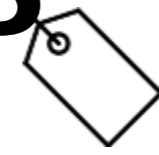Libyan International Medical University
Faculty of Business Administration

B R A N D

M A N A G E M E N T

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1.
INTRODUCTION

INTRODUCTION

- **Brand management** is the branch of marketing that analyzes the current status of the product. Where it uses specific techniques to increase the product's brand value or the product line.**(Hoch 1996)**

- Strong awareness of the product raises the customer's loyalty, due to the effective brand management of the brand which enables the product's price in addition to reputation to rise**. (Duke, 1994; Christopher, 2000).**

- The brand doesn't necessarily need to be linked to only one product, it may have a whole brand chain, or it may adopt multiple of other brand names under its name. **(Duke, 1994; Christopher, 2000).**

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JEFF BEZOS
FOUNDER OF AMAZON

QUOTE

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

2.
DEFINITIONS

DEFINITIONS

- The term **Brand** refers to the design, symbol, image, slogan or name of the product, where it can be defined more clearly under the word **"IDENTITY." (Kotler and Keller, 2012;Tirole, 1988)**
- Brands are what elevate the company financially and economically. However the legal name of the brand is called **Trademark,** and when representing the company it is called **Brand name. (Kotler and Keller, 2012;Tirole, 1988)**
- **Branding** is the value of the brand, a guarantee of quality and origin.
- **Brand Management** in marketing refers to how the brand is being recognized or distinguished by its analysis, design, and arrangements in the market.. **(Kotler and Keller, 2012; Tirole, 1988)**

| Target | Customer | Idea | Marketing | Management |

BRANDING STRATEGY

3.
BRAND MANAGEMENT THEORIES

BRAND MANAGEMENT THEORIES

- The common or well-known 3 theories that focus on the strategies used in good performances are:

THEORY 1
Theory of Brand Loyalty

- This theory explains the psychological manner of the consumer towards the companies brand.

- Where the customer has 3 positive biased aspects which are the emotional **attachment**, **brand evaluation**, and the **behavioral aspect. (Tirole, 1988).**

THEORY 2
The Branding Theory

- This theory concerns the communication levels of the product with the targeted consumer's whether it satisfies their needs and wants.

- By using experimental qualities, it drives the consumer's intangible factors towards the product. (Tirole, 1988).

THEORY 3
The Value-Based Theory

- This theory helps in the estimation of the marketer's long term success and the ability to sell the product.

- Where the 3 parties are involved uniformly the manufacturer product consumer.. (Tirole, 1988).

4.
GOOD BRAND CHARACTERISTICS

GOOD BRAND CHARACTERISTICS

- For a brand to measure up with the other brands in the market, they need to clarify their image and have the ability to inspire the consumers to buy their products.

- Here are a couple of characteristics the brand needs to adopt :-

COMPETITION

- Any brand must be competitive for it to succeed.
- They need to go above and beyond all the levels of expectation and customer satisfaction.

CONSUMER KNOWLEDGE

- Deep and intensive investigation of the targeted category, knowing the consumers needs and wants helps in the increase of the communication level.

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Mihailovic, P., 1995.

GOOD BRAND CHARACTERISTICS (CONT.)

UNIQENESS

- The sense of uniqueness and distinctiveness must be present. Some brands the use of modern technology, design, fast and well-improved services.

PROMOTION

- The use of social elements such as the internet or advertisement on the radio or television or famous influencer that people look up to and follow are all smart tactics

Mihailovic, P., 1995.

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5.
BRAND EQUITY

BRAND EQUITY

- Brand equity is the **value** of the brand earned from the services given under a set of assets and liabilities that add to the product's point of view.

- It is also an intangible asset for the brand that has an intellectual and financial effect.

Brand equity can be simplified into two different perspectives:

1. **Perspective one (asset evaluation of brand name)-:** companies with no brand name representing the products have lower revenues and financial statements.

2. **Perspective two (customer-based brand equity)-:** the customer holds all the capabilities in their hands. This is inflected by the response, creditability, and reputation of the brand and most importantly the experience exchanged which increases brand equity financially

6.
BRAND IMAGE

BRAND IMAGE

- **Brand image** can be explained as the customer's perception of the brand. Based on the experience and interactions the customer has with the product over time.

- Every brand owner thrives to have a good image and reach the aimed goal set in the branding process.

- The brand image is a key element in the attraction of the customer, it also helps in the customer retaining process and also raises their confidence level

- The more time, effort, and money put in the building process of the brand's personality and reputation the more appealing and convenient it is to the customer's eye.

Shaw, A., 2020

BRAND IMAGE EXAMPLES

Coca-Cola is a beverage brand well-known for a product used at times of celebration, festivals, and happy events.

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Rolls-Royce is a transportation brand considered to be used exclusively by wealthy and famous people

7.
BRAND ARCHITECTURE

BRAND ARCHITECTURE

▪ **Brand architecture** is what upholds the organization's structure. It places the brand's components and visual requirements to bring together the brand's structure.

▪ It can help a marketer notice how to keep parts of a brand separated when needed, and also allows marketers to work together to uplift one another in the marketplace.

▪ Brand architecture enhances their connection through a consistent visual and verbal identity by gaining clarity in the marketplace.

▪ Brand architecture has **4 types**:-

    1. **Branded House.**
    2. **House of brands.**
    3. **Endorsed Architecture.**
    4. **Hybrid Architecture.**   **(L.Muzellec, M.Lambkin (2009).**

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1. BRANDED HOUSE

- It's a single large block known as **monolithic brand architecture** is the most known type of brand extension where the master brand is permanently present and its name is joined to an extensions.

