BRANDING OVERVIEW
MK 312 Brand Management

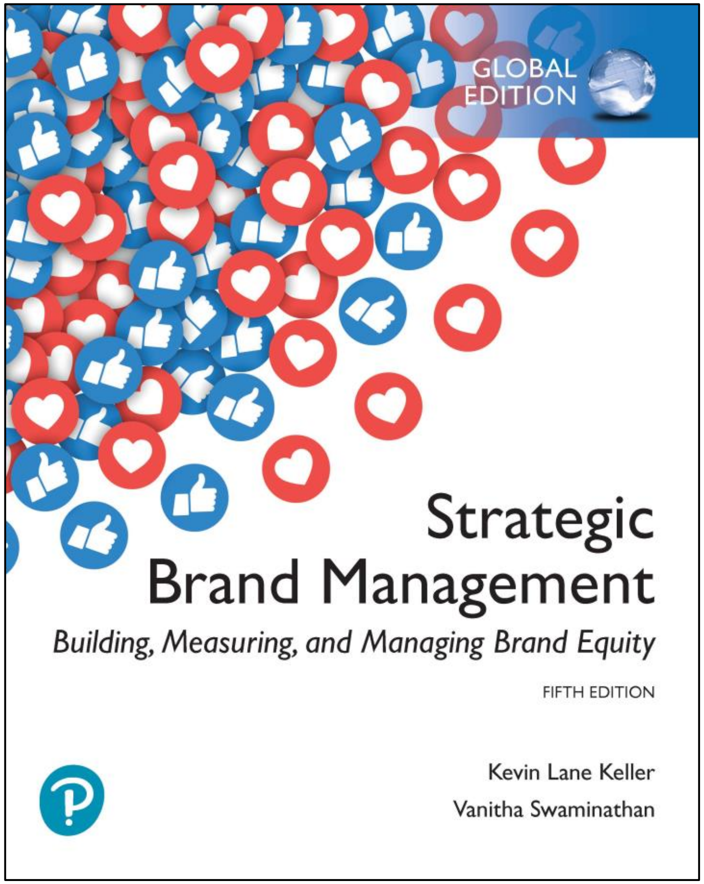
By Ajarn Suwalya K.

Lesson 2

Sawasdee Krup…Ka

Strategic Brand Management: Building, Measuring, and Managing Brand Equity

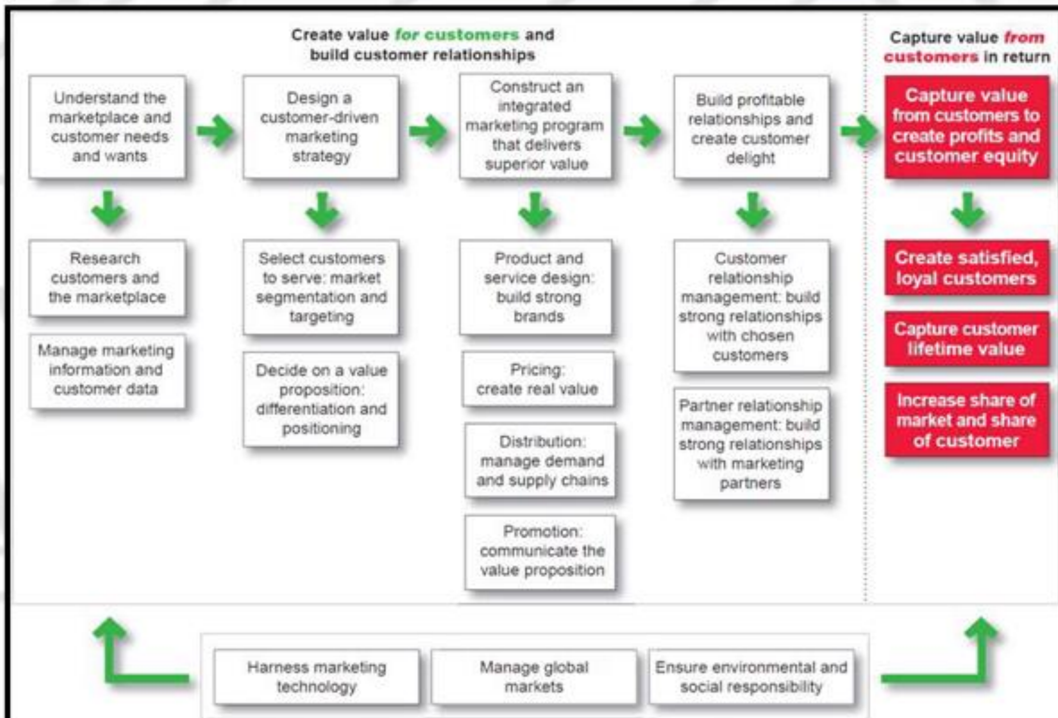
Fifth Edition, Global Edition



Brands and Brand Management Overview

Part I: Let’s Review…

Figure 1.6 - An Expanded Model of the Marketing Process



STP Process – Heart of Marketing

Preparing and Integrated Marketing Plan and Program

- The marketing program builds customer relationships by transforming the marketing strategy into action.
- It consisted of a firm'a marketing mix(4Ps), the set of tools the firm uses to implement its marketing strategy
- The firm must blend each marketing mix tool into a comprehensive integrated marketing program that communicates and delivers that intended value to chosen customers.

Preparing and Integrated Marketing Plan and Program

Preparing and Integrated Marketing Plan and Program

The Meaning of Brands

- Getting started

Meaning of Elephants – symbolic?

Brands vs. Products

- A *product* is anything we can offer to a market for attention, acquisition, use, or consumption that might satisfy a need or want.
- A *product* may be a physical good, a service, a retail outlet, a person, an organization, a place, or even an idea.

Brands vs. Products

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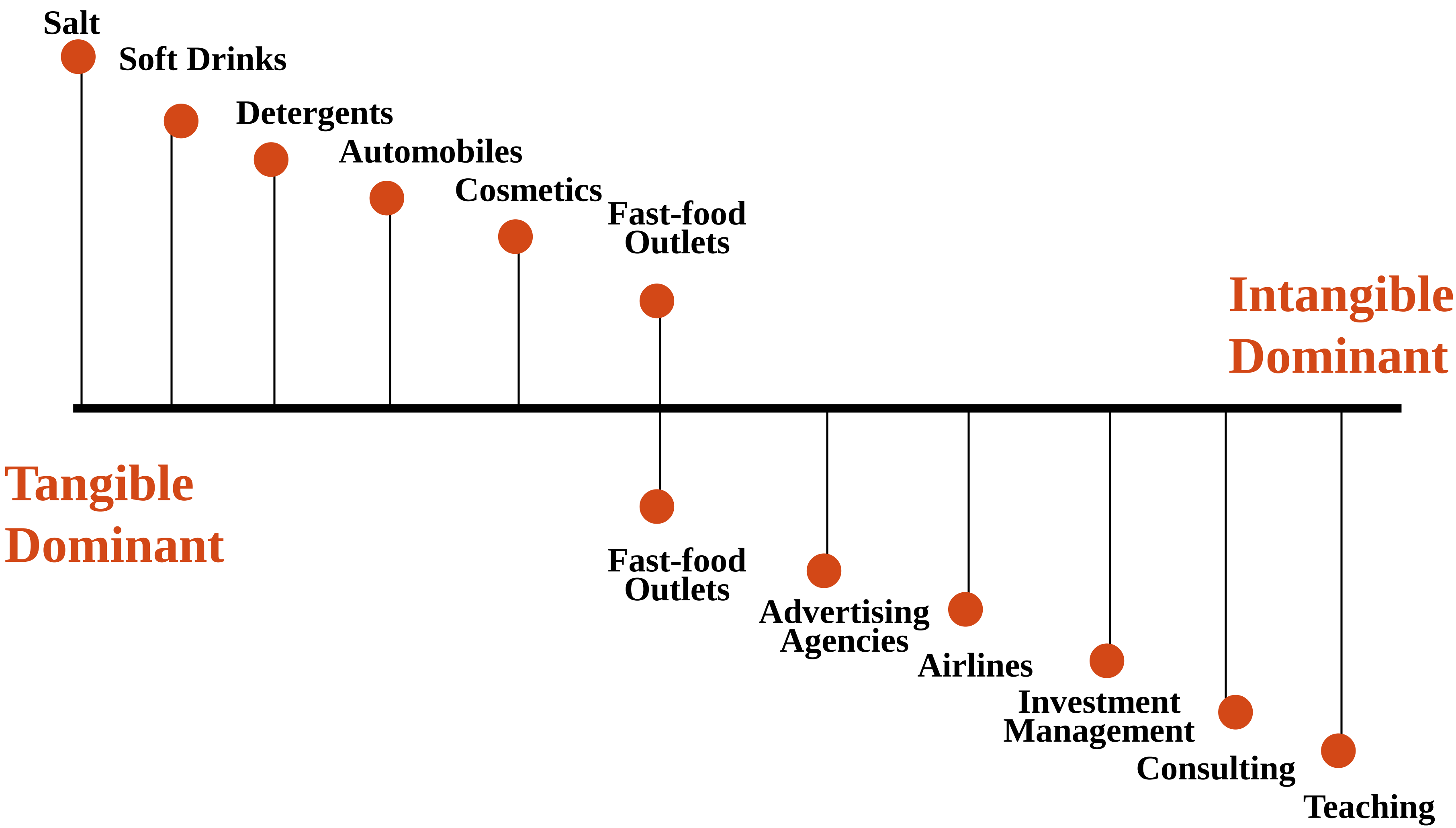
Tangibility Spectrum



Brands Versus Products (2 of 3)

- A **product** is anything we can offer to a market for attention, acquisition, use, or consumption:
  - That might satisfy a need or want
  - Physical good like a cereal, tennis racquet, or car

Products could be…

- A physical good: cereal, tennis racquet, or automobile
- A service: an airline, bank, or insurance company
- A retail outlet: department store, specialty store, or super market
- A person: political figure, professional entertainer, or athlete
- A place: city or country
- An idea or a social cause

