

TYBMS



MODULE 2

-BY MS. ADITI KAPOOR

PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS

BRAND ELEMENTS

MEANING:

Brand elements, sometimes called **brand identities**, are those **trademarkable devices** that serve to **identify and differentiate the brand**. The **CBBE model** suggests that marketers should choose brand elements to enhance brand awareness, facilitate the formation of strong, favourable and unique brand associations or elicit positive brand judgements and feelings. A brand element that gives a positive contribution to brand equity conveys or implies certain valued associations or responses.

CRITERIA FOR CHOOSING BRAND ELEMENTS:

- | | | |
|-------------------|---|---|
| ➤ Memorability | } | Marketer's offensive strategy and build brand equity. |
| ➤ Meaningfulness | | |
| ➤ Likability | | |
| ➤ Transferability | } | Defensive role for leveraging and maintaining brand equity. |
| ➤ Adaptability | | |
| ➤ Protectability | | |

➤ Memorable:

Easily recognized. Easily recalled. Brand elements that promote that goal are inherently memorable and attention-getting and therefore facilitate recall or recognition in purchase or consumption settings.

SHORT BRAND NAMES



➤ Meaningfulness:



- a) Brand elements may take on all kinds of meaning, with either descriptive or persuasive content.
- b) General information about the function of the product or service.
- c) Specific information about particular attributes and benefits of the brand.

- Likability
- Do customers find the brand element aesthetically appealing?
- Is it likable visually, verbally, and in other ways?
- Brand elements can be rich in imagery and inherently fun and interesting, even if not always directly related to the product.
- A memorable, meaningful, and likable set of brand elements offers many advantages because consumers often do not examine much information in making product decisions



- Transferability:
- How useful is the brand element for line or category extensions?
- To what extent does the brand element add to brand equity across geographic boundaries and market segments?
- Amazon connotes a massive South American river and therefore as a brand can be appropriate for a variety of different types of products
- The difficulties or mistakes that even top marketers have encountered in translating their brand names, slogans, and packages into other languages and cultures over the years have become legendary.



- Adaptability:
- The more adaptable and flexible the brand element, the easier it is to update it to changes in consumer values and opinions.
- For example, logos and characters can be given a new look or a new design to make them appear more modern and relevant



China



Russia



America



Israel

Coca Cola across the world



The pepsi logo as it appears around the world



lingholic

When Pepsi started marketing its products in China, it translated the slogan “Pepsi Brings You Back to Life” pretty literally. In Chinese it really meant, “Pepsi Brings Your Ancestors Back from the Grave

- Protectability:
- Marketers should:
 - Choose brand elements that can be legally protected internationally.
 - Formally register chosen brand elements with the appropriate legal bodies.
 - Vigorously defend trademarks from unauthorized competitive infringement.
 - If a name, package, or other attribute is too easily copied, much of the uniqueness of the brand may disappear. E.g Xerox



TACTICS FOR BRAND ELEMENTS

- A variety of brand elements can be chosen that inherently enhance brand awareness or facilitate the formation of strong, favorable, and unique brand associations.

- ❖ Brand names
- ❖ URLs
- ❖ Logos and symbols
- ❖ Characters
- ❖ Slogan:
- ❖ Packag



1) BRAND NAMES:

- Like any brand element, brand names must be chosen with the six general criteria of memorability, meaningfulness, likability, transferability, adaptability, and protectability in mind.

BRAND NAMING GUIDELINES:

- Selecting a brand name for a new product is certainly an art and a science
- Brand Awareness Brand names that are simple and easy to pronounce or spell, familiar and meaningful, and different, distinctive, and unusual can obviously improve brand awareness for e.g Coca Cola, Chevrolet, Budweiser etc
- Marketers can shorten longer names to make them easier to recall.
- For example, over the years Chevrolet cars have also become known as “Chevy,” Budweiser beer has become “Bud,” and Coca-Cola is also “Coke.”

SOME EXAMPLES:

- Surname- Dell, Siemens, Gillette
- Descriptive - American Online, Pizza Hut, General Motors
- Invented- Häagen-Dazs, Kodak, Xerox
- Connotative- Duracell,
- Infiniti Westin, DaimlerChrysler
- Arbitrary - Apple, Yahoo!

FAMILIARITY AND MEANINGFULNESS

- The brand name should be familiar and meaningful
- so it can tap into existing knowledge structures.
- It can be concrete or abstract in meaning.
- Because the names of people, objects, birds, animals, and inanimate objects already exist in memory, consumers have to do less learning to understand their meanings as brand names
- To help create strong brand-category links and aid brand recall, the brand name may also suggest the product or service category, for e.g Nimbooz, D'Cold, Newsweek
- Brand elements that are highly descriptive of the product category or its attribute and benefits can be quite restrictive, For example, it may be difficult to introduce a soft drink extension for a brand called JuicyJuice!

DIFFERENTIATED, DISTINCTIVE, AND UNIQUE

- Although choosing a simple, easy-to-pronounce,
 - familiar, and meaningful brand name can improve recallability, to improve brand recognition, on the other hand, brand names should be different, distinctive, and unusual
 - A brand name can be distinctive because it is inherently unique, or because it is unique in the context of other brands in the category.
 - Distinctive words may be seldom-used or atypical words for the product category, like Apple computers; unusual combinations of real words
 - Apple and Nike. A strong brand name now, Apple is viewed as something that is rich in nutrients and flavor that can be translated universally.
 - The apple is also looked at as a symbol of love and forbidden temptations in Greek Mythology..
 - It has proven to work well for their company in a global scale. Despite this, Apple has had its own fair shares of hiccups when developing its brand.
 - Apple Records, the Beatles record company, sued AppleComputer, Inc., over trademark violations in 1989 (
 -). Nike, its literal meaning originating from the Greek goddess of Victory has worked well with its simplistic name, ease of use and representation of the company's original mission
-
- ColorStay lipsticks
 - Head & Shoulders shampoo
 - Close-Up toothpaste

2) URLs

- URLs (uniform resource locators) specify locations of pages on the web and are also commonly referred to as domain names.

- A company can either sue the current owner of the URL for copyright infringement, buy the name from the current owner, or register all conceivable variations of its brand as domain names ahead of time.
- Brand recall is critical for URLs because it increases the likelihood that consumers easily remember the URL to get to the site
- Yahoo!, however, was able to create a memorable brand and URL

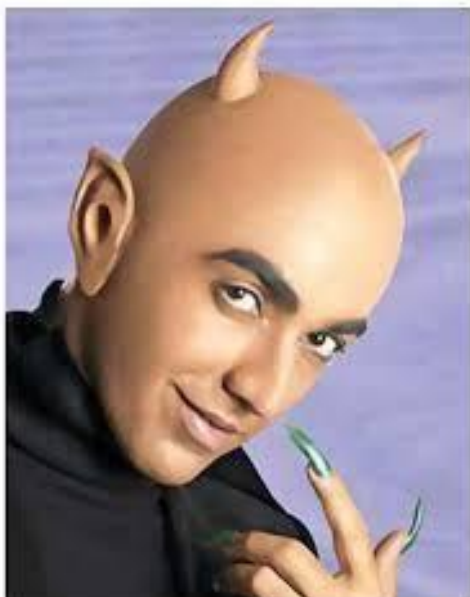
3) LOGOS AND SYMBOLS



- Play a critical role in building brand equity and especially brand awareness
- Logos range from corporate names or trademarks (word marks with text only) written in a distinctive form, to entirely abstract designs that may be completely unrelated to the word mark, corporate name, or corporate activities e.g Nike Swoosh