- **For example:**

GOOGLE is the name of the main brand, while its extensions have the letter G or the complete word GOOGLE added to them as a prefix like **Gmail**, **Google maps, etc**.
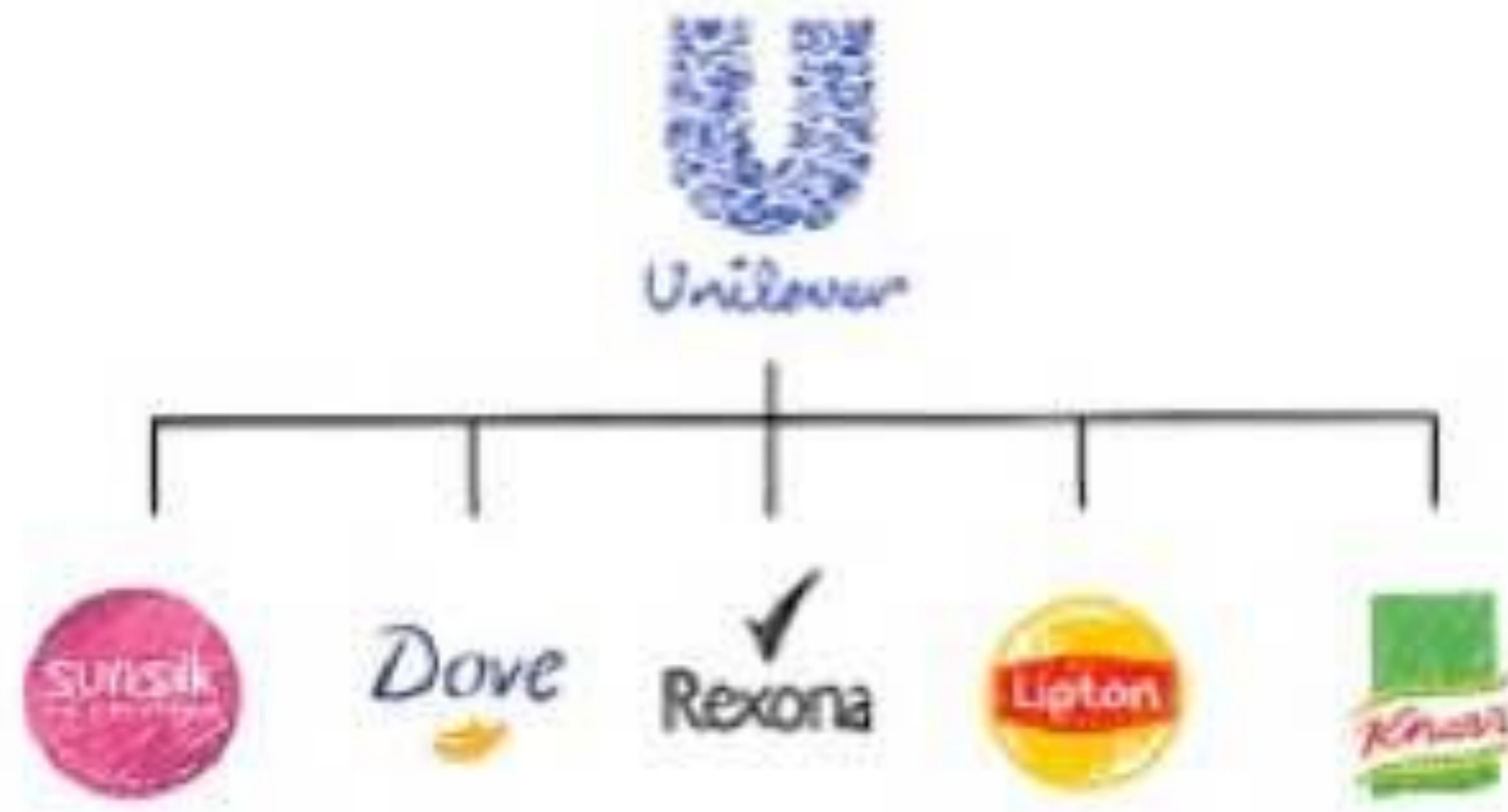
L.Muzellec, M.Lambkin (2009).

2. HOUSE OF BRANDS

- : This brand strategy, is also called **pluralistic brand architecture strategy**, In this type of brand strategy, the company owns and regulates many other **sub-brands** that have their own unique brand identity.

- **For example:**

L.Muzellec, M.Lambkin (2009).

4. HYBRID ARCHITECTURE

- This type includes the collaboration of two or more brands architecture together.

- **For example:**

Microsoft and **Windows office.**

L.Muzellec, M.Lambkin (2009).

3. ENDORSED ARCHITECTURE

- This type includes individual and unique brands that are linked together by an endorsing parent brand that works as a sponsor to them.

- **For example:**

Residence inn, **Execustay**, and **Courtyard** all 3 are well-known hotels individually but, endorsed under **Marriott**.

L.Muzellec, M.Lambkin (2009).

8.
BRAND EXAMPLES

NATIONAL BRAND

INTERNATIONAL BRAND

9.
CONCLUSION

CONCLUSION

- **Brand management** is essential for the success of the brand's organization. Each organization follows a specific and different strategy, but they all have one goal or aim is to maintain a name, reputation in the market and stand out in the eyes and minds of the customers. (Hoch 1996)

- Marketing the product correctly will ensure your consumer's perception, which provides great connections and customer loyalty towards the brand. (Hoch 1996)

- The use of **brand architecture** enables the organization to manage and arrange the products line extensions, corporate brand and sub- brands.

- Elements that have a deep influence on the brand is **its brand image**, the perception that implements in the creation **of brand perception, brand characteristic, brand image,** and **brand equity.**

10.
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THANK YOU!
ANY QUESTIONS?