Kotler's Five Product Levels Model

Kotler's Five Product Levels Model

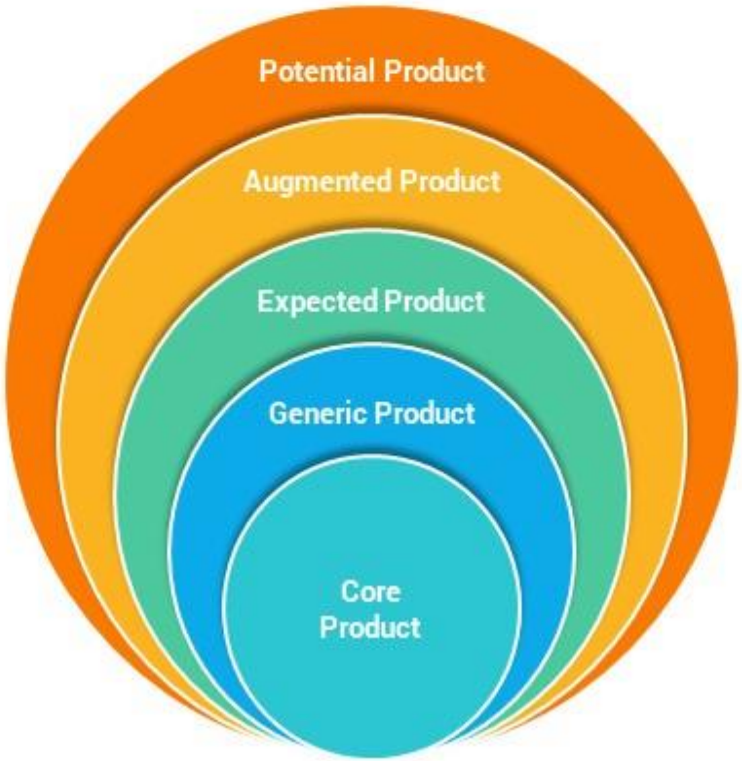
Core Product:
Fulfills basic benefit consumers want.
This refers to the basic product. Here, the focus is on the purpose for which the product is intended.

Generic Product:
Provides actual product with tangible qualities. This represents all the qualities of the product.

Expected Product:
Offers generic product plus other attributes consumers want. This refers to all the benefits consumers expects to get when the purchase a product.

Augmented Product:
Product gives more than physical product. This refers to all the additional factors which set the product apart from competition, that is its brand identify and image.

Potential Product:
Provides additional tangible and intangible features. This refers to the augmentations and transformations that the product may undergo in the future.



Five Levels of Product

1. **Core Benefit**: the need or want that people have to satisfy by consuming a product or service

2. **Generic Product:** the basic features of a product or service that are necessary for it to achieve its *core benefit*

3. **Expected Product:** a set of attributes that consumers will expect when purchasing for a product or service

4. **Augmented Product:** other attributes, benefits, or related services that make the product unique and exceed consumers' expectation

5. **Potential Product:** any potential changes and benefits that a product might achieve in the future

- Core Benefits - Communication
- Basic product - Features & design- small size, sliding, flip open, touch etc

(Generic Product) Quality level- Excellent quality

Brand name- Samsung, Iphone, HTC, etc

- Expected product- Looks good, light weight, easy to operate, long life battery
- Augmented product- FM radio, MP3 player, camera, voice recorder. Wi-Fi
- Potential product - Internet, e-mail, TV channels, GPS

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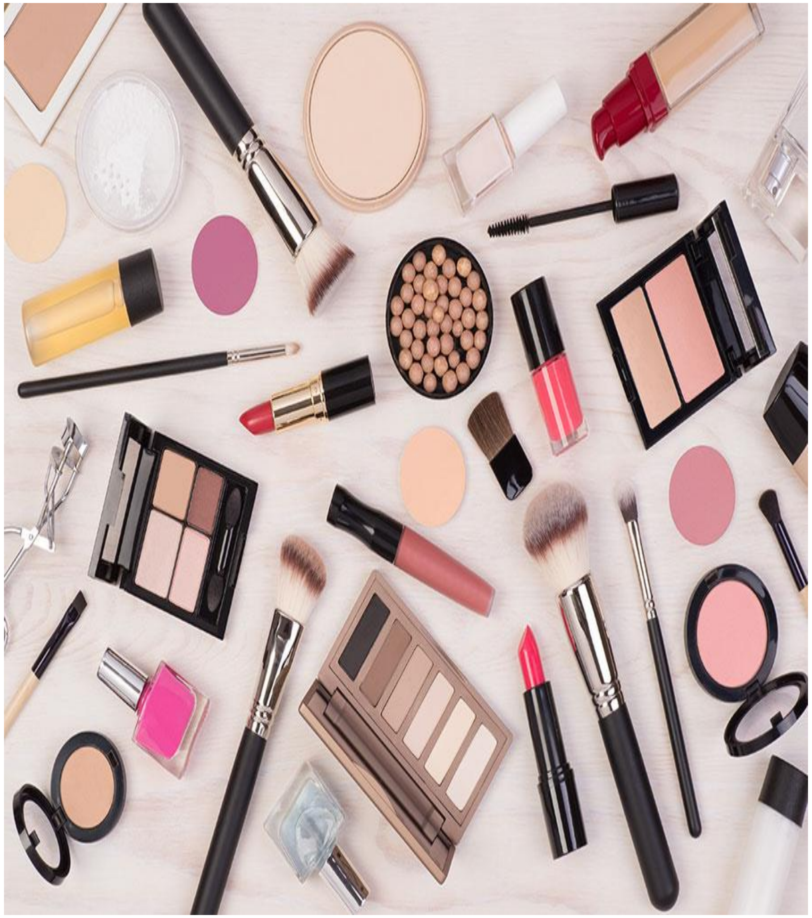
Product Level	Evian Water	Description
Core Benefit	Thirst	The basic need for humans to survive
Generic Product	Clean and nutritious water to drink	People should not drink dirty water, because it contains harmful bacteria. And it should contain minerals
Expected Product	Available at high-end supermarkets and ethical sourcing	Evian is an expensive natural water brand, making it available only at high-end retailers. The majority of competitors have an ethical campaign to give back to society including recycling programme
Augmented Product	Attractive packaging and marketing campaign	It also has to create alluring bottles to increase its value. And 'Live Young' campaign reiterate its miracle healing power
Potential Product	Tour to Evian source and create an Evian Museum	Create a publicity for people to engage with Evian brand

Group Assignment

- Please analyze the

5 Product Levels Model of any cosmetic brand of your choice.

- Then you are to answer, why is this model important for managing your brand?
- Please submit one slide for next week…have fun!



Part II:Branding Overview

What is a Brand?

What is a brand?

- For the American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to *identify* the goods and services of one seller or group of sellers and to *differentiate* them from those of competition."

- These different components of a brand that identify and differentiate it are ***brand elements.***

What is a brand?

- Many practicing managers refer to a brand as more than that— as something that has actually created a certain amount ***of awareness, reputation, prominence***, and so on in the marketplace.

Brands vs. Products

A **product** is anything we can offer to a market for attention, acquisition, use, or consumption:

That might satisfy a need or want

Physical good like a cereal, tennis racquet, or car

A brand is more than a product since it can have dimensions that differentiate it from other products

Brands vs. Products

- Differences between a product and a brand may be:
  - **Rational and tangible:**
    - Related to product performance of the brand
  - **Or may be more symbolic, emotional, and intangible**:
    - Related to what the brand represents

Brands.....

A branded product may be:

- A physical good like **Kellogg's corn flakes cereal**, Prince tennis racquets, or Ford Mustang automobiles

- A service such as Delta Airlines, Bank of America, or Allstate insurance

Example: Product vs. Brand

Figure 1-2: Ten Firms Rated Highly in Innovation

1. Apple
2. Netflix
3. Square
4. Tencent
5. Amazon
6. Patagonia
7. CVS Health
8. **The Washington Post**
9. Spotify
10. NBA

Source: Based on Fast Company's 2018 List of Most Innovative Companies.

Meet the 50 Most Innovative Companies of 2020

Rank										
Rank 1-10	(+2)	Alphabet (-1)	amazon (-1)	Microsoft (+0)	SAMSUNG (+0)	HUAWEI (+42)	(+16)	IBM (-1)	SONY -	facebook (-2)
Rank 11-20	TESLA (-2)	CISCO (+5)	Walmart (+29)	Tencent 腾讯 -	hp (+29)	-	NETFLIX (-11)	LG (+0)	intel -	DELL (+21)
Rank 21-30	SIEMENS (-5)	-	PHILIPS (+6)	mi -	ORACLE -	(-12)	SAP (+1)	adidas (-18)	HITACHI -	COSTCO WHOLESALE -
Rank 31-40	JD.COM -	(+6)	BOSCH -	AIRBUS -	salesforce (-2)	JPMORGAN CHASE & CO. (-16)	Uber -	BAYER (-14)	P&G -	(-10)
Rank 41-50	TOYOTA (-4)	Nestlé -	ABB -	3M (-5)	Unilever (-13)	FIAT -	NOVARTIS -	Coca-Cola -	VOLVO -	(-29)

(+/- n) indicates change in position from MIC 50 in previous year, no changes noted for new entrants. Source: BCG Global Innovation Survey

Social Networking
Entertainment
Information
Software and Tools
Lifestyle and Daily Services[1]
Tencent
QQ
Qzone
WeChat
Moments
QQ Video
Tencent Pictures
QQ Music
Games
Tencent News
Tencent Sports
KuaiBao
Optimal Stocks
QQ Browser
WeChat Pay
QQ Mail
Applications
QQ Maps
PC Manager
DiDi
DianPing
eLong
58 City
JD
WeiPiao
Messenger
Facebook
Line
Instagram
YouTube
Netflix
Spotify
Sony
Buzzfeed
ESPN
Flipboard
Bloomberg
Chrome
PayPal
Gmail
Google Play
Google Maps
Norton
Uber
Yelp
Expedia
Craigslist
Amazon
Ticketmaster

Why do Brands matter?