4) CHARACTERS:

- A special type of brand symbol—one that takes on human or real-life characteristics
- Some are animated like Pillsbury's Poppin' Fresh Doughboy, AMUL girl character, Air India Maharaja, Tiger biscuit, Parle girl, Starbucks mermaid etc
- Others are live-action figures Ronald McDonald, 7up Fido dido, Onida devil and the Notable newcomers include Vodafone ZOO ZOO





5) SLOGANS:

- Slogans are short phrases that communicate
- descriptive or persuasive information about the brand.
- Slogans are powerful branding devices because, like brand names, they are an extremely efficient, shorthand means to build brand equity

CLASSIC SLOGANS

- Amul: The taste of India
- Thums Up : Taste The Thunder
- Surf : Daag Acche hain
- LIC : zindagi ke sath bhi zinagi ke baad bhi

GUESS THE BRAND!!

- Har Ghar Kuchch Kahta hei
- Fresh N Juicy
- No Confusion, Great Combination
- Neighbors envy Owners pride
- Born Tough
- Taste Bhi, Health Bhi
- Desh ki Dhadkan
- Do you have it in you?
- _____ ka mazboot jod hai Tootega nahi!
- Isko laga dala to life zinga lala
- Isse sasta aur accha kahin nahi
- It's Hot!
- Bujhaye pyas, baaki all, bakwas!
- Hum hain na
- Jee lalchaye, raha na jaye
- No one can eat just one
- Trust pink forget stains
- Journalism of courage

6) JINGLES:

- Jingles are musical messages written around the brand.
- Typically composed by professional songwriters, they often have enough catchy hooks and choruses to become almost permanently registered in the minds of listeners—sometimes whether

they want them to or not!

- Jingles are perhaps most valuable in enhancing brand awareness.

SOME MEMORABLE ONES:

- Nirma – Washing powder nirma
- Rasna – I love you rasna
- Britannia – Ting Ting ting
- Complan – I am a complan boy I am a complan girl

7) PACKAGING:

- From the perspective of both the firm and consumers, packaging must achieve a number of objectives:
- Identify the brand
- Convey descriptive and persuasive information
- Facilitate product transportation and protection
- Assist at-home storage
- Aid product consumption

BENEFITS:

- Often, one of the strongest associations consumers have with a brand is inspired by the look of its packaging.
- For example, if you ask the average consumer what comes to mind when he or she thinks of Heineken beer, a common response is a “green bottle”



PACKAGING AT THE POINT OF PURCHASE:

- The right packaging can create strong appeal on the store shelf and help products stand out from the clutter, critical when you realize that the average supermarket shopper can be exposed to 20,000 or more products in a shopping visit that may last less than

30 minutes and include many unplanned purchases.

- For these reasons, packaging is a particularly cost-effective way to build brand equity.
- It is sometimes called the “last five seconds of marketing” as well as “permanent media” or “the last salesman

PACKAGING INNOVATIONS:

- Packaging innovations can both lower costs and/or improve demand.
- One important supply-side goal for many firms is to redesign packages and employ more recyclable materials to lower the use of paper and plastic
- The beverage industry in general has been characterized by a number of packaging innovations.



- An integral part of product development and launch, package design has become a more sophisticated process.
- In the past, it was often an afterthought, and colors, materials, and so forth were often chosen fairly arbitrarily
- Color is thus a critical element of packaging

Here is how some experts see the brand colour palette:

- Red:, Colgate toothpaste, and Coca-Cola soft drinks
- Orange: Tide laundry detergent
- Yellow:, McDonald's restaurants, Lipton tea
- Green: Starbucks coffee, Safal green peas and 7UP lemon-lime soft drink
- Blue: IBM technology and services, Ford automobiles, and Pepsi-Cola soft drinks

Packaging Changes:

- Although packaging changes can be expensive, they can be cost-effective compared with other marketing communication costs
- Packaging changes have accelerated in recent years as marketers have sought to gain an advantage wherever possible.





Before Portugal's Euro 2020 football championship opener, Cristiano Ronaldo was preparing for a pre-match

press conference. Two minutes before it began, the Juventus megastar forward put aside the two Coca-Cola bottles placed in front of him and said “agua” (water) while smiling to the ournalists.

The reaction to this playful gesture, which included a slew of news articles saying that Ronaldo’s actions were responsible for wiping off \$4 billion.



INTEGRATING MARKETING PROGRAMMES AND ACTIVITIES

In today's marketplace, there are many different means by which products and services and their corresponding marketing programmes can build brand equity. Channel strategies, communication strategies, pricing strategies, and other marketing activities can all enhance or detract from brand. Marketers should evaluate all possible means to create knowledge, considering not just efficiency and cost but also effectiveness. At the centre of all brand-building efforts is the actual product or service. Marketing activities surrounding that product, however, can be critical, as is the way marketers integrate the brand into them. So how can marketers integrate these activities to enhance brand awareness, improve the brand image, elicit positive brand responses, and increase brand resonance. The strategy and tactics behind marketing programmes have changed dramatically in recent years as firms have dealt with enormous shifts in their external marketing environments:

- 1) Digitalisation and connectivity (through Internet, intranet, and mobile devices)
- 2) Disintermediation and reinter mediation (via new middlemen of various sorts)
- 3) Customisation and customerisation (through tailored products and ingredients provided to customers to make products themselves)
- 4) Industry convergence (through the blurring of industry boundaries)

They have a number of implications for the practice of brand management. Marketers are increasingly abandoning the mass-market strategies that built brand powerhouses in the 1950s, 1960s, and 1970s to implement new approaches.

Even marketers in staid, traditional industries are rethinking their practices and not doing business as usual. Creative and original thinking is necessary to create fresh new marketing programmes that break through the noise in the marketplace to connect with customers. Marketers are increasingly trying a host of unconventional means of building brand equity.

Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together. At its most basic level, Integrated Marketing Communications, or IMC, as we'll call it, means integrating all the promotional tools, so that they work together in harmony.

Promotion is one of the Ps in the marketing mix. Promotions has its own mix of communications tools. All of these communications tools work better if they work together in harmony rather than in isolation. Their sum is greater than their parts - providing they speak consistently with one voice all the time, every time. This is enhanced when integration goes beyond just the basic communications tools. The American Association of Advertising Agencies defines integrated communications as

"A concept of marketing communications planning that recognizes the added value in a programme that integrates a variety of strategic discipline, e.g., general advertising, direct response, sales promotion, and public relations-and combines these disciplines to provide clarity, consistency, and maximum communications impact."

The various tools of IMC are:

(a) **Advertising:** Any paid form of non-personal communication through mass media about a service or product or an idea by a sponsor is called advertising e.g. Print and Broadcast advertisements, advertisements in Television, Radio, Billboard, Broachers and Catalogues, Direct mails, In-store display, motion pictures, emails, banner ads, web pages, posters. Paid promotion and presentation of goods, services, ideas by a sponsor comes under the advertisement.

