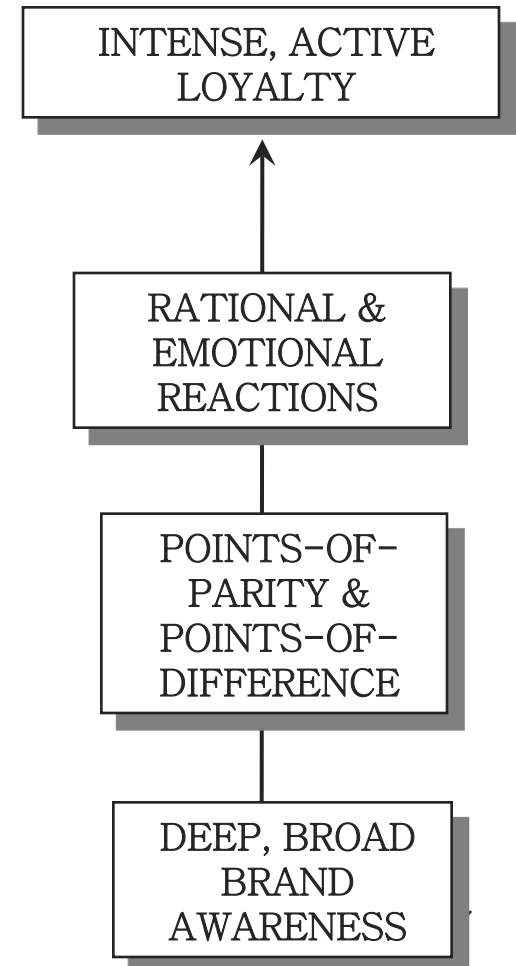
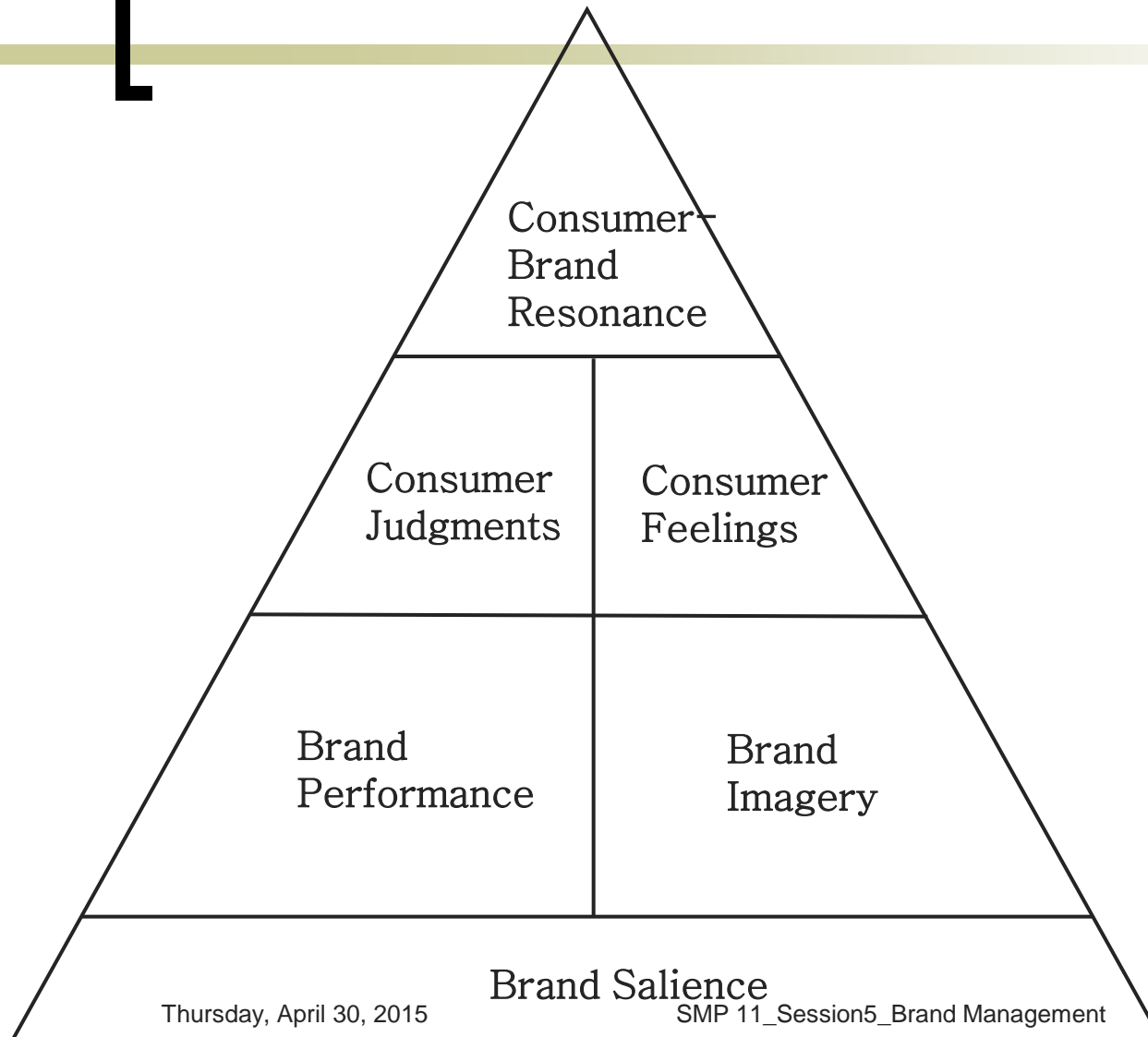
What is the key to Successful Branding?