- Consumers
- Firms

Consumers

- Functions provided by brands to consumers:
  - Identify the source or maker of the product
  - Simplify product decisions
  - Lower the search costs for products internally and externally
  - Helps set reasonable expectations about what consumers may not know about the brand

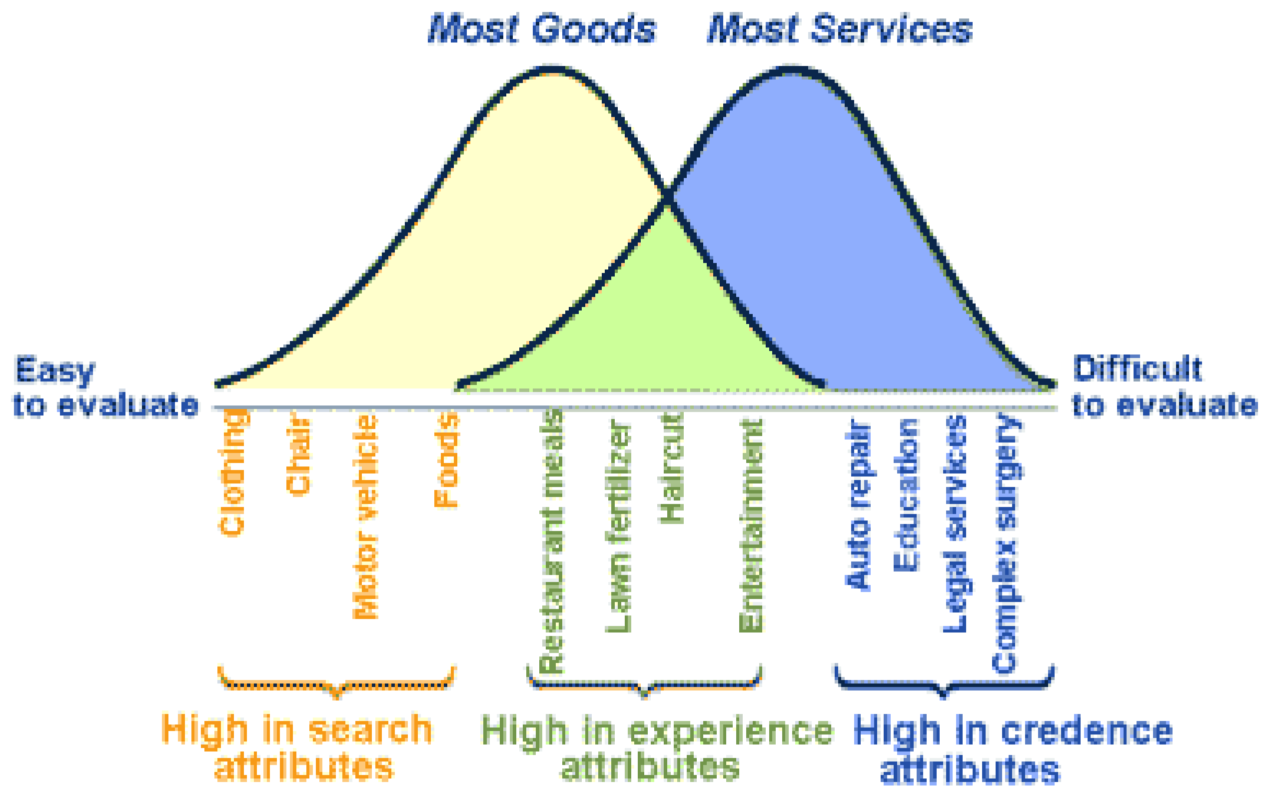
Consumers

- Brand can signal product characteristics and attributes:
  - On the basis of attributes products can be classified as:
    - Search goods
    - Experience goods
    - Credence goods

Search, Experience and Credence Properties

Search	Experience	Credence
Attributes that a consumer can determine before purchase 	**Attributes that can be discerned only after purchase** 	**Characteristics that the consumer may find impossible to evaluate even after purchase and consumption**
E.g., Clothing, furniture, jewelry	**E.g., Restaurant meals, vacations**	**E.g., Medical diagnosis, Auto repair** 

Offer Attributes Affect and Ease of Evaluation



Source: Adapted from Zeithaml

Consumers

- Brands can reduce risks in product decision:
  - These risk can be categorised as:
    - Functional, physical, financial, social psychological, and time

Perceived Risks of Purchasing and Using Services

Functional	unsatisfactory performance outcomes
Financial	monetary loss, unexpected extra costs
Temporal	wasted time, delays leading to problems
Physical	personal injury, damage to possessions
Psychological	fears and negative emotions
Social	how others may think and react
Sensory	unwanted impact on any of five senses

Table 2: Perceived Risks in Purchasing and Using Services

Type of Risk	Examples of Customer Concerns
Functional (unsatisfactory performance outcomes)	• Will this training course give me the skills I need to get a better job? • Will this credit card be accepted wherever and whenever I want to make a purchase? • Will the dry cleaner be able to remove the stains from this jacket?
Financial (monetary loss, unexpected costs)	• Will I lose money if I make the investment recommended by my stockbroker? • Could my credit card details be stolen if I register with this website? • Will repairing my car cost more than the original estimate?
Temporal (wasting time, consequences of delays)	• Will I have to wait in line for a long time before I can enter the exhibition? • Will service at this restaurant be so slow that I will be late for my afternoon meeting? • Will the renovations to our bathroom be completed before our friends come to stay with us?
Physical (personal injury or damage to possessions)	• Will there be complications or scars if I go for this cosmetic surgery? • Will the contents of this package get damaged in the mail? • Will I get an upset stomach if I eat at this roadside stall?
Psychological (personal fears and emotions)	• How can I be sure that this aircraft will not crash? • Will the consultant make me feel embarrassed or stupid? • Will the doctor's diagnosis upset me?
Social (how others think and react)	• What will my friends think of me if they learned that I registered for the dating service? • Will my relatives approve of the restaurant I have chosen for the family reunion dinner? • Will my business colleagues disapprove of my selection of an unknown law firm?
Sensory (unwanted effects on any of the five senses)	• Will I get a view of the parking lot rather than the beach from my restaurant table? • Will I be kept awake by noise from the guests in the room next door? • Will my room smell of stale cigarette smoke?

Firms

- Brands provide valuable functions to a firm:
  - Simplify product handling and tracing
  - Help organizing inventory and accounting records
  - Offer the firm legal protection for unique features or aspects of the product
  - Provide predictability and security of demand for the firm and creates barriers of entry for competitors
  - Provide a powerful means to secure competitive advantage

Figure 1-3: Roles That Brands Play

Consumers

Identification of source of product

Assignment of responsibility to product maker

Risk reducer

Search cost reducer

Promise, bond, or pact with maker of product

Symbolic device

Signal of quality

Manufacturers

Means of identification to simplify handling or tracing

Means of legally protecting unique features

Signal of quality level to satisfied customers

Means of endowing products with unique associations

Source of competitive advantage

Source of financial returns

What are the strongest brands?

The 10 Most Valuable Brands of 2020

5 Most Valuable Brands

Figure 1-4: Brand Value as a Percentage of Market Capitalization

Company	Brand Value (in $ billions)	Total Value (in $ billions)	Brand Value as a Percentage of Overall Value
Apple	184.1	868.88	21%
Google	141.7	729.1	19%
Microsoft	79.9	659.9	12%
Coca-Cola	69.7	195.5	36%
Amazon	64.7	563.5	11%
Samsung	56.2	300	19%
Toyota	50.3	188.2	27%
Facebook	48.2	420.8	11%
Mercedes	47.8	79.3	60%
IBM	46.8	142	33%

Sources: Based on Inter-brand, "Best Global Brands 2010." Yahoo! Finance, February 11.

Brand Finance Global 500 (USD m).

The world's top 500 most valuable brands 1-50

2020 Rank	2019 Rank		Brand	Country	Sector	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
1	1	←	Amazon	United States	Retail	$220,791	+17.5%	$187,905	AAA	AAA-
2	3	↑	Google	United States	Tech	$159,722	+11.9%	$142,755	AAA	AAA
3	2	↓	Apple	United States	Tech	$140,524	-8.5%	$153,634	AAA	AAA
4	4	←	Microsoft	United States	Tech	$117,072	-2.1%	$119,595	AAA	AAA
5	5	←	Samsung Group	South Korea	Tech	$94,494	+3.5%	$91,282	AAA-	AAA-
6	8	↑	ICBC	China	Banking	$80,791	+1.2%	$79,823	AAA	AAA+
7	7	←	Facebook	United States	Media	$79,804	-4.1%	$83,202	AA+	AAA-
8	11	↑	Walmart	United States	Retail	$77,520	+14.2%	$67,867	AA+	AA+
9	14	↑	Ping An	China	Insurance	$69,041	+19.8%	$57,626	AAA-	AAA-
10	12	↑	Huawei	China	Tech	$65,084	+4.5%	$62,278	AAA-	AAA-

