



Libyan International Medical University  
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# Branding Decisions

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# Objectives

- **Discuss brand decisions.**



# Contents

- Definition of brand decisions.
- Brand decisions strategies:
  1. Brand Positioning.
  2. Brand name selection.
  3. Brand sponsorship.
  4. Brand development

# What is brand decisions?



- Brand decisions are decisions that one makes about a certain brand you are building or promoting.



# Brand decisions strategy

1. Brand Positioning.
2. Brand name selection.
3. Brand sponsorship.
4. Brand development.

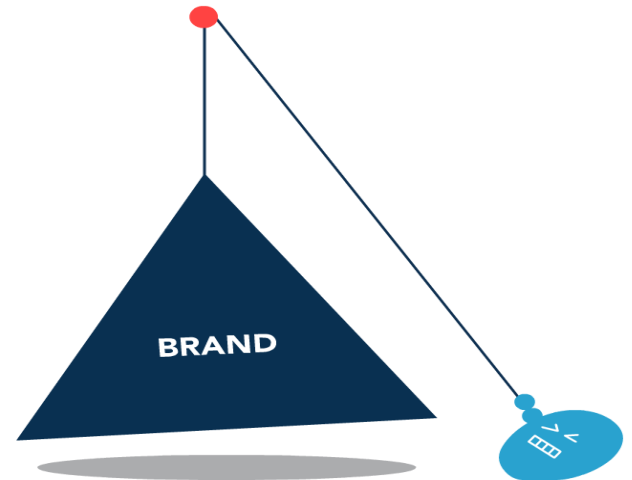
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# Brand positioning

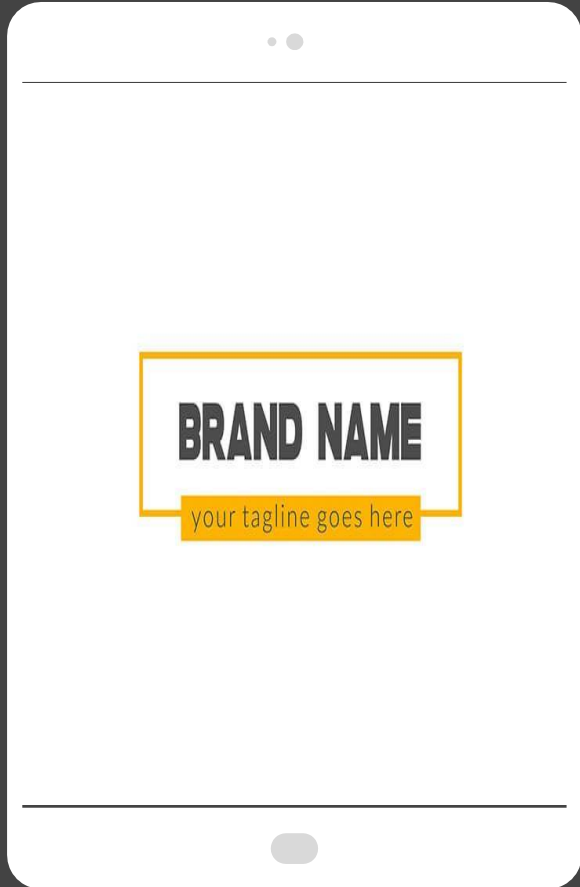


Brand positioning concerns how you want customers to perceive the brand as compared to its competitors. Your brand can be positioned based on these three things:

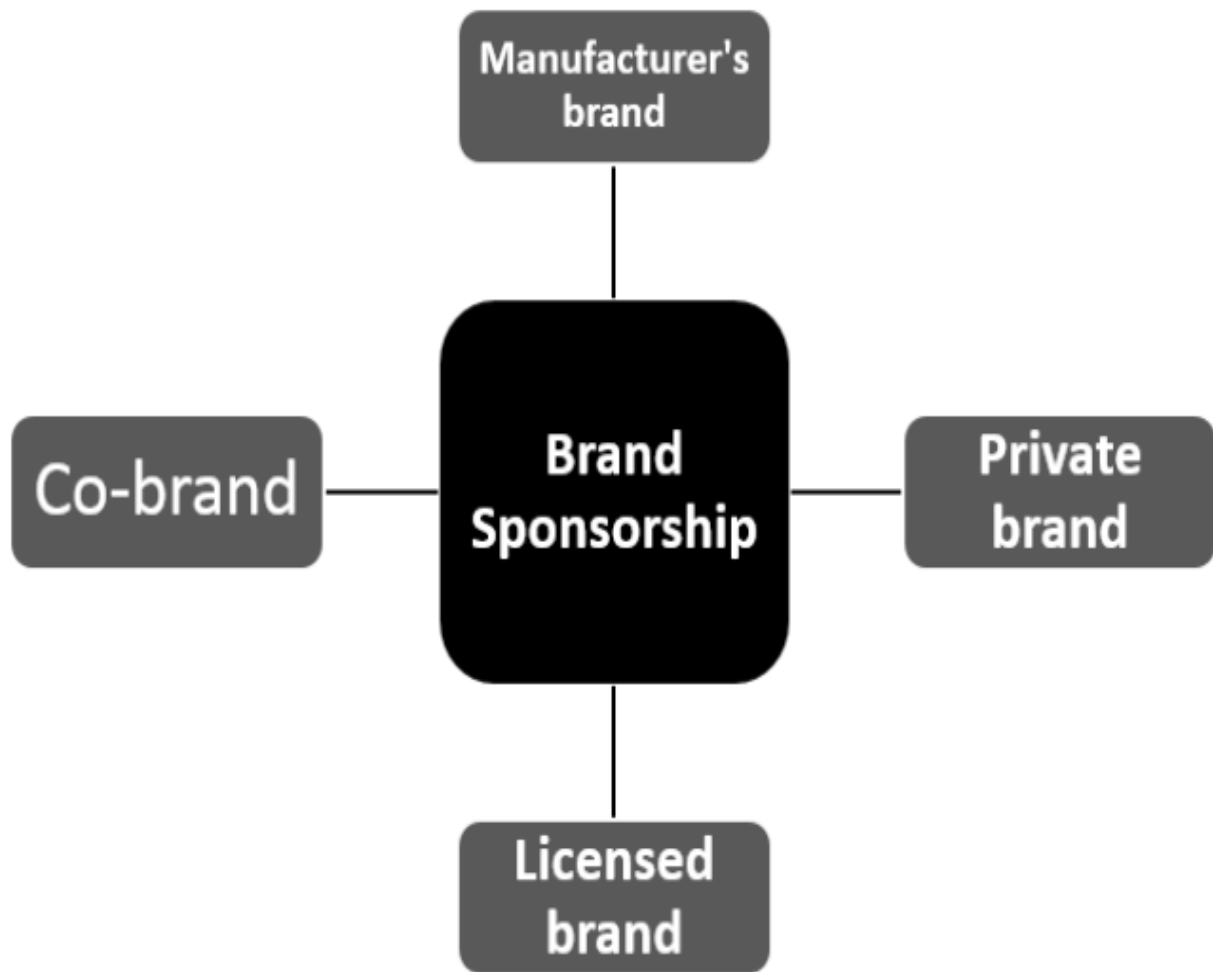
- 1) Attributes.
- 2) Benefits.
- 3) Values and Beliefs.