(b) **Personal Selling:** Personal selling is a person to person process by which the seller learns about the prospective buyer's wants and seeks to satisfy them by making a sale.

(c) **Direct Marketing:** Direct marketing enables organisations to communicate directly with the end-users. Various tools for direct marketing are emails, text messages, catalogues, brochures, promotional letters and so on. Through direct marketing, messages reach end-users directly.

(d) **Public Relations:** Unlike advertising, this form of promotion is not paid for by the sponsor. Thus, publicity is news carried in the mass media about an organisation, its products, policies, actions, personnel etc. Publicity can be favourable (positive) or unfavourable (Negative). The message is in the hands of media and not controlled by the organisation/firm.

(e) **Sales promotion:** It is any activity that offers an incentive for a limited period to obtain a desired response from the target audience or intermediaries which includes wholesalers and retailers. Examples: contests, product samples, coupons, sweepstakes, rebates, trade shows, trade-ins, and exhibitions.

(f) **Direct Marketing:** Is reaching the customer without using the traditional channels of advertising such as radio, newspaper, television etc. Direct marketing reaches the targeted consumers with techniques such as Catalogues, Mailings, Telemarketing, Electronic shopping, TV Shopping, promotional, fliers etc.

IMC Strategy

The cost of using media is extremely high today and so the promotional decisions must be made carefully, using a systematic approach. Following are the various steps to use IMC tools in a form of a strategy.

(a) **Identifying the Target Audience:** The first decision in developing the promotion programme is identifying the target audience. The target audience for the promotion programme is the target market for firm's product, which is identified from marketing research and market segmentation studies.

(b) **Clarifying the Marketing Objectives:** Once target audience is identified, a decision must be reached on what the promotion should accomplish. Consumers can be said to respond in terms of a hierarchy of effects, which is a sequence of stages a prospective buyer goes through from initial awareness of a product to eventual action (either trial or adoption of the product).

(c) **Deciding the Promotion Budget:** After setting the promotion objectives, a company must decide on how much to spend.

The methods for the same is as follows:

1. Sales Percentage Method: In this approach, the amount of money spent on promotion is a percentage of past or anticipated sales. The promotion budget for this year is 3 per cent of last year's gross sales.
2. Competitive Parity Method: This budgeting approach matches the competitor's absolute level of spending or the proportion per point of market share.
3. All you can afford Method: Common to many businesses, the all-you-can-afford budgeting method allows money to be spent on promotion only after all other budget items such as manufacturing costs are covered.
4. Selecting an Effective Promotional Mix: Once a budget has been determined, the combination of the IMC tools like advertising, personal selling, sales promotion, public relations, and direct marketing can be specified. Selection of the appropriate mix, the large number of possible combinations of the promotional tools means that many combinations can achieve the same objective.
5. Designing the Promotion: The central element of a promotion programme is the promotion itself. Advertising consists of advertising copy and the artwork that the target audience is intended to see or hear. Personal selling efforts depend on the characteristics and skills of the salesperson. Sales promotion activates consist of the specific details of inducements such as coupons, samples, and sweepstakes. Public relations efforts are readily seen in tangible elements such as news release, and direct marketing actions depend on written, verbal, and electronic forms of delivery.
6. Scheduling the Promotion: The promotion schedule describes the order in which each promotional tool is introduced and the frequency of its use during the campaign. Businesses such as ski resorts, airlines, and professional sports teams are likely to reduce their promotional activity, during the off season.
7. Executing and Evaluating the Promotional Programme: Ideal execution of a promotional programme involves pre-testing each design before it is actually used to allow for changes and modifications which improve its effectiveness. Similarly, post tests are recommended to evaluate the impact of each promotion and the contribution of the promotion toward achieving the programme objective.

PERSONALISING MARKETING

The rapid expansion of the Internet and continued fragmentation of mass media have brought the need for personalised marketing into sharp focus. Many maintain that the modern economy celebrates the power of the individual consumer.

Personalised marketing is a strategy, based on data analytics. This means, tailoring campaigns with customised content, design, and approach, for a specific segment of the audience. Email marketing, Website/Design Strategy, Content marketing and Digital marketing are the main fortes, where personalized marketing is carefully incorporated. For example Coca-Cola's famous 'Share a Coke' campaign, first launched in Australia in 2012, still retains its title as one of the most original examples of personalised marketing to date.

The idea was to spread advocacy and love for the brand by replacing the soft drinks logo with consumer names, encouraging people to share with friends and spread the brand's message using the hash tag share a coke. In the wake of the original campaign, Coca-Cola. saw a rise in sales for the first time in over a decade. This campaign taught us that personalisation can only be highly engaging and effective if it can be shared with a wide audience.

Benefits of personalised marketing are:

1. Improved customer experience: Customers are more comfortable to provide personal information to their favourite brands. They fill out forms, download white papers, participate in surveys to get discounts, and indicate their favourite purchases or preferences.
2. Drive revenue: By identifying and responding to the preferred channel for each customer, companies can increase ROI. With the right automation technology, marketers can identify which channel customers engage with, then automatically follow up across channels that's suitable.
3. Increase brand loyalty: When consumers provide information and data, they expect to be treated as unique individuals with specific preferences. Marketers that dedicate time and resources to implement successful personalised marketing strategies will benefit from a competitive advantage in both brand loyalty and customer satisfaction.
4. Create consistency across channels: Consumers are interacting with brands across a number of channels, including email, social, mobile, etc., sometimes all in a single day. For this reason, it's more important than ever for brands to create consistency across various channels. The in-store experience should match the app experience, which should match email messaging.

Challenges of personalised marketing are:

1. Finding the right technology: One of the biggest problems with personalised marketing comes from outdated technology that is not fit for the mobile era. A key element of personalisation success is data collection and automation, and with this comes the need for an intelligent algorithm. Unfortunately, many marketers struggle to find a smart personalisation engine that meets their needs.
2. Time and resources: While the right software is needed for personalisation, companies also need a devoted team. Not all companies are prepared to dedicate the time and resources toward a successful personalised marketing strategy.
3. Creating a single customer view: When looking for common threads across channels, marketers are able to establish a better picture of who the customer really is by piecing together their customer data into a single unified customer profile. However, research shows that marketers have trouble linking data to individual customer profiles. 4. Implementing right segmentation: Right segmentation across channels isn't just for show, it actually boosts performance. Unfortunately, many marketers still struggle to get past basic segmentation strategies.

Personalised marketing tools also play a strong role in helping marketers, incorporate customisation on various levels of communications and marketing. The goal of personalised marketing is to truly engage customers or prospective customers by communicating with each as an individual. To adapt to the increased consumer desire for personalisation, marketers have embraced concepts such as experiential marketing and relationship marketing.

(a) **Experiential Marketing:** Experiential marketing promotes a product by not only communicating a product's features and benefits but also connecting it with unique and interesting consumer experiences. Columbia University's Bernd Schmitt, another pioneering expert on the subject, notes that "experiential marketing is usually broadly defined as any form of customer-focused marketing.