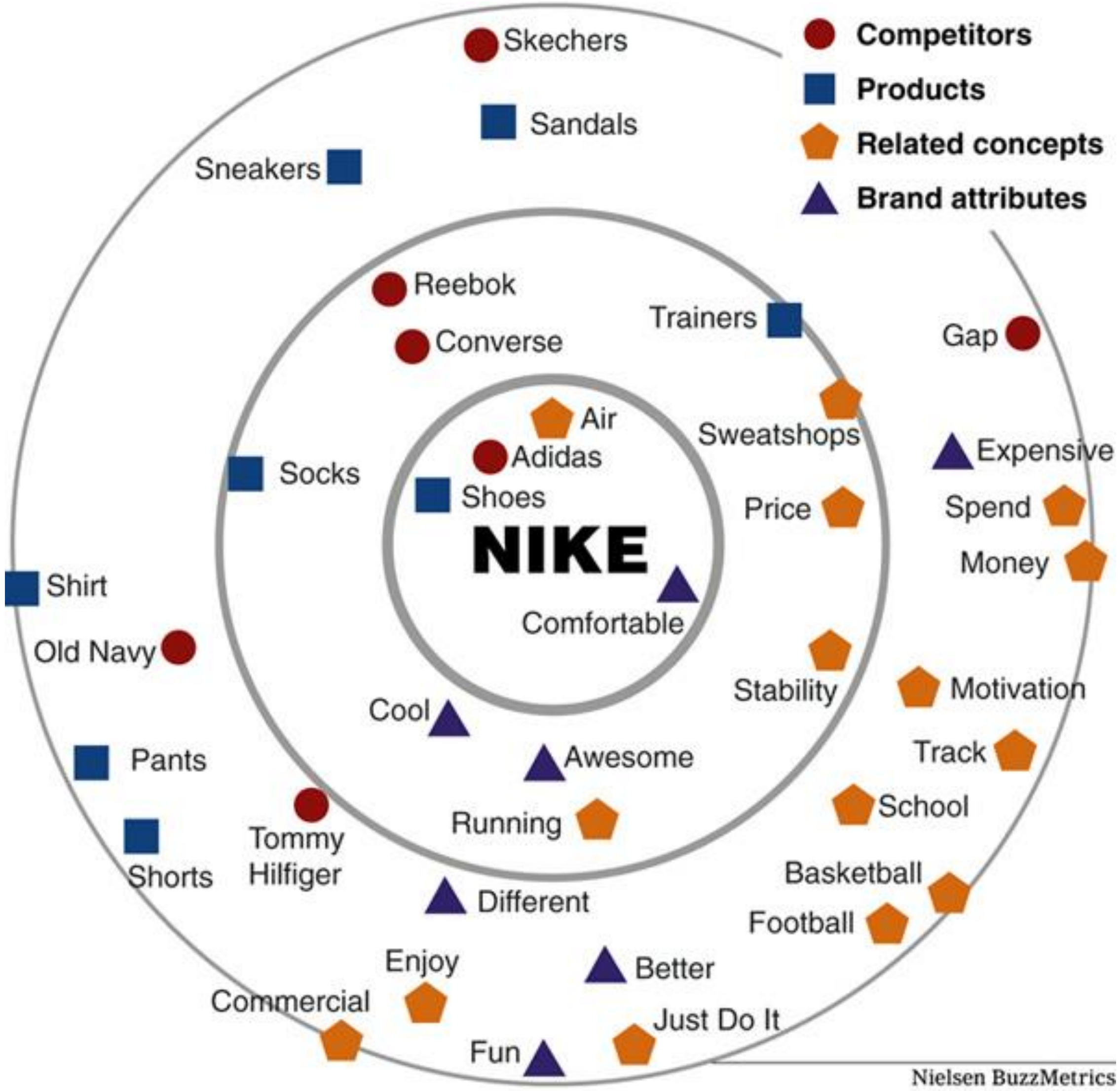
1	Sophisticated Luxury Brands	CHANEL, GUCCI, PRADA, L'ORÉAL, BMW
2	Neutral Mature Brands	Corona Extra, Colgate, Johnson & Johnson, Kellogg's, Coca-Cola, KFC, Panasonic, PHILIPS, SAMSUNG, hp, IBM, HSBC, citi, VISA, mastercard, AMERICAN EXPRESS, J.P.Morgan, Morgan Stanley, HYUNDAI, SUBARU, TOYOTA, KIA, MINI, NISSAN
3	Positioned Growing Brands	Gillette, adidas, pepsi, IKEA, H&M, Discovery, Disney, Pampers, LEGO, ebay, NETFLIX, amazon, facebook, Google, SONY, Canon, intel, GE, Microsoft, Nintendo, Ford, LAND ROVER, HONDA, VW

Top of Mind

Fast Food
Shampoo
Deodorant
Soft Drink
Cars

Brand Associations

Brand Associations

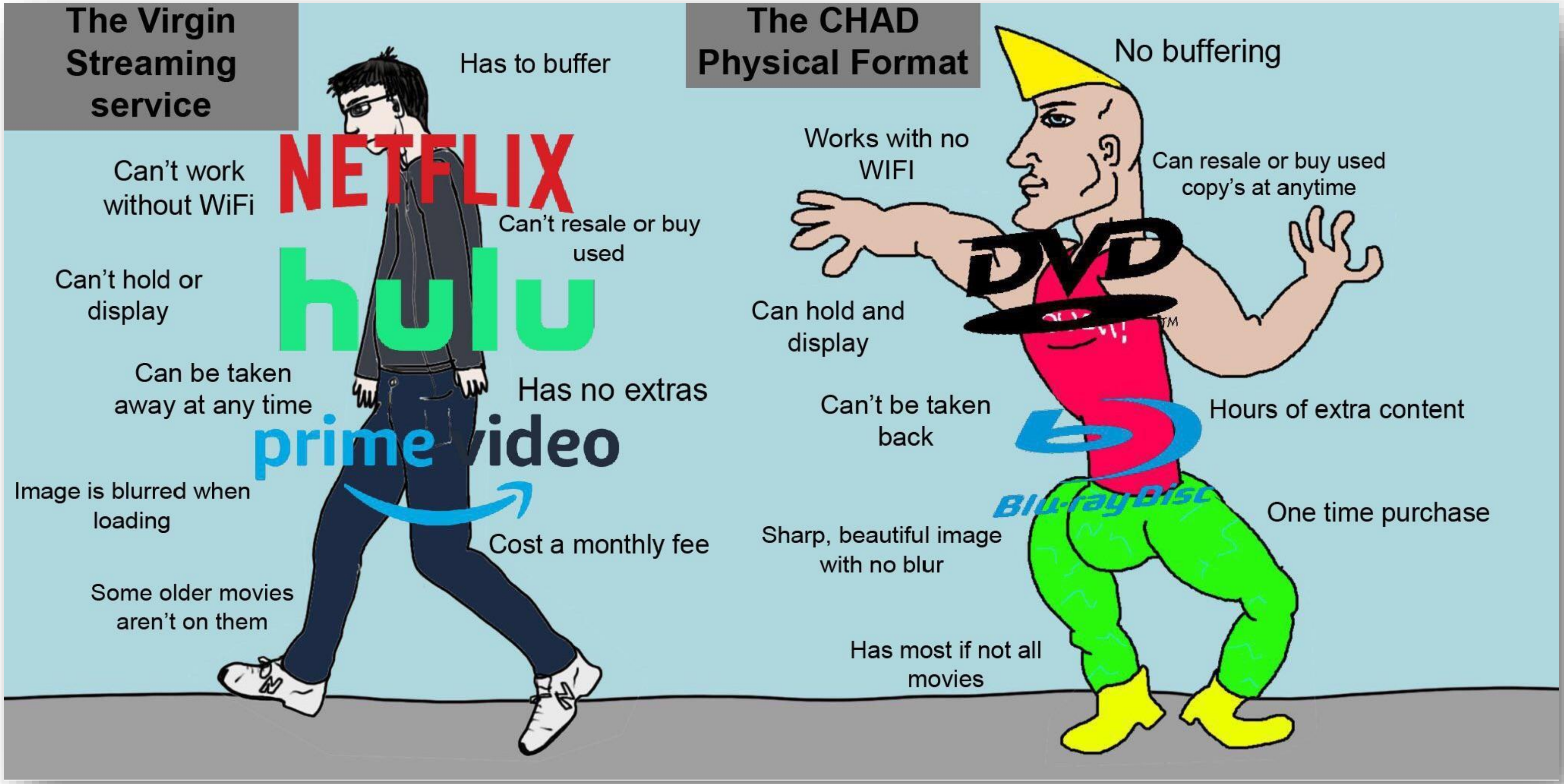


Can everything be branded?

- Ultimately a brand is something that resides in the minds of consumers.
- The key to branding is that consumers perceive differences among brands in a product category.
- Even commodities can be branded:
  - Coffee (Maxwell House), bath soap (Ivory), flour (Gold Medal), beer (Budweiser), salt (Morton), oatmeal (Quaker), pickles (Vlasic), bananas (Chiquita), chickens (Perdue), pineapples (Dole), and even water (Perrier)

Can Anything Be Branded? (1 of 2)

- **Physical Goods**
- **Services**



Can anything be branded?

Physical goods

Services

Retailers and distributors

Online products and services

People and organizations

Sports, arts, and entertainment

Geographic locations

Ideas and cause

Can Anything Be Branded? (2 of 2)

- To brand a product, it is necessary to teach consumers “who” the product is:
  - Giving it a name and using other brand elements to help identify it
  - What the product does and why consumers should care
- Marketers must give consumers a label for the product and provide meaning for the brand
- Marketers can benefit from branding whenever consumers are in a choice situation


Brand differentiation: The simple truth
Syntricon Technologies
www.syntricon.com

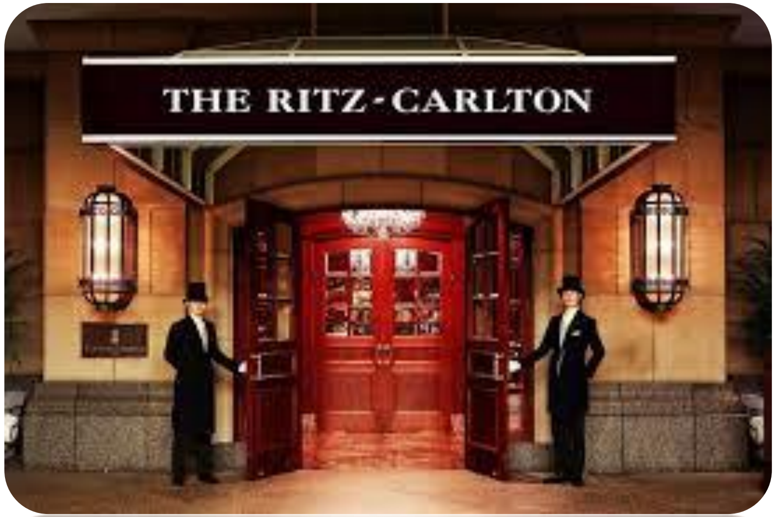
Physical Goods

- Physical goods are what are traditionally associated with brands:
  - Mercedes-Benz
  - Nescafé
  - Sony

- Branding has been adopted in a variety of industries:
  - Industrial business-to-business (B2B) products
  - Technologically intensive “high-tech” products

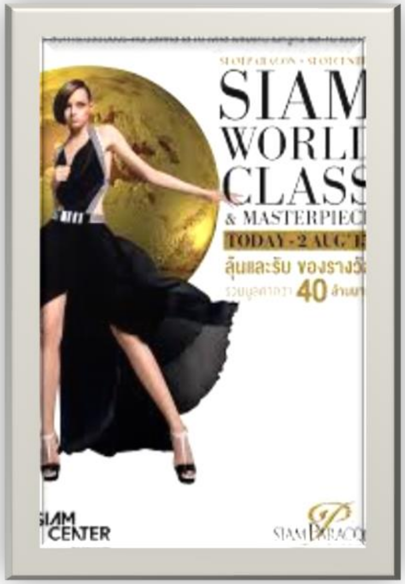
Services

- Branding a service can be an effective way to signal to consumers that a firm has designed a particular service offering that is special and deserving of its name:
  - American Express
  - British Airways
  - Ritz-Carlton
  - Merrill Lynch
  - Federal Express