## Brand name selection



This is a particularly tricky process but coming up with the right decision could make or break your success. The name of the brand has to be distinctive, catchy, and easy to remember.

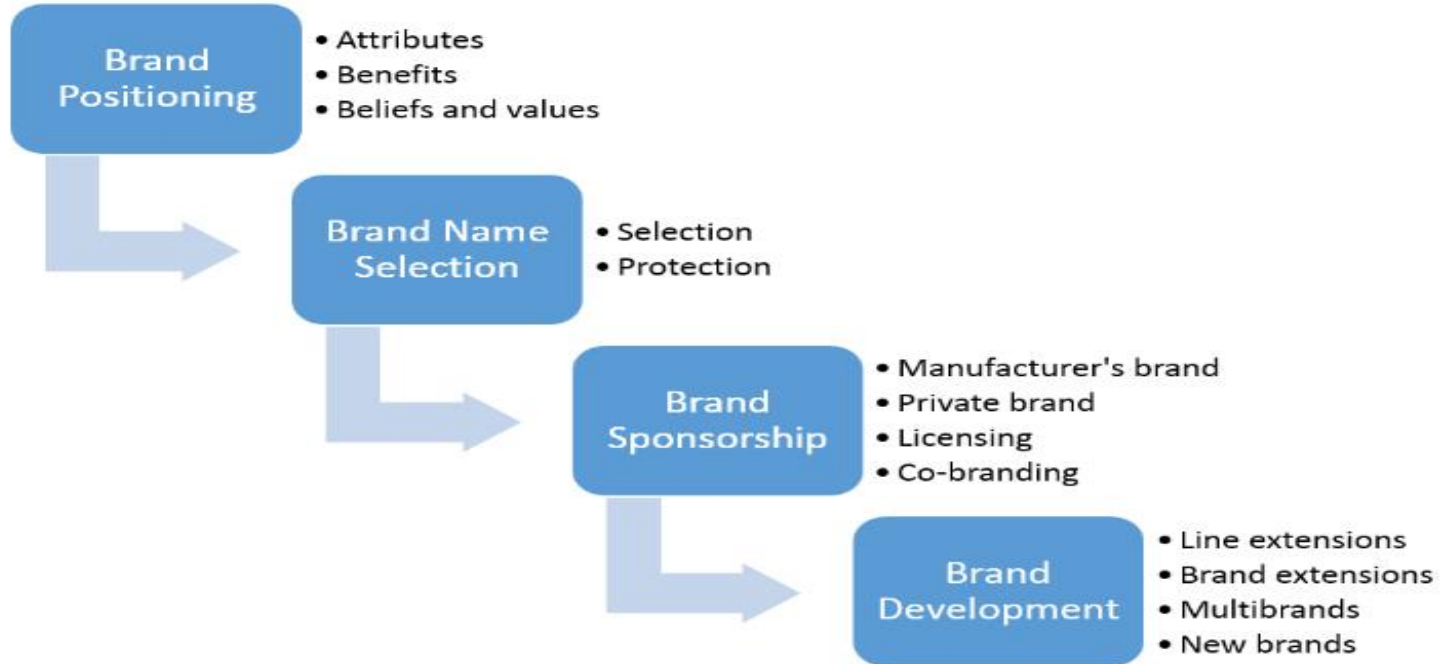




# Brand Development

- Brand development covers four different sectors:
  - 1) Line Extension.
  - 2) Brand Extension.
  - 3) Multi brand.
  - 4) New brand.

# Summary



Brand Positioning – Branding Decisions

# References

- Medeiros, C., Davidson, H., Meyer, L., Vorsprung, Post, Technik, ... Woolworths Food. (2015, June 16). Branding Decisions - 4 Brand Strategy Decisions. Retrieved December 3, 2019, from <https://marketing-insider.eu/branding-decisions/>.



Thanks