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Faculty of Business Administration

BRAND MANAGEMENT

Strategic Brand Management Building and Managing Brand Equity

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24 / 07 / 2021

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ABOUT THE BOOK

- This book provides an introduction to brand management that can be applied to all these types of organizations.
- Year of publication: 1995
- Authors: Keller, Kevin Lane
- Subject: Brand management
- Kevin Lane Keller is recognized as one of the international leaders in the study of strategic brand management and integrated marketing communications. In Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Year of publication 1995.

BOOK'S CONTENT

The book contains five sections and fourteen chapters:

- **The first section focuses on Opening Perspectives**

➢ Chapter 1 Brands and Brand Management

- **The second section focuses on Developing a Brand Strategy**

➢ Chapter 2 Customer-Based Brand Equity and Brand Positioning
➢ Chapter 3 Brand Resonance and the Brand Value Chain

- **The third section focuses on Designing and Implementing Brand Marketing Programs**

➢ Chapter 4 Choosing Brand Elements to Build Brand Equity
➢ Chapter 5 Designing Marketing Programs to Build Brand Equity
➢ Chapter 6 Integrating Marketing Communications to Build Brand Equity
➢ Chapter 7 Leveraging Secondary Brand Associations to Build Brand Equity

BOOK'S CONTENT

The book contains five sections and fourteen chapters:

- **The fourth section focuses on Measuring and Interpreting Brand Performance**

➢ Chapter 8 Developing a Brand Equity Measurement and Management System
➢ Chapter 9 Measuring Sources of Brand Equity: Capturing Customer Mind-Set
➢ Chapter 10 Measuring Outcomes of Brand Equity: Capturing Market Performance

- **The fifth section focuses on Growing and Sustaining Brand Equity**

➢ Chapter 11 Designing and Implementing Branding Architecture Strategies
➢ Chapter 12 Introducing and Naming New Products and Brand Extensions
➢ Chapter 13 Managing Brands Over Time
➢ Chapter 14 Managing Brands Over Geography

INTRODUCTION

- A name, logo, color, and even sound are all considered brands by most people. Although they are partly right in that these are brand components, they just scratch the surface.

- The brand is an intangible asset that is built into the offering, shaping its personality, experience, and/or characteristics that set it apart from competitors.

- For all forms of companies, including start-ups, SMEs, NGOs, and large corporations, branding is becoming an increasingly important part of their business strategy. The goal of branding is to create a distinct and noticeable identity in the market that attracts and maintains loyal customers.

BRANDS AND BRAND MANAGEMENT

- What Is a Brand?

➢ A brand is a distinguishing icon, emblem, logo, name, or term that businesses use to set themselves apart from the competition.

- Brands vs Products

➢ The product is an item or service that the company produces and sells in the market.

➢ A brand is an object that businesses use to distinguish their products from other products in the marketplace, such as a logo, emblem, or name.

CUSTOMER-BASED BRAND EQUITY AND BRAND POSITIONING

- Three models are helpful to develop and implement creative brand strategies.

1. **Model Brand Positing:** Describes how competitive advantages can be established in the marketplace minds of clients.
2. **Brand Resonance:** Describes how to take these competitive advantages and to build strong, active customers-related loyalty relationships for brands.
3. **Brand value chain:** Explains how the process of creating value should best reflect the financial effect of marketing costs and investments in order to create loyal consumers and strong brands.

DESIGNING AND IMPLEMENTING BRAND STRATEGIES

- outlining a three-steps process to develop an effective brand strategy.

1. **Defining Brand Potential**

➢ Developing an strategy is to define the brand potential by considering three important characteristics:

1. Brand Vision
2. Brand Boundaries
3. Brand Positioning

DESIGNING AND IMPLEMENTING BRAND STRATEGIES

2- Identifying Brand Extension Opportunities

- Recognize new products and services to achieve the potential of a brand extension plan and put it into action.

3- Branding New Products and Services

- specifies the brand elements and positioning for the brand's particular products and services.

NEW PRODUCTS AND BRAND EXTENSIONS

- When a firm introduces a new product, it has three choices for branding it:

1. It can develop a new brand
2. It can apply one of its existing brands
3. It can use a combination of a new brand and an existing brand

MANAGING BRANDS OVER GEOGRAPHIC BOUNDARIES AND MARKET SEGMENTS

- **Regional Marketing:**

➢ Using a regionalization approach, a brand may become more popular and appealing to a specific person.

- **Disadvantages:**

1. Your target regional audience may not be large enough to support your product or service's revenue.
2. Local producers will be forced to become more competitive as a result of regional campaigns.

MANAGING BRANDS OVER GEOGRAPHIC BOUNDARIES AND MARKET SEGMENTS

- **Rationale for going international:**

1. In domestic markets, there is a perception of sluggish growth and increased competition
2. Belief in increased profit and development prospects in other countries
3. Risk diversification is needed

MANAGING BRANDS OVER GEOGRAPHIC BOUNDARIES AND MARKET SEGMENTS

- **Disadvantages of global marketing programs:**

1. Differences in Consumer Needs, Wants
2. Consumer Reactions to Different Branding Elements
3. Consumer Reactions to Different Marketing Mix Elements
4. Disparities in the Legal System

CONCLUSION

- The design and execution of marketing campaigns and activities to create, assess, and maintain brand equity are all part of strategic brand management.
- The framework's rationale is to acknowledge the role of customers in the production and management of brand equity. “Consumers own products, and your brand is what consumers would allow you to have,” as one top marketing executive put it.
- Customer-based brand equity is described as the impact of a consumer's brand awareness on their response to a brand's marketing.
- Customers respond more favorably to a product and the way it is advertised when the brand is known than when the product is marketed under a fake name or no name.
- The basic principle of customer-based brand equity is that a brand's strength lies in the minds and hearts of its customers, as well as what they've learned, experienced, and thought about it over time.

OVERVIEW

- The book covered a enough amount of topics related to brand management and contained many examples for each topic and the words chosen in this book are very good and easy to read and the size of the book was very appropriate.


THANK YOU