Retailers and Distributors (1 of 2)

- For retailers and other channel members, brands provide important functions:
  - Can generate consumer interest, patronage, and loyalty
  - Create an image and establish positioning within an industry
  - Yield higher price margins, increased sales volumes, and greater profits



Retailers and Distributors (2 of 2)

- Retailers can introduce their own brands by:
  - Using their store name
  - Creating new names
  - Some combination of the two
- Many distributors, especially in Europe, have introduced their own brands
- Products bearing these store brands or private label brands offer another way for retailers to increase customer loyalty and generate higher margins and profits

Digital Brands

- Some of the strongest brands in recent years have been born online:
  - Amazon
  - Google
  - Facebook
  - Twitter

- **Brand building has become more important in recent years to online marketers:**
  - **It is critical to create unique aspects of the brand**
  - **Brand needs to perform satisfactorily as well**

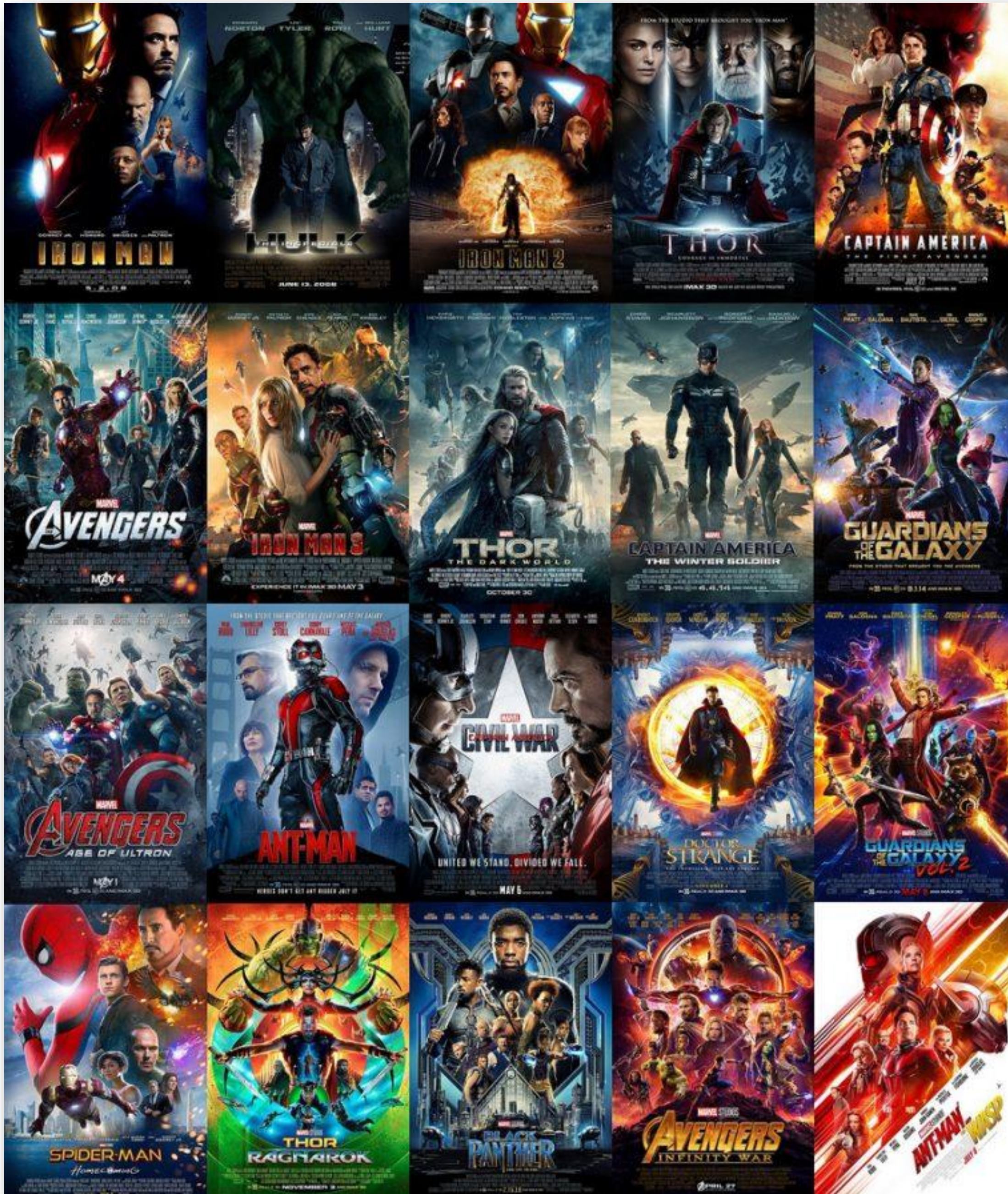
People and Organizations

- A product category can be a person or an organization:
  - Naming of this branding is usually straightforward
  - Usually is accompanied by well-defined images that are easily understood by consumers
  - The key to a person or organization as a brand is that people outside your industry know who you are and recognize your skills, talents, and attitude:
    - Lady Gaga
    - The American Red Cross
    - Amnesty International
    - Sierra Club


HOLLYWOOD BLVD.
6300
HOLLYWOO

Sports, Arts, and Entertainment

- A special case of marketing people and organizations as brands exists in the sports, arts, and entertainment industries:
  - Sports marketing has become highly sophisticated
  - Branding plays, for example, has become an especially valuable function in the arts
  - Movies have become famous for their marketing and branding:
    - For years, some of the most valuable movie franchises have featured recurring characters and ongoing stories—a classic application of branding


IRON MAN
HULK
IRON MAN 2
THOR
CAPTAIN AMERICA
AVENGERS
IRON MAN 3
THOR THE DARK WORLD
CAPTAIN AMERICA THE WINTER SOLDIER
GUARDIANS OF THE GALAXY
AVENGERS AGE OF ULTRON
ANT-MAN
CIVIL WAR
UNITED WE STAND. DIVIDED WE FALL.
DOCTOR STRANGE
GUARDIANS OF THE GALAXY VOL. 2
SPIDER-MAN Homecoming
THOR RAGNAROK
BLACK PANTHER
AVENGERS INFINITY WAR


Premier League

Geographic Locations

- What has contributed to the rise in place marketing?
  - Increased mobility of people
  - Increased mobility of businesses
  - Growth in tourism
- Cities, states, regions, and countries actively promote through advertising, direct mail, and other tools


Where NEXT?
GOLDMEDAL
Where NEXT?
EXPLORATIONS
Small Group Travel, Reinvented
Snorkel with Sea Turtles
Where NEXT?
THIS IS YOUR PERFECT DAY
Where NEXT?
Thomas Cook
Where NEXT?
Summer 2019 now on sale
pay only a deposit today
Where NEXT?
NORWEGIAN
Where NEXT?
NORWEGIAN
Wide Choice of Premium Beverages
Unrivalled Dining Experiences
Service Charge & Gratuities
Premium All Inclusive
Much More!
Where NEXT?
Book Your 2019 Summer Escape Today
Where NEXT?
Where NEXT?
With
Where NEXT?
collette
cosmos
Where NEXT?
GOLDMEDAL

Ideas and Causes

- Numerous ideas and causes have been branded:
  - Especially by nonprofit organizations
- May be captured in a phrase or slogan or represented by a symbol:
  - Such as AIDS ribbons


HOPE
BREAST CANCER AWARENESS
October is...
Breast Cancer Awareness Month
www.NationalDayCalendar.com
NATIONAL DAY CALENDAR

Branding Challenges and Opportunities

- **Unparalleled access to information and new technologies**
- **Downward pressure on prices**
- **Ubiquitous connectivity and the consumer backlash**
- **Sharing information and goods**
- **Unexpected sources of competition**
- **Disintermediation and reintermediation**
- **Alternative sources of information about product quality**
- **Winner-takes-all markets**
- **Media transformation**
- **The importance of customer-centricity**

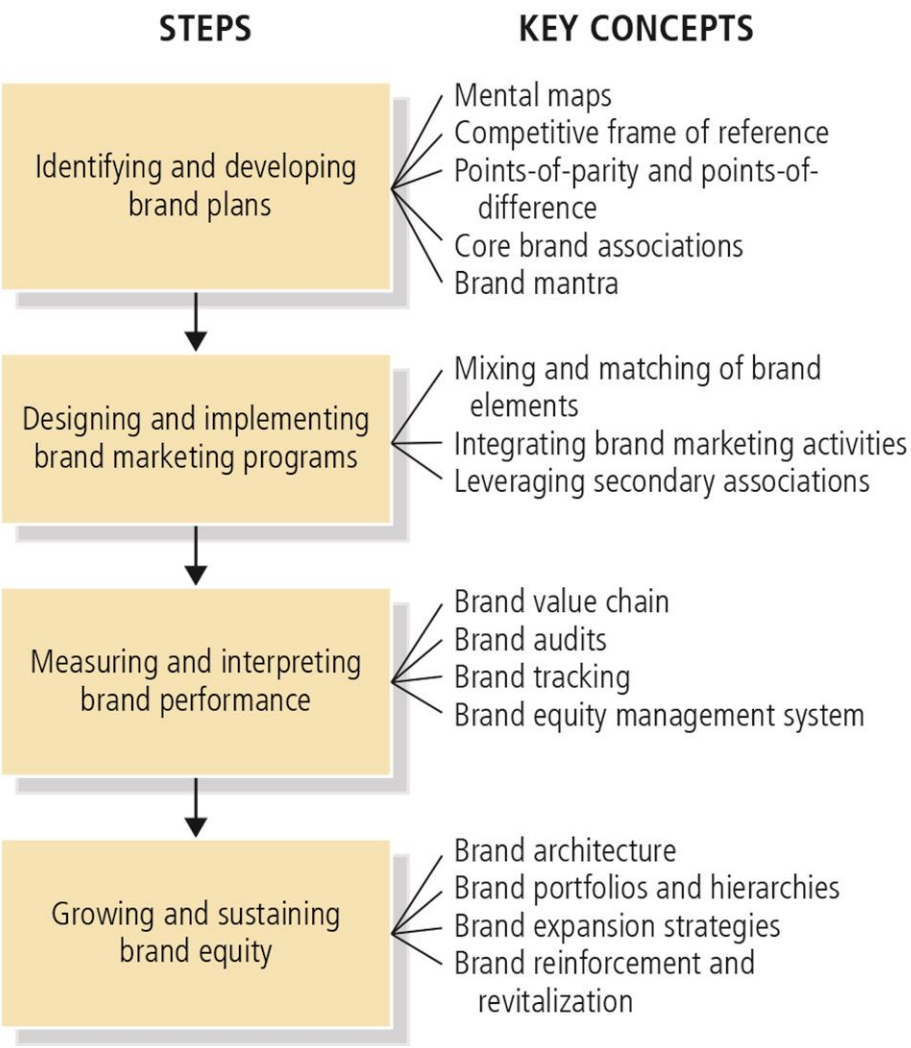
The Brand Equity Concept

- Principles of branding and brand equity:
  - Differences in outcomes arise from the **"added value"** endowed to a product
  - The added value can be created for a brand in **many different ways**
  - Brand equity provides a common denominator for **interpreting marketing strategies and assessing the value** of a brand
  - There are many different ways in which the value of a brand can be **exploited to benefit the firm**

Strategic Brand Management Process

- Identifying and Developing Brand Plans
- Designing and Implementing Brand Marketing Programs
- Measuring and Interpreting Brand Performance
- Growing and Sustaining Brand Equity

Figure 1-10: Strategic Brand Management Process



A good
BRAND + MANAGER

01 BEING ALERT to the World Around You
เปิดตาให้กับโลกของแบรนด์

02 OPEN MIND
เปิดใจเพื่อหาโอกาสใหม่ให้กับแบรนด์

03 ACQUIRING THE DATA
เข้าถึงทุกข้อมูลให้มากที่สุด

04 READING THE SIGNS
อ่านสถานการณ์ให้เป็น

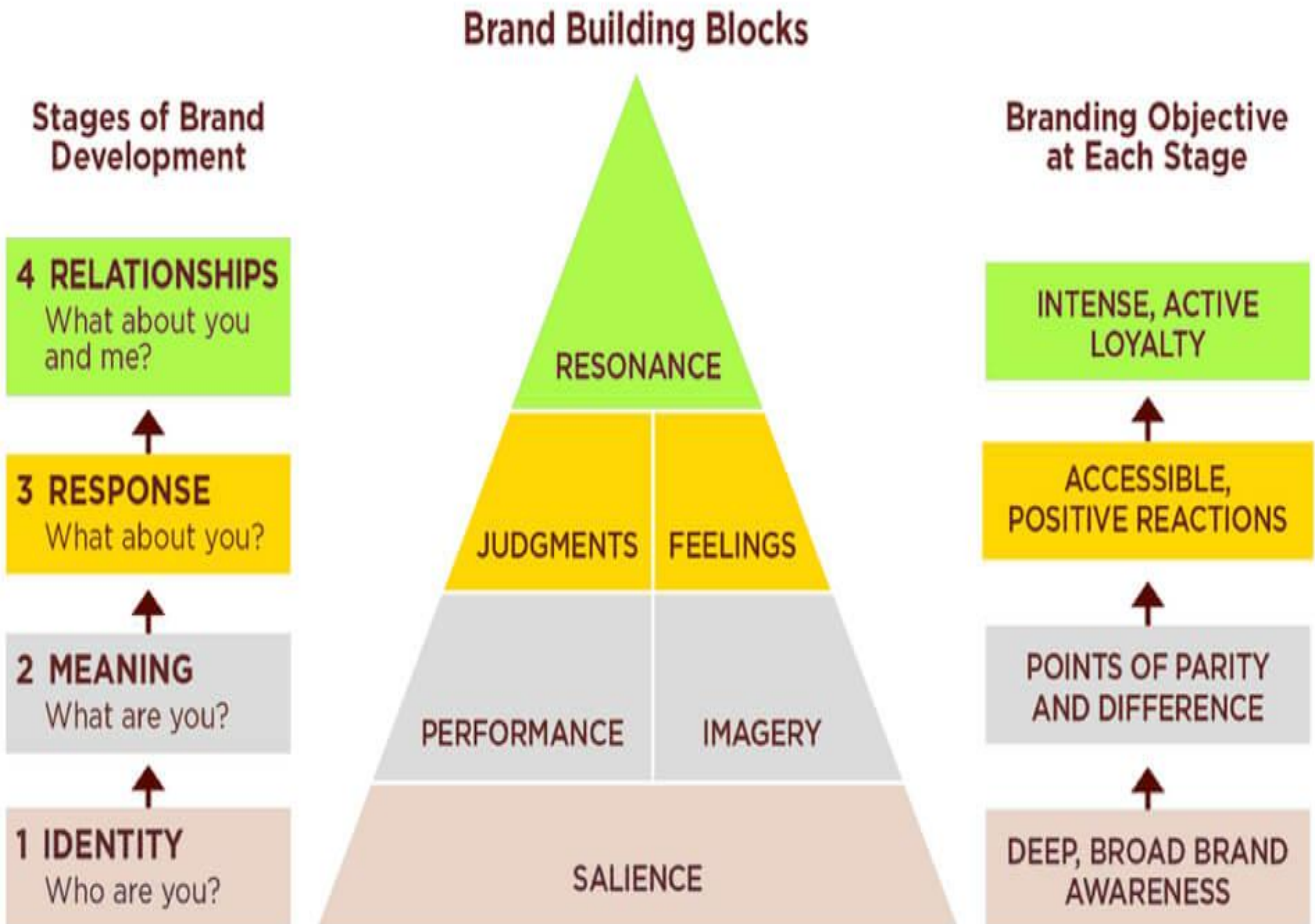
05 PROVIDING THE DIRECTION
กำหนดทิศทางให้ชัดเจน

BRAND ATTITUDE

Part III: Brand Building

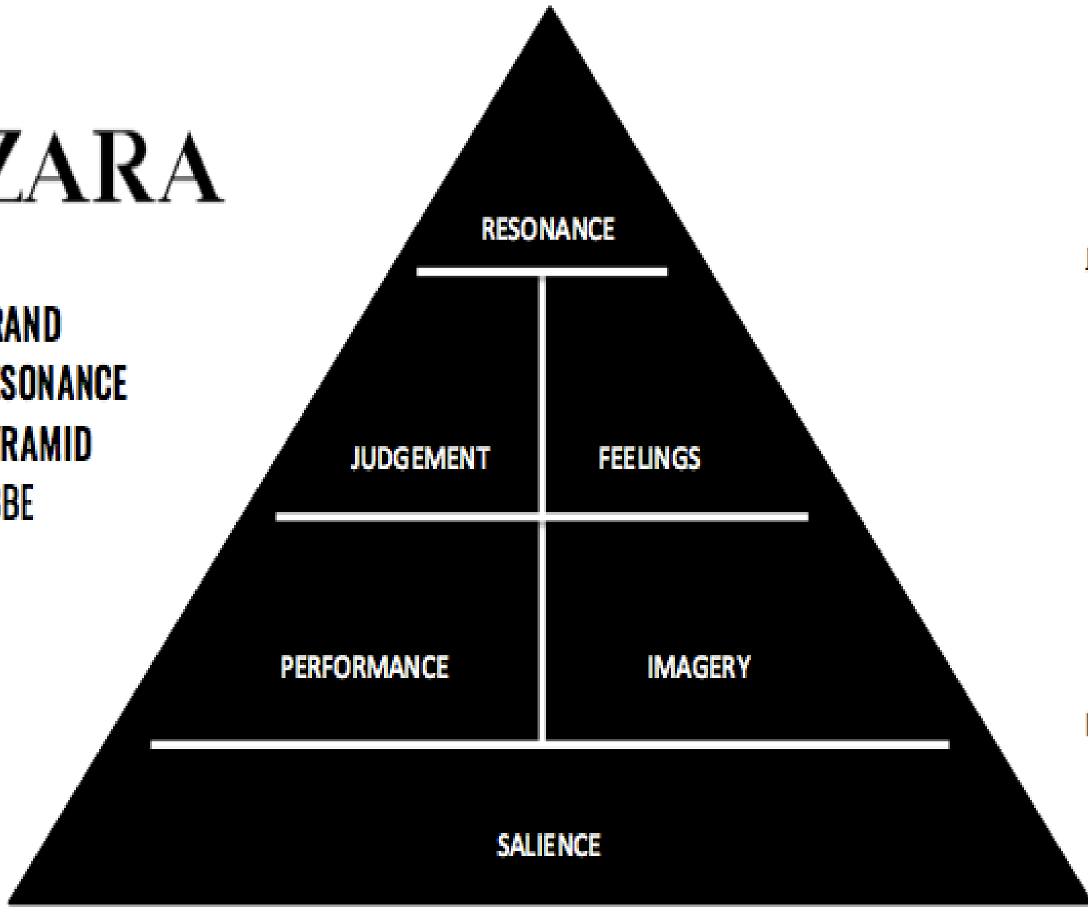
CBBE Model

Consumer Brand Based Equity



ZARA

BRAND RESONANCE PYRAMID CBBE



RESONANCE

- Repeat purchase customer base
- Engages with the ZARA community online

JUDGEMENTS -

- Quality products
- Value for money
- Global brand
- Recognisable brand
- On trend
- Unique brand
- Popular
- Innovative
- Holds large margin of the market

FEELINGS

- Excitement
- Social approval
- Fashionable

BRAND PERFORMANCE

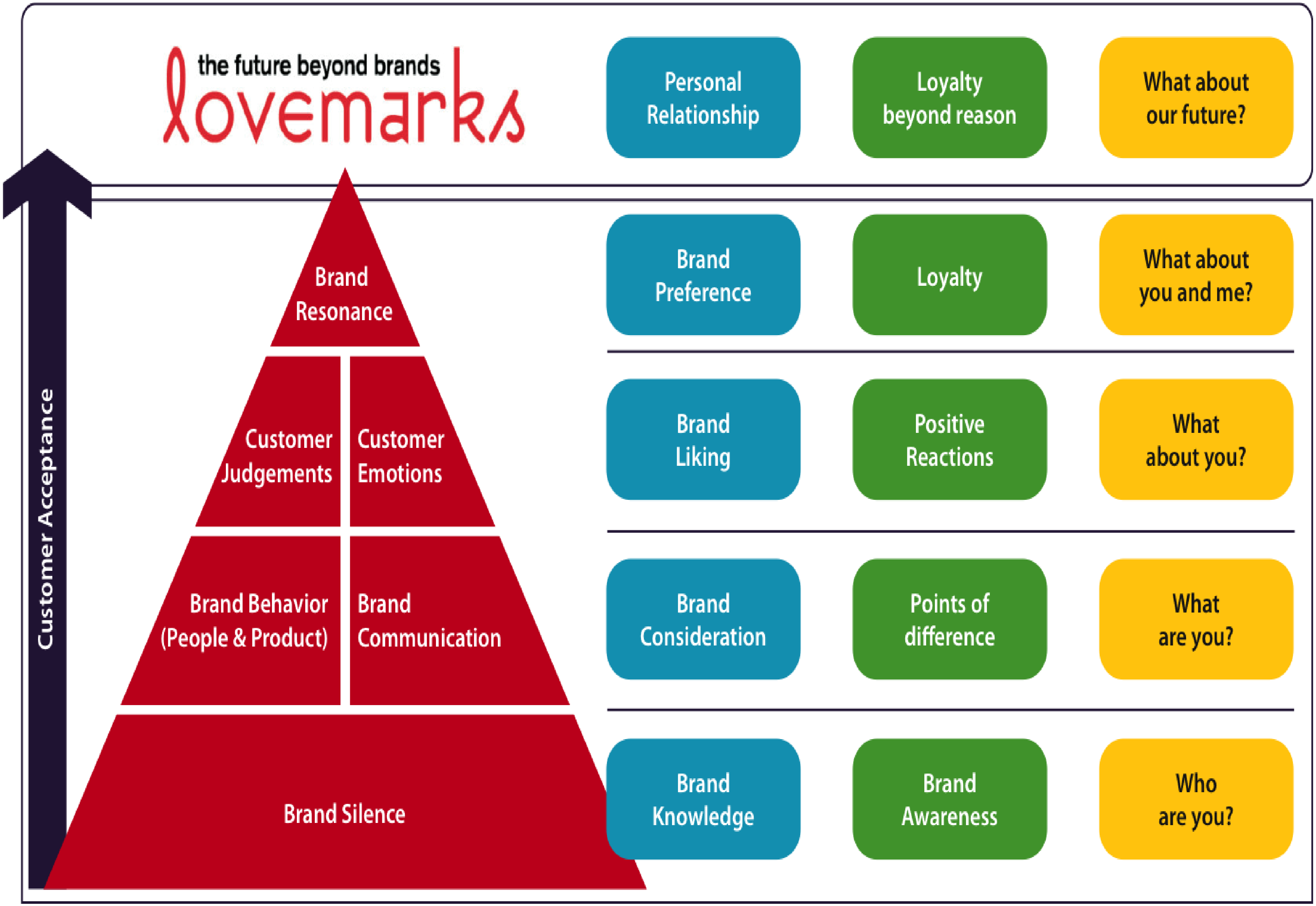
- Universal usability – stores, websites etc.
- Wide variety of fashionable items
- Consistency in logo and black and white theme
- Quality
- Zara refund policy yet do not have high levels of customer service

IMAGERY

- Trendy
- Sophisticated
- Stylish
- Confident
- Mature
- Unique
- Fashionable
- Sociable

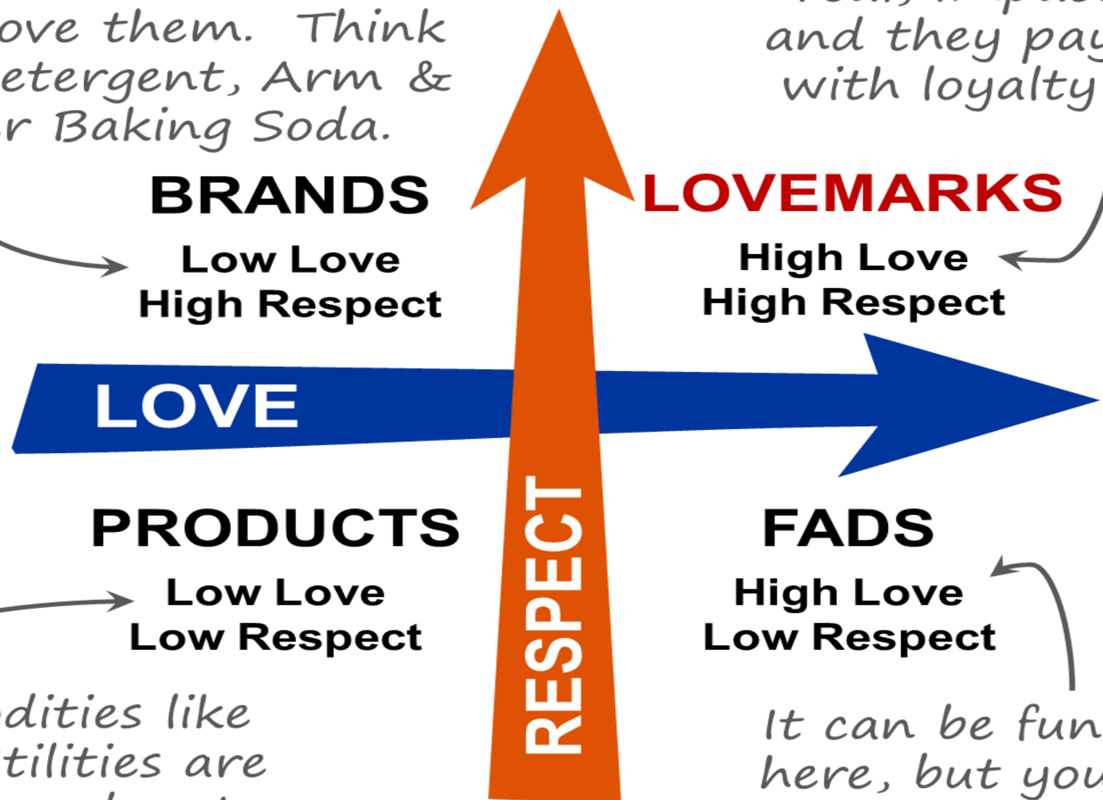
SALIENCE

- Women wear, menswear and children wear
- Shoes
- Accessories


the future beyond brands
lovemarks
Personal Relationship
Loyalty beyond reason
What about our future?
Brand Resonance
Brand Preference
Loyalty
What about you and me?
Customer Judgements
Customer Emotions
Brand Liking
Positive Reactions
What about you?
Brand Behavior (People & Product)
Brand Communication
Brand Consideration
Points of difference
What are you?
Brand Silence
Brand Knowledge
Brand Awareness
Who are you?
Customer Acceptance

Most major brands are stuck here. Sure, they offer functional benefits, but it stops there. Consumers need them, but do not crave or love them. Think Cascade detergent, Arm & Hammer Baking Soda.

This is your goal. Deep emotional connections with your target customer. You create real, impactful value and they pay you back with loyalty and love.

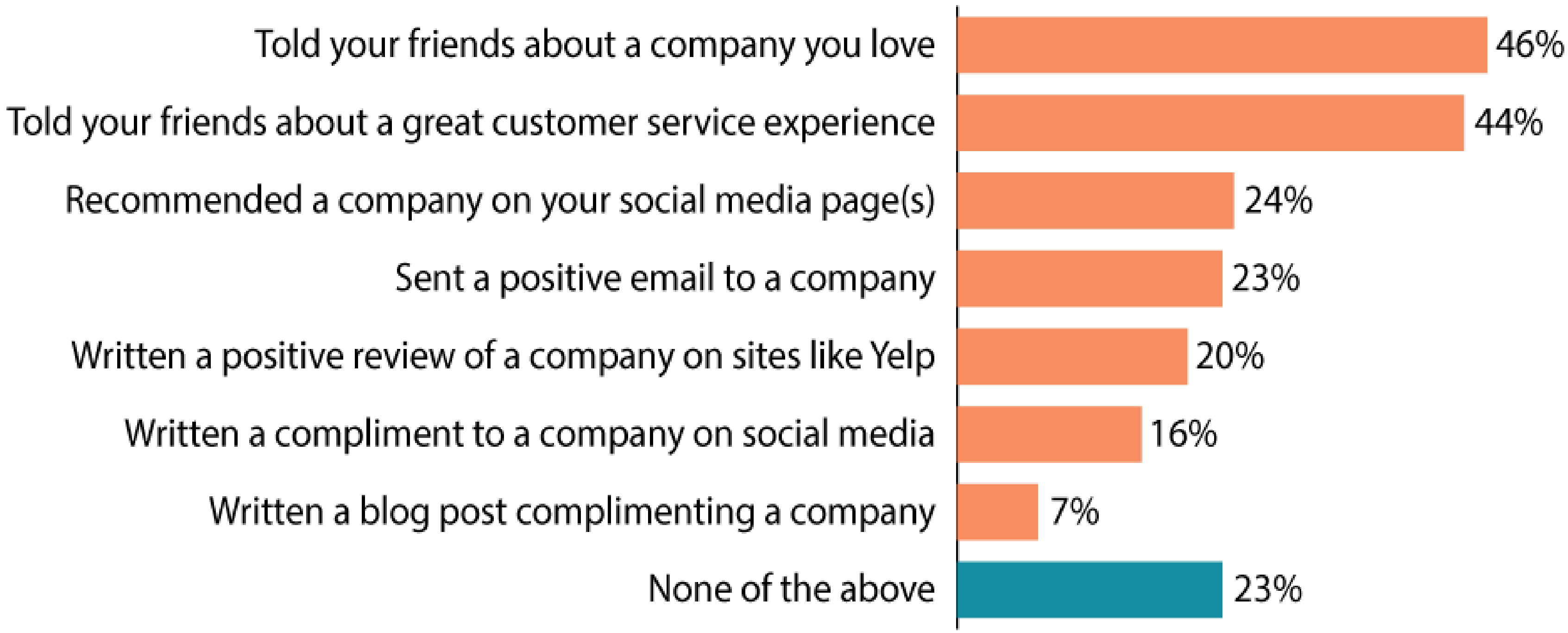


Commodities like Public Utilities are in this quadrant. You do NOT want to be here.

It can be fun to get here, but you won't stick and you won't be remembered next month or next year, like hairstyles & pop stars.

77% of consumers have shared positive experiences

In the last year have you done any of the following?
(Select all that apply)



HubSpot RESEARCH

What is Customer Journey?

- **Understanding the path,** called the consumer journey or customer journey involves understanding the shopping habits of your online target audience segments, determining how they find your website, understanding the behavior patterns as they shop, and analyzing the checkout and payment process.

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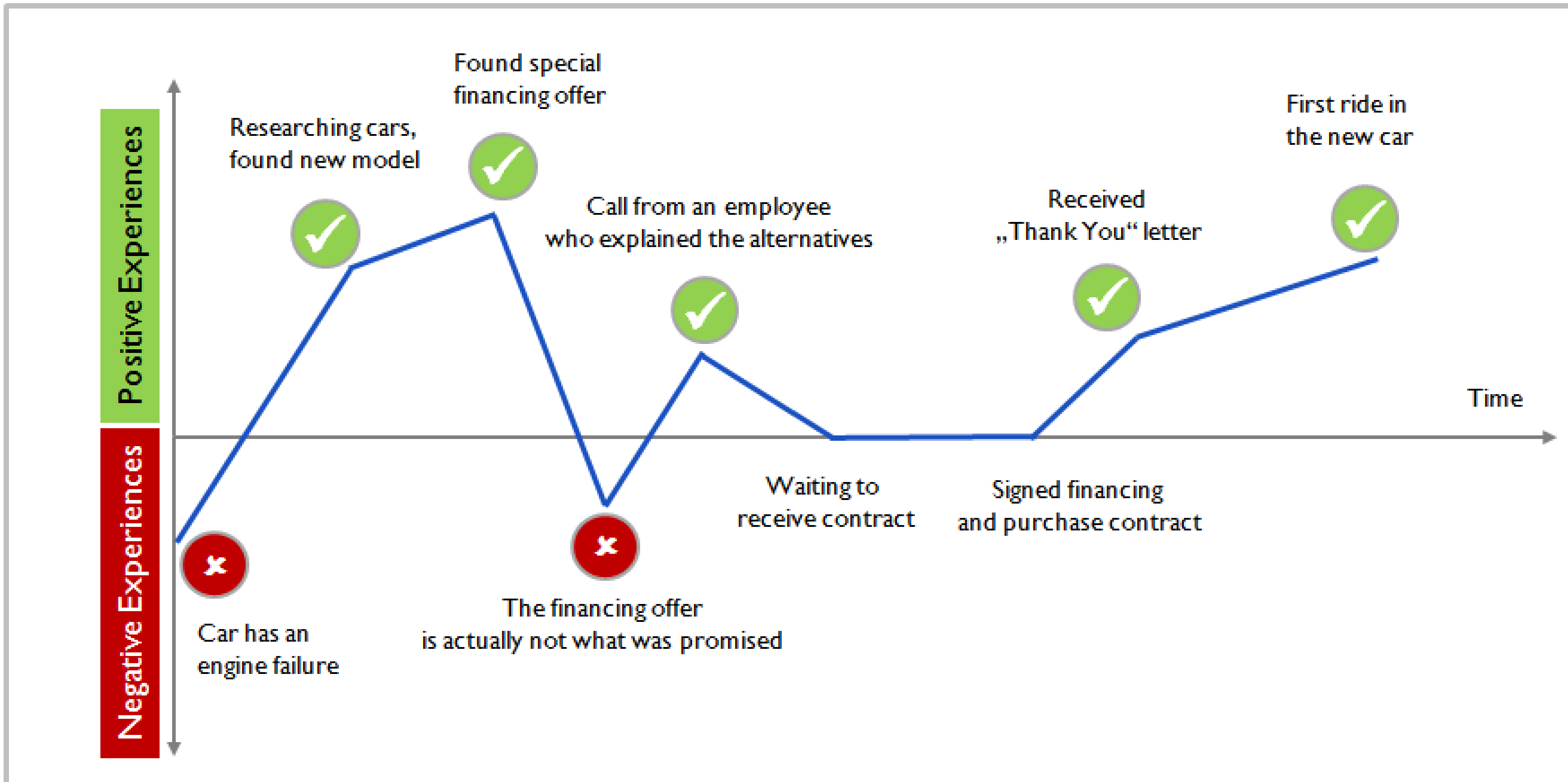
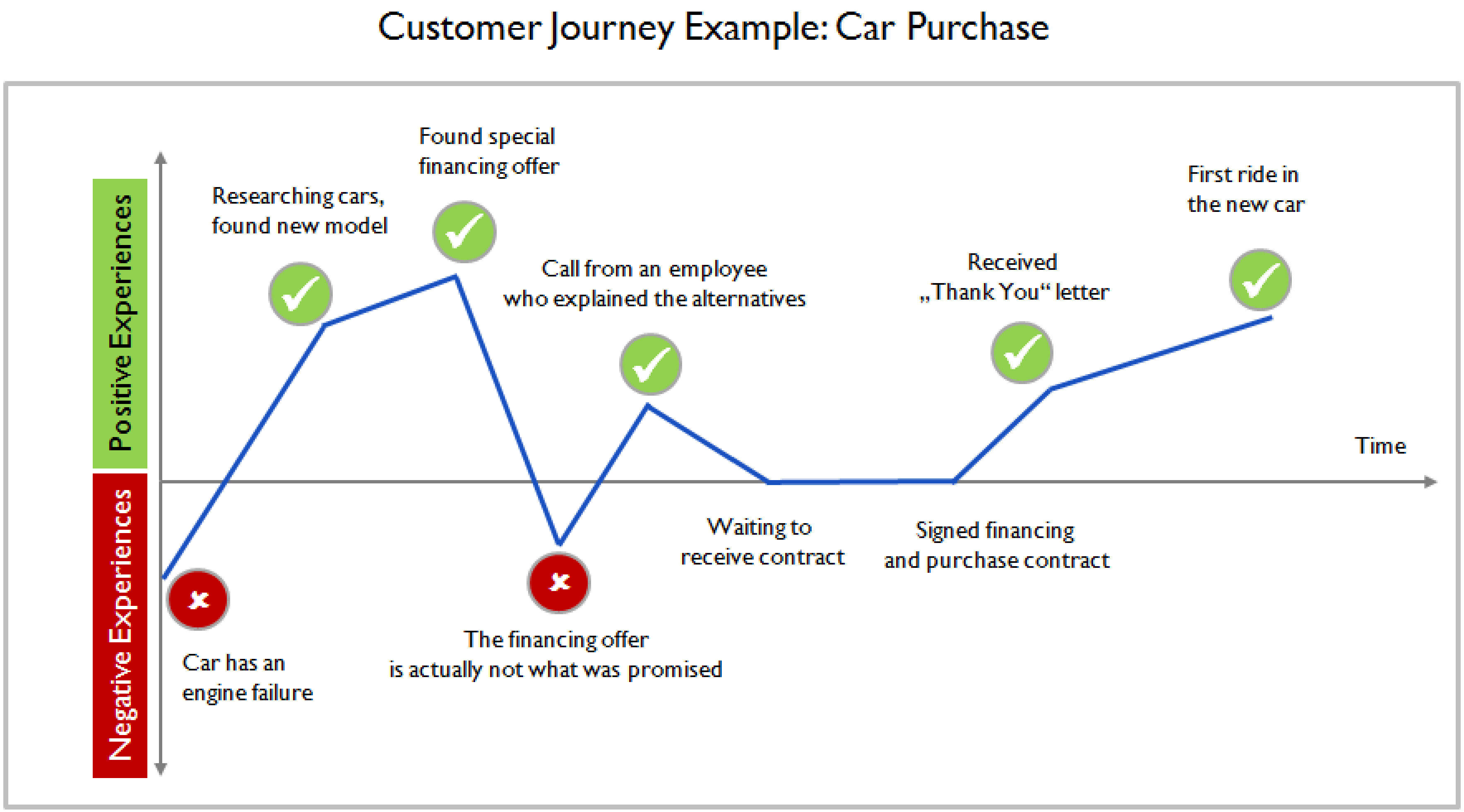
“Consumer Insights”


Stephanie's Customer Journey
Awareness
1
Sees friend post picture on Facebook of delicious dinner she made
2
Asks friend about the recipe and learns it was made in a pressure cooker
Research
3
Researches pressure cookers online
4
Looks at several pressure cookers in local retail stores
Evaluation
5
Narrows down choice to a few brands
6
Signs up for email offers from three different brands
Purchase
7
Receives 20% off coupon from our company
8
Purchases pressure cooker online with our coupon
9
Receives order at home and makes dinner with it that night
Retention/ Loyalty
10
Posts picture on Facebook of the pressure cooker dinner she made
11
Recommends pressure cooker to her sister and neighbor
12
Buys upgraded model when it is released

Customer Journey Example: Car Purchase





"Consumer Pain Points"

Customer Journey Mapping

Stage	Awareness		Consideration			Decision		Delight
Touch Point	**Facebook Posts**	**Facebook Page**	**Website**	**Email Enquiry**	**Phone Call**	**School Tour**	**Sign up**	**Referral**
Customer process	Browsed Facebook and stumbled upon a post by your child care centre	Browsed through the posts and photo albums on Facebook Page	Searched and arrived at your school website via mobile phone	Signed up email enquiry	Scheduled a phone call to find out more	Asked about school curriculum	Considered the location and price. Decided to enroll after comparing.	Referred a friend after 2 months.
Experience								

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Experience								

Measuring Brand Marketing Goals with KPIs

BRAND MARKETING GOALS	Awareness	Consideration	Action
KPIs TO MEASURE THAT GOAL	Views	View-through rate	Clicks
	Impressions	Watch time	Calls
	Unique users	Favorability lift	Signups
	Awareness lift	Consideration lift	Sales
	Ad recall lift	Brand interest lift	Purchase intent lift