- 1) Sense marketing appeals to consumers' senses (sight, sound, touch, taste, and smell).
- 2) Feel marketing appeals to customers' inner feelings and emotions, ranging from mildly positive moods linked to a brand (consumer durables)
- 3) Think marketing appeals to the intellect in order to deliver cognitive, problem-solving experiences that engage customers creatively.
- 4) Act marketing targets physical behaviours, lifestyles, and interactions.
- 5) Relate marketing creates experiences by taking into account individuals' desires to be part of a social context (e.g., to their self-esteem, being part of a subculture, or a brand community).

He also describes how various "experience providers" (such as communications, visual/ verbal identity and signage, product presence, co-branding, spatial environments, electronic media, and salespeople) can become part of a marketing campaign to create these experiences.

For example: Lifebuoy Kumbhmela 2013

- Lifebuoy had researched and found out that 1.1 billion, children die due to diarrhea annually the brand thought that washing hands regularly and following a healthy regime could prevent the epidemic. Hence they tried and leveraged the opportunity of Kumbh Mela to propagate the message.

They used roti as the medium of message, as the only way to have roti is by hand they used heat stamp on rote which read 'Lifebuoy over 30 days, a team of 100 people, stood in 100 kitchens and stamped around 2.5 million rotis se haath dhoye kya?' and घोट क्या लाईफबॉय से

The campaign was highly successful, and it even reached the masses outside the festival with the help of social media, it gained huge amount of discussion and coverage across India and thus social media along with experiential marketing helped spread the message of washing hand before eating across India.

→ **BENEFITS**

- (i) Better and a deeper connection with the audience: When the audience relates to content, design or product better, the possibility of sales becomes higher.
- (ii) Creates not just loyal customers but converting customers: Personalised marketing creates an impact on audience.
- (iii) Consistency across channels: A brand truly wins, when the offline store can be related to their online website and social media channels.

(iv) Drives good numbers on the ROI: 65% of the marketers reported an increase in conversion rates when they built personalised marketing strategies across channels.

(b) **One-to-One Marketing:** One-to-one marketing (sometimes expressed as 1:1 marketing) is a customer relationship management (CRM) strategy emphasising personalized interactions with customers. The personalisation of interactions is thought to promote greater customer loyalty and better return on marketing investment. The concept of one-to-one marketing as a CRM approach was advanced by Don Peppers and Martha Rogers in their 1994 book, *The One to One Future*. Only the term is new; the approach is almost as old as commerce itself. In the past, for example, proprietors of a general store would naturally take a one-to-one approach, remembering details about each customer's preferences and characteristics and using that knowledge to provide better service. One-to-one marketing seeks to reinvest marketing with the personal touch absent from many modern business interactions. **One-to-One Marketing: Five Key Steps**

- 1) Identify -consumers, individually and addressably
- 2) Differentiate them by value and needs
- 3) Interact with them more cost-efficiently and effectively
- 4) Customize some aspect of the firm's behaviour
- 5) Brand the relationship

For example: Customers returning to the sites of online retailers where they've previously made a purchase will many times find a "Suggestions for You" message waiting for them. In addition, they may receive a follow-up email with those suggestions for additional purchases.

Amazon, Netflix, eBay, iTunes, and many other online retailers have developed sophisticated one-to-one marketing systems that follow and track each customer's every click, recording and categorising every purchase to develop a personalised customer profile based on those click patterns and purchases. With that data, the companies then develop marketing plans that are different and specially written for each customer.

(c) **Permission Marketing:** Permission marketing, the practice of marketing to consumers only after gaining their express permission, was another influential perspective on how companies can break through the clutter and build customer loyalty.

A pioneer on the topic, Seth Godin, has noted that marketers can no longer employ "interruption marketing" or mass media campaigns featuring magazines, direct mail, billboards, radio and television commercials, and the like, because consumers have come to expect-but not communications that bombard consumers every day, God in argues that if marketers want to necessarily appreciate these interruptions given the large number of marketing attract a consumer's attention, they first need to get his or her permission with some kind of inducement a free sample, a sales promotion or discount, a contest, and so on.

Amazon online retailer with customer permission, uses database software to track its customers' purchase habits and send them personalised marketing messages. Each time a customer purchases something from Amazon.com, he

or she can receive a follow-up e-mail containing information about other products that might interest him or her based on that purchase.

For example if a customer buys a book, Amazon send an e-mail containing a list of titles by the same author, or of titles also purchased by customers who bought the original title. With just one click, the customer can get more detailed information. Each message is tailored to the individual customer based on past purchases and specified preferences, according to customer wishes. Amazon keeps an exhaustive list of past purchases for each customer and makes extensive recommendations.

PRODUCT STRATEGY



Marketers must design a product or service which meets the customer expectation. A pre requisite for successful marketing is, designing and delivering a product or service that fully satisfies a customer wants and needs regardless of whether the product is a tangible good, service or organisation.

Product is the primary influencer of the customer's expectation with a brand, what they Marketers must design a product or service which meets the customer expectation. In other hear about a brand from others, and what the firm can tell customers about the brand. At the heart of a great brand is always a great product. fully satisfies a customer wants and needs regardless of whether the product is a tangible good, A prerequisite for successful marketing is, designing and delivering a product or service that fully satisfies a customer wants and needs regardless of whether the product is a tangible good, service, or organisation. Meeting customer expectation is very important for creating brand loyalty. When marketers are able to exceed customer expectation they create customer delight

(a) **Perceived quality:** Perceived quality is customers' perception of the overall quality or

superiority of a product or service compared to its competitors. Perceived quality is, first, a perception by customers. Perceived quality is an intangible, overall feeling about a brand. It is, first, a perception by customers. Perceived quality is linked to and often drives other aspects of how a brand is perceived.

Perceived quality will directly influence purchase decisions and brand loyalty, especially when a buyer is not motivated or able to conduct a detailed analysis, it can also support a premium price which, in turn, can create gross margin that can be reinvested in brand equity. Further, perceived quality can be the basis for a brand extension. If a brand is well regarded in one context, the assumption will be that it has high quality in a related context.

Perceived quality is consumer's opinion of a product's (or a brand's) ability to fulfil his or her expectations. It may have little or nothing to do with the actual excellence of the product, and is based on following criteria:

- 1) The firm's (or brand's) current public image (see corporate image)
- 2) Consumer's experience with the firm's other products, and
- 3) The influence of the opinion leaders, consumer's peer group, and others.

Example of Nissan Car: The term "Perceived Quality" refers to the quality that customers acknowledge via the look, the touch, and the feel of a car. For example, in a showroom, the customer would first take a glance around the car, then open the door, sit on the seat, and check the quality of the details. At Nissan, they are systematically working on techniques to enhance both the quality feel and the craftsmanship perceivable through the five's senses. The Goal of perceived quality Nissan's quality enhancement programme clearly illustrates the quality enhancement target and techniques to be employed in achieving them. The aim of this programme is to gain a thorough customer understanding for Nissan to become capable in providing customers with products possessing unparalleled attractiveness.

Below are examples of activities exercised at Nissan in achieving these goals:

1. Understand customer sensitivity via meticulous researches of what people find to be attractive to deliver competitive products to customers.
2. Deliver high quality automobiles by paying close attention to the details and to their treatments.
3. Incorporate attractive Perceived Quality items ahead of competitors based on forecast of future technological and market trends.

(b) Relationship Marketing: Relationship marketing attempts to provide a more holistic, personalised brand experience to create stronger consumer ties. It is based on the basis that current customers are the key to long term brand success. Rather than trying to encourage a one- time sale, relationship marketing tries to promote customer loyalty by providing excellent products and services. Companies must first look at demographic and historical data

about their customers to understand who they are, what they buy, and how to provide for them over the long term. Analysing the nature of customer loyalty is the best method develops a working relationship marketing plan.

With a wealth of customer data in place, the company can begin to segment these customers and develop unique marketing strategies for each segment. A customer who appreciates a product's value has different qualities than one who has had a helpful customer service experience. These customers are loyal for different reasons, and require tailored relationship marketing strategies.

For example Ikea - The Swedish furniture maker has a worldwide base of intensely loyal customers. When the company changed the font in their ubiquitous catalogue, Ikea lovers took to the Internet to air their complaints. Rather than alienate their customers for a trivial reason, Ikea changed the font back in the next catalogue.

Dell - Dell computers created a special online store for high volume corporate customers. By tailoring the ordering process to the specific customer's needs, Dell was able to expedite many of the hassles corporate technology buyers face. Providing a higher level of service leads to increased loyalty.

A few of the basic benefits relationship marketing provides:

- (a) Acquiring new customers can cost five times as much as satisfying and retaining current customers.
- (b) The average company loses 10 per cent of its customers each year.
- (c) A 5 per cent reduction in the customer defection rate can increase profits by 25-85 percent, depending on the industry.
- (d) The customer profit rate tends to increase over the life of the retained customer.

PRICING STRATEGY

The importance of your pricing strategy



Convinces your audience to purchase



Portrays value in your brand



Gives customers confidence in your service or product

Price is the one revenue-generating element of the traditional marketing mix, and price premiums are among the most important benefits of building a strong brand.

(a) Setting Prices to Build Brand Equity

Pricing is just as important to brand equity as other differentiators, because it is a source of meaning and identity. A right pricing strategy can have a positive effect on brand equity, while a poor strategy can do the opposite. The various types of pricing strategies include premium pricing, discounted or competitive pricing, cost-based pricing, introductory or penetration pricing, everyday low pricing and bundle or bulk pricing.

Choosing a pricing strategy to build brand equity means determining the following:

A method for setting current prices

- A policy for choosing the depth and duration of promotions and discounts- While setting the prices of the product marketers need to take into consideration the cost of the product also competitor's price. Increasingly, however, firms are placing greater importance on consumer perceptions and preferences. Many firms now are employing a value-pricing approach to setting prices and an everyday-low-pricing (EDLP) approach to determining their discount pricing policy over time.

(i) Value Pricing: The objective of value pricing is to find out the right blend of product quality, product costs, and product prices that fully satisfies the needs and wants of consumers and the profit targets of the firm. Marketers have employed value pricing in various ways for years, sometimes learning the hard way that consumers will not pay price premiums that exceed their perceptions of the value of a brand. In other words Value pricing strategy is a strategy that uncover the right blend of product quality, product cost and product prices that fully satisfies the needs and wants of consumers and profits of marketer.

For example App based air-conditioned Taxis - Ola and Uber both of them have multiple choices of vehicles and cost that play to the same destination. For example a customer can reach the same destination by choosing any options such as Ola share or Ola Micro or OLA Mini or Ola Prime. Though the distance remains the same the price differs.

(ii) Everyday Low Pricing (EDLP): Everyday Low Price (EDLP) is a pricing strategy promising consumers a low price without the need to wait for sale price events or comparison shopping. A pricing strategy in which a retail store consistently carries low prices and rarely holds sales promotions in which it Lowers prices temporarily. Everyday low pricing is intended to promote customer loyalty. Everyday low pricing is a complementary pricing approach to determine the nature of price discounts and promotions over time that maintains consistently low, value-based prices on major items on a day-to-day basis.

Example: Wal-Mart, P & G have used EDLP strategy to a great extent. In fact Wal. Mart has used EDLP as an image building tool. BIG Bazaar also uses EDLP strategy "Wednesday saab se sastha din".

Getting the right pricing is important. Consumers look for value in everything they buy-be it a detergent powder or a luxury car. Nevertheless when they see a brand is offering something really extra, they are willing to pay little more. Brands have managed to open up new market by tapping and sending the right price signal. Following are the various strategies of pricing followed by a brand manager:

- (i) Sachet pricing: Shampoo brands like Chik opened up shampoo usage for a whole new segment of the market by lowering the entry barrier created by large packet.
- (ii) Combination pricing: Soap brands like Godrej No. 1, have used combined packs to get consumers to make a bigger commitment and derive greater value.
- (iii) Simplified pricing plan: Telecom brands like Vodafone, Airtel, Idea, JIO and others have simplified pricing by going the simplified route with smaller pricing of recharge vouchers.
- (iv) Invitation pricing: Brands of automobiles have found acceptance by pricing one variant at an attractive price-generating walk-ins. (v) Loss-leader pricing: Large format retailers have used "loss" pricing of products like sugar (buy grocery products worth 2000 and get 2 kgs sugar).
- (vi) Value pricing: Large format retailers such as D'mart, Big bazaar, Reliance fresh and others leverage their purchase effectiveness across a range of food products attracting loyalty from shoppers.
- (vii) Psychological pricing: In India any price that ends in "9" is known as Bata Pricing, as the brand almost always price its products to prompt a psychological pricing principles.
- (viii) Prestige Pricing: Brands offer limited editions, exclusive models at a high price to trigger a prestige value of the brand.
- (ix) Event pricing: To capitalize on an event, brands offer special to attract new buyers and get associated with the brand. Amazon - IPL T20 2017 India ke Sapno ki Apni Dukaan.

CHANNEL STRATEGY



Channels are the means by which firms distribute their products to consumers. Channel strategy to build brand equity includes designing and managing direct and indirect channels to build brand awareness and improve the brand image. The way by which a product is sold or distributed can have a profound impact on the equity and ultimate sales success of a brand. Marketing channels are defined as "sets of interdependent organisations involved in the process of making a product or service available for use or consumption. Channel strategy includes the design and management of intermediaries such as wholesalers, distributors, brokers, and retailers. A number of possible channel types and arrangements exist, broadly classified into direct and indirect channels.

(a) Indirect Channels (b) Direct Channels

(a) Indirect Channels:

Indirect channels can consist of a number of different types of intermediaries indirect channel have no direct contact with consumers. Indirect channels sell through third-party intermediaries such as

Manufacturers > Retailers > Consumers: In this indirect channel manufacturers directly sell their products to the retailers. Consumer durables goods such as TV, Washing machine, refrigerators, automobiles, furniture etc. are normally sold through this channel for example Vijay Sales, Kohinoor, Croma, Metro and others. they

Manufacturer > Wholesalers > Retailer > Consumers: In this indirect channel there are two intermediaries i.e., wholesaler and retailer FMCG (Fast Moving Consumer Goods) products such as soap, detergent, sugar, toothpaste, oil, shampoo, etc. sell their products through this channel.

Manufacture > Agents or Broker representatives > Wholesalers or Distributors > Retailers or Dealers > Consumers: This is the fastest channel of distribution. Here it's a multi level framework (agents to wholesaler to distributor to retailer) to reach the good and services to the end user. Products such as sugar, oil, paper, shampoo, pencil,

batteries, chocolates etc. are sold through this channel. Retailers tend to have the most visible and direct contact with customers and, therefore, have the greatest opportunity to affect brand equity. Consumers make assumptions such as "this store only sells good-quality, high-value merchandise, so this particular product must also be good quality and high value."

Through the products and brands they stock and the means by which they sell, retailers go all-out to create their own brand equity by establishing awareness and strong, favorable, and unique associations. At the same time, retailers can have a profound influence on the equity of the brands they sell, especially in terms of the brand-related services they can support or help create. Manufacturer is said to employ a pull strategy, since consumers use their buying power and influence on retailers to "pull" the product through the channel.

Alternatively, marketers can devote their selling efforts to the channel members themselves, providing direct incentives for them to stock and sell products to the end consumer. This approach is called a push strategy, because the manufacturer is attempting to reach the consumer by "pushing" the product through each step of the distribution chain. The most successful marketers-brands like Apple, Coca-Cola, Nike and others deftly blend push and pull strategies.

(b) Direct Channels:

Direct channels mean selling through personal contacts from the company to prospective customers by mail, phone, electronic means, in-person visits etc. A direct chain of distribution may involve face-to-face sales, computer sales or mail order but does not involve any form of distributor other than the original producer. A company that produces its own products and sells them directly to the consumer in its own retail stores is using a direct chain of distribution. Producers frequently connect directly to consumers through company websites or company owned stores or assisted marketing systems such as, E.g. Tupperware, Eureka Forbes, eBay, Amway, Nike stores etc.

Some of the forms of direct channel which are:

(i) Company owned stores: To gain control over the selling process and build stronger relationships with customers, some manufacturers are introducing their own retail outlets, as well as selling their product directly to customers through various means. These channels can take many forms, the most complex of which, from a manufacturer's perspective, is company-owned stores. Company owned stores provide many benefits. Primarily, they are a means to showcase the brand and all its different product varieties in a manner not easily achieved through normal retail channels. For example: by opening its own stores, Nike was able to effectively put its best foot forward by showing the depth, breadth, and variety of its branded products. While in other retail stores they might not displaying Nike products in the correct manner or might not be stocking all products. The benefit of opening company owned stores is that it functions as a test market to gauge consumer response to alternative product designs, presentations, and prices, allowing firms to keep their fingers on the pulse of consumers' shopping habits. While the drawback is company stores is that some companies lack the skills, resources, or contacts to operate effectively as a retailer. Another one is there can be a potential conflict with existing retail channels and distributors.

(ii) Store-within-a-store: It is also referred to as shop-in-shop, is an agreement in which a retailer rents a part of the retail space to be used by a different company to run another,

increasing consumer understanding key benefits of those products.

(iii) Other Mean: Another channel option is to sell directly to consumers via phone, mail, or electronic means. For years retailers have been selling through catalogues. Many successful brands such as AVON who sell their products through their stores have started using direct selling. These vehicles not only help sell products but also contribute to brand equity by increasing consumer awareness of the range of products associated with a brand and increasing consumer understanding of the key benefits of those products.

(iv) Online Strategies: Having both physical "brick mortar" channel and virtual, are advantages and chosen when they want. consumers value the from companies online over phone They want merchandise store they originally and had shipped Integrating channels does benefit consumers but also concluded that multichannel retailers were able acquire Internet only retailers, citing number advantages for the multichannel retailers:

1) They have market clout with suppliers.

2) They have established distribution and fulfilment systems (Amazon).

3) They can cross-sell between websites and stores (The Gap, AND).

PROMOTION STRATEGY:



Promotion strategies are necessary to get brand noticed by public attracting new product or service. Some companies use more than one method while others use different methods different marketing purposes. Regardless of the company's product or service, strategies help position the company in a favourable light with not only current customers but new ones as well.

Developing an Integrated Marketing Programme (IMC)

Marketer's must choose the best options and combine them effectively. The following are the six criteria that must be kept in mind to develop an effective IMC programme. They are:

1. Coverage
2. Contribution
3. Commonality
4. Complementarity
5. Conformability
6. Cost

Let us look each of these elements in brief:

1. Coverage: Coverage is the proportion of the audience reached by each communication option, as well as how much overlap exists among communication options. In other words, to what extent do different communication options reach the designated target market, and the same or different consumers making up that market.
2. Contribution: Marketing communications plays many different roles, like building awareness, enhancing image, eliciting responses, and inducing sales, and the contribution of any marketing communication option will depend on how well it plays that role
3. Commonality: Commonality is the extent to which common information conveyed by different communication options shares meaning across communication options. Most definitions of IMC emphasise only this criterion. For example if a symbol is established in one communication option, like a feather in a TV ad for a deodorant to convey mildness and softness, then marketers can use it in other communications to help trigger the knowledge, thoughts, feelings, and images stored in memory from exposure to a previous communication.
4. Complementarity: Communication options are often more effective when used in tandem. Complementarity describes the extent to which different associations and linkages are emphasised across communication options.
5. Conformability: Conformability refers to the extent that a marketing communication option is robust and effective for different groups of consumers. Some consumers may have already seen the ad whereas others may be seeing it for the first time, if the communication option is conformable, it will be able to communicate effectively to the group.
6. Cost: Finally, evaluations of marketing communications on all of the preceding criteria must be weighed against their cost to arrive at the most effective and efficient communication programme.

Case let: Big Bazaar Sabse Sastha Din

Indian's famous retail brand Big Bazaar Sabse Sasta Din (the lowest priced day) is a phenomenon equivalent to America's Procter & Gamble's EDLP (Everyday low price). Big Bazaar is a part of Future group, India's biggest retail conglomerate that straddles multiple formats and countless product categories Big Bazaar promises consumers the lowest available price without coupon clipping, waiting for discount promotions, or comparison shopping.

Big Bazaar offers financing at low interest rate. The concept of psychological discounting (99, 49, etc.) is used as promotional tool. Big Bazaar also caters on Special Event Pricing. Differentiated Pricing: Time pricing, i.e., difference in rate based on peak and non-peak hours or days of shopping is also a pricing technique used in Indian retail, which is aggressively used by Big Bazaar. Selling combo-packs and offering discount to customers. The combo-packs add value to customer.

Big Bazaar ensures that there is something for everyone in the family. Special offers are created on consumer insights. Consumers are always looking for the best value for money deals. Big days great opportunity attracts new customers could become regular customers. The excitement and propaganda created around the big days has helped Big Bazaar to consolidated its wished for position as the best value shopping destination.

LEVERAGING SECONDARY BRAND ASSOCIATIONS TO BUILD BRAND EQUITY:

Brands themselves may be linked to other entities that have their own knowledge structures in the minds of consumers. Because of these linkages, consumers may assume or infer that some of the associations or responses that characterize the other entities may also be true for the brand. In effect, the brand "borrows" some brand knowledge and, depending on the nature of those associations and responses, perhaps some brand equity from other entities.

This indirect approach to building brand equity is leveraging secondary brand associations for the brand. Secondary brand associations may be quite important to creating strong, favorable, and unique associations or positive responses if existing brand associations or responses are deficient in some way. It can also be an effective way to reinforce existing associations and responses in a fresh and different way. The different means by which we can leverage secondary brand associations by linking the brand to the following are :

1. Companies (through branding strategies)
2. Countries or other geographic areas (through identification of product origin)
3. Channels of distribution (through channel strategy)
4. Other brands (through co-branding)
5. Characters (through licensing)
6. Spokespersons (through endorsements)
7. Events (through sponsorship)
8. Other third-party sources (through awards or reviews) The first three entities reflect source factors: who makes the product, where the product is made, and where it is purchased. The remaining entities deal with related people, places, or things.

As an example, suppose that Salomon-makers of alpine and cross-country ski bindings, ski boots, and skis-decided to introduce a new tennis racquet called "the Avenger." Although Salomon has been selling safety bindings for skis since 1947, much of its growth was fueled by its diversification into ski boots and the introduction of a revolutionary new type of ski called the Monocoque in 1990. Salomon's innovative, stylish, and top-quality products have led to strong leadership positions. In creating the marketing program to support the new Avenger tennis racquet. Salomon could attempt to leverage secondary brand associations in a number of different ways.

a) Salomon could leverage associations to the corporate brand by sub-branding the product-for example, by calling it "Avenger by Salomon." Consumers' evaluations of the new product extension would be influenced by the extent to which they held favorable associations about Salomon as a company or brand because of its skiing products, and how strongly they felt that such knowledge could predict the quality of a Salomon tennis racquet.

b) Salomon could try to rely on its European origins (it is headquartered near Lake Annecy at the foot of the Alps), although such a location would not seem to have much relevance to tennis.

c) Salomon could also try to sell through upscale, professional tennis shops and clubs in hopes that these retailers' credibility would rub off on the Avenger brand.

d) Salomon could attempt to co-brand by identifying a strong ingredient brand for its grip, frame, or strings (as Wilson did by incorporating Goodyear tire rubber on the soles of its ProStaff Classic tennis shoes). Although it is doubtful that a licensed character could be effectively leveraged. Salomon obviously could attempt to find one or more top professional players to endorse the racquet or could choose to become a sponsor of tennis tournaments, or even the entire professional ATP men's or WTA women's tennis tour.

e) Salomon could attempt to secure and publicize favorable ratings from third parties like Tennis magazine.

Thus, independent of the associations created by the racquet itself, its brand name, or any other aspects of the marketing program, Salomon may be able to build equity by linking the brand to other entities in various ways.

CONCEPTUALIZING THE LEVERAGING PROCESS

Linking the brand to some other entity—some source factor or related person, place, or thing—may create a new set of associations from the brand to the entity, as well as affecting existing brand associations. Let's look at both these outcomes.

Creation of New Brand Associations

By making a connection between the brand and another entity, consumers may form a mental association from the brand to this other entity and, consequently, to any or all associations, judgments, feelings, and the like linked to that entity. In general, these secondary brand associations are most likely to affect evaluations of a new product when consumers lack either the motivation or the ability to judge product-related concerns. In other words, when consumers either don't care much about or don't feel that they possess the knowledge to choose the appropriate brand, they may be more likely to make brand decisions on the basis of secondary considerations such as what they think, feel, or know about the country from which the product came, the store in which it is sold, or some other characteristic.

Effects on Existing Brand Knowledge

Linking the brand to some other entity may not only create new brand associations to the entity but also affect existing brand associations. The basic mechanism is this. Consumers have some knowledge of an entity. When a brand is identified as linked to that entity, consumers may infer that some of the associations, judgments, or feelings that characterize the entity may also characterize the brand. A number of different theoretical mechanisms from psychology predict this type of inference. One is "cognitive consistency" in other words, in the minds of consumers, what is true for the entity, must be true for the brand. To describe the process more formally, here are three important factors in predicting the extent of leverage from linking the brand to another entity:

1. Awareness and knowledge of the entity: If consumers have no awareness or knowledge of the secondary entity, then obviously there is nothing they can transfer from it. Ideally consumers would be aware of the entity, hold some strong, favorable, and perhaps even unique associations about it; and have positive judgments and feelings about it.

2. Meaningfulness of the knowledge of the entity: Given that the entity evokes some positive associations, judgments, or feelings, is this knowledge relevant and meaningful for the brand? The meaningfulness may vary depending on the brand and product context. Some associations, judgments, or feelings may seem relevant to and valuable for the brand, whereas others may seem to consumers to have little connection.

3. Transferability of the knowledge of the entity: Assuming that some potentially useful and meaningful associations, judgments, or feelings exist regarding the entity and could possibly transfer to the brand, how strongly will this knowledge actually become linked to the brand?

In other words, the basic questions we want to answer about transferring secondary knowledge from an other entity are: What do consumers know about the other entity? and. Does any of this knowledge affect what they think about the brand when it becomes linked or associated in some fashion with this other entity? Theoretically, consumers can infer any aspect of knowledge from other entities to the brand, although some types of entities are more likely to inherently create or affect certain kinds of brand knowledge than others. For example, events may be especially conducive to the creation of experiences; people may be especially effective for the elicitation of feelings; other brands may be especially well suited for establishing particular attributes and benefits; and so on. At the same time, any one entity may be associated with multiple dimensions of knowledge, each of which may affect brand knowledge directly or indirectly.

For example, consider the effects on knowledge of linking the brand to a cause, like Avon's Breast Cancer Crusade. A cause marketing program could build brand awareness via recall and recognition; enhance brand image in terms of attributes such as brand personality or user imagery like kind and generous; evoke brand feelings like social approval and self-respect; establish brand attitudes such as trustworthy and likable, and create experiences through a sense of community and participation in cause-related activities.

Judgements or feelings may transfer more readily than more specific associations, which are likely to seem irrelevant or be too strongly linked to the original entity to transfer.

The following sections consider some of the main ways by which we can link secondary brand associations to the brand.

COMPANY

Branding strategies are an important determinant of the strength of association from the brand to the company and any other existing brands. Three main branding options exist for a new product:

1. Create a new brand.
2. Adopt or modify an existing brand.
3. Combine an existing and a new brand.

Existing brands may be related to the corporate brand, say Samsung, or a specific product brand like Samsung Galaxy S 4G mobile phone. If the brand is linked to an existing brand, as with options 2 and 3, then knowledge about the existing brand may also become linked to the brand.

In particular, a corporate or family brand can be a source of much brand equity.

For example, a corporate brand may evoke associations of common product attributes, benefits, or attitudes; people and relationships; programs and values; and corporate credibility.

Leveraging a corporate brand may not always be useful, however. In fact, in some cases, large companies have deliberately introduced new brands or bought successful niche brands in an attempt to convey a "smaller" image. Examples of the latter strategy that might even surprise their existing customers include Ben and Jerry's (Unilever), Kashi (Kellogg's), Odwalla (Coca-Cola), and Tom's of Maine (Colgate-Palmolive). Clorox paid almost \$1 billion for Burt's Bees-famous for beeswax lip balm, lotions, soaps and shampoos-in part because of the market opportunity, but also to better learn about best practices for environmental sustainability, an emerging corporate priority. Anheuser-Busch acquired the successful Midwest craft beer Goose Island in part to better compete with rival MillerCoors's highly successful Blue Moon Brand.

COUNTRY OF ORIGIN AND OTHER GEOGRAPHIC AREAS

Besides the company that makes the product, the country or geographic location from which it originates may also become linked to the brand and generate secondary associations. Many countries have become known for expertise in certain product categories or for conveying a particular type of image.

The world is becoming a "cultural bazaar" where consumers can pick and choose brands originating in different countries, based on their beliefs about the quality of certain types of products from certain countries or the image that these brands or products communicate. Thus, a consumer from any where in the world may choose to wear Italian suits, exercise in U.S. athletic shoes, listen to a Japanese

or Korean MP3 player, drive a German car, or drink English ale. Choosing brands with strong national ties may reflect a deliberate decision to maximize product utility and communicate self-image, based on what consumers believe about products from those countries. A number of brands are able to create a strong point-of-difference, in part because of consumers' identification of and beliefs about the country of origin. For example, consider the following strongly linked brands and countries:

Levi's jeans-United States Chanel perfume-France

Foster's beer-Australia

Dewar's whiskey-Scotland Kikkoman soy sauce-Japan-

Cadbury-England

Barilla pasta-Italy BMW-Germany

Gucci shoes and purses-Italy Mont Blanc pens-Switzerland

Other geographic associations besides country of origin are possible, such as states, regions, and cities. Three classic U.S. tourism slogans, "I Love New York." "Virginia Is for Lovers." and Las Vegas's "What Happens Here, Stays Here," are for these more specific types of locales.

Marketers can establish a geographic or country-of-origin association in different ways. They can embed the location in the brand name, such as Idaho potatoes, Irish Spring soap, or South African Airways, or combine it with a brand name in some way as in Bailey's Irish Cream. Or they can make the location the dominant theme in brand advertising, as has been the case for Coors with Foster's beer.

3. Channels of distribution (through channel strategy): Channels of distribution can directly affect the equity of the brand they sell because of consumers' association linked to the retail store such as pizza chain restaurants had strong associations to their channels of distribution and the manner by which customers would purchase and eat the pizza-Domino's was known for delivery. Because associations to product assortment, pricing and credit policy, quality of service, retailers have their own brand images in consumers' mind.

4. Co-Branding: An existing brand can also leverage associations by linking itself to other brands from the same or different company. Co-branding-also called brand bundling or brand alliances-occurs when two or more existing brands are combined into a joint product or are marketed together in some fashion. Co-branding is an arrangement that associates a single product or service with more than one brand name, or otherwise associates a product with someone other than the principal producer. The typical co-

branding agreement involves two or more companies acting in cooperation to associate any of various logos, colour schemes, or brand identifiers to a specific product that is contractually designated for this purpose.

For example, Coca-Cola with Macdonald's, Sunfeast Farmlite digestive biscuit made from Aashirvaad atta, Intel with HP, ICICI Bank Visa card with Big Bazaar, Iphone with Vodafone.

Advantages of Co-branding

(a) Increased market: Co-branding can increase the visibility and market share of

both the products. Thus it is beneficial for both the brands and results in growth of their market share.

(b) Reduce the cost: Co-branding can reduce the cost of product introduction because it combines two well-known images, which in turn increase likely acceptance.

(c) Builds reputation: Co-branding also may be a valuable means to learn about consumers and how other companies approach them.

Disadvantages:

(a) Co-branding are the risks and lack of control that arise from becoming aligned with another brand in the minds of consumers.

(b) Consumer expectations about the level of involvement and commitment with co-brands are likely to be high.

(c) Unsatisfactory performance thus could have negative effect for both (or all) brands.

Ingredient Co-branding: Another form of co-branding. Ingredient Co-branding implies using a renowned brand as an element in the production of another renowned brand. For example, Sunfeast Farmlite digestive biscuits made from Aashirvaad Atta, HP or any computers with Intel Processors, Sunsilk with Keratin Micro technology, Pantene with Pro V.

5. Characters (through licensing): Licensing creates contractual arrangements whereby firms can use the name, logos, characters, and so forth of other brands to market their own brands for some fixed fee. Renting another brand to contribute to the brand equity of its own product. Entertainment licensing has certainly become big business in recent years. Successful licensors include movie titles and logos like Harry Potter, Transformers, and Spider-Man; comic strip characters such as Garfield and Peanuts characters; and television and cartoon characters from Sesame Street, The Simpsons, Sponge Bob Square Pants, and others.

Every summer, marketers spend millions of dollars in movie tie-ins as marketers look for the next blockbuster franchise. Licensing can be quite lucrative for the licensor. It has long been an important business strategy for designer apparel and accessories, for example. Designers such as Donna Karan, Calvin Klein, Pierre Cardin, and others command large royalties for the right to use their name on a variety of merchandise such as clothing, belts, ties, and luggage.

As in any co-branded arrangement, however, the risk is that the product will not live up to the reputation established by the brand. Inappropriate licensing can dilute brand meaning with consumers and marketing focus within the organisation. Consumers don't care about the financial arrangements behind a particular product or service; if the brand is used, the brand promise must be upheld.

6. Spokespersons (through endorsements): Using well-known and admired people to promote products is a widespread phenomenon with a long marketing history. The rationale behind these strategies is that a famous person can draw attention to a brand and shape the perceptions of the brand, by virtue of the inferences that consumers make based on the knowledge they have about the famous person. The hope is that the celebrities' fans will also become fans of their products or services. The celebrity must be well enough known to improve awareness, image, and responses for the brand. For example, Mr. Amitabh Bachan, Mr. Shahrukh Khan have a high level of visibility and a rich set of potentially useful associations, judgments, and feelings.

Potential Problems:

Celebrity endorsers can endorse so many products that they lack any specific product meaning or are seen as opportunistic or insincere.

→ Must be reasonable match between the celebrity and product.

Celebrity endorsers can get in trouble or lose popularity diminishing their marketing value to the brand (Amir Khan celebrity endorser was removed from

Incredible INDIA after a controversy).

Guidelines:

→ Marketer should strategically evaluate, select, and use celebrity spokespeople..

→ Chose a well-known celebrity.

→ There must be logical fit between the brand and person.

> Ad and communication programme should use the celebrity in a creative fashion that highlights the relevant associations and encourages their transfer. 7. Sporting, Cultural, or Other Events: Events have their own set of associations that may become linked to a sponsoring brand under certain conditions. Sponsored events becoming associated to the brand and improving brand awareness, adding new associations, or improving the strength, favourability, and uniqueness of existing associations. For example, Standard Chartered Mumbai Marathon, Sunburn, Jaipur Literature Festival etc.

8. Other third-party sources (through awards or reviews): Finally, marketers can create secondary associations in a number of different ways by linking the brand to various third-party sources. For example: JIO Filmfare award 2018.

CaseLet: Nike and Apple



Athletic brand Nike and technology giant Apple have been working together since the early 2000s, when the first line of iPods was released. The co-branding partnership started as a way to bring music from Apple to Nike customers' workouts using the power of technology: Nike+iPod created fitness trackers and sneakers and clothing that tracked activity while connecting people to their tunes. The partnership has since evolved to become Nike+ which uses activity tracking technology built into athletic clothing and gear to sync with Apple iPhone apps to track and record workout data. Tracking transmitters can be built into shoes, armbands, and even basketballs to measure time, distance, heart rate, and calories burned. It's a mastermind co-branding move that helps both parties provide a better experience to customers and with the popularity of fitness tracking technology, Nike+ is ahead of the curve by making it easy for athletes to track while they play.