- For branding strategies to be successful, consumers must be convinced that there are meaningful differences among brands in the product or service category.
- Consumer must not think that all brands in the category are the same.
- PERCEPTION = VALUE

Brand Equity

- Brand equity is defined in terms of the marketing effects uniquely attributable to the brand.
 - Brand equity relates the different outcomes resulting from marketing any product or service because of its brand name, as compared to marketing the same product or service without a brand name.

Customer-Based Brand Equity Model



[Salience Dimensions]

- *Depth* of brand awareness
 - Ease of recognition & recall
 - Strength & clarity of category membership
- *Breadth* of brand awareness
 - Purchase consideration
 - Consumption consideration

Performance Dimensions

- Primary characteristics & supplementary features
- Product reliability, durability, and serviceability
- Service effectiveness, efficiency, and empathy
- Style and design
- Price

Imagery Dimensions

■ User profiles

- Demographic & psychographic characteristics
- Actual or aspirational
- Group perceptions -- popularity

■ Purchase & usage situations

- Type of channel, specific stores, ease of purchase
- Time (day, week, month, year, etc.), location, and context of usage

■ Personality & values

- Sincerity, excitement, competence, sophistication, & ruggedness

■ History, heritage, & experiences

- Nostalgia
- Memories

Judgment Dimensions

- Brand quality
 - Value
 - Satisfaction
- Brand credibility
 - Expertise
 - Trustworthiness
 - Likability
- Brand consideration
 - Relevance
- Brand superiority
 - Differentiation

[Feelings Dimensions]

- Warmth
- Fun
- Excitement
- Security
- Social approval
- Self-respect

Resonance Dimensions

- Behavioral loyalty

- Frequency and amount of repeat purchases

- Attitudinal attachment

- Love brand (favorite possessions; “a little pleasure”)
- Proud of brand

- Sense of community

- Kinship
- Affiliation

- Active engagement

- Seek information
- Join club
- Visit web site, chat rooms

[Brand Positioning]

- **Define competitive frame of reference**
 - Target market
 - Nature of competition
- **Define desired brand knowledge structures**
 - Points-of-parity
 - necessary
 - competitive
 - Points-of-difference
 - strong, favorable, and unique brand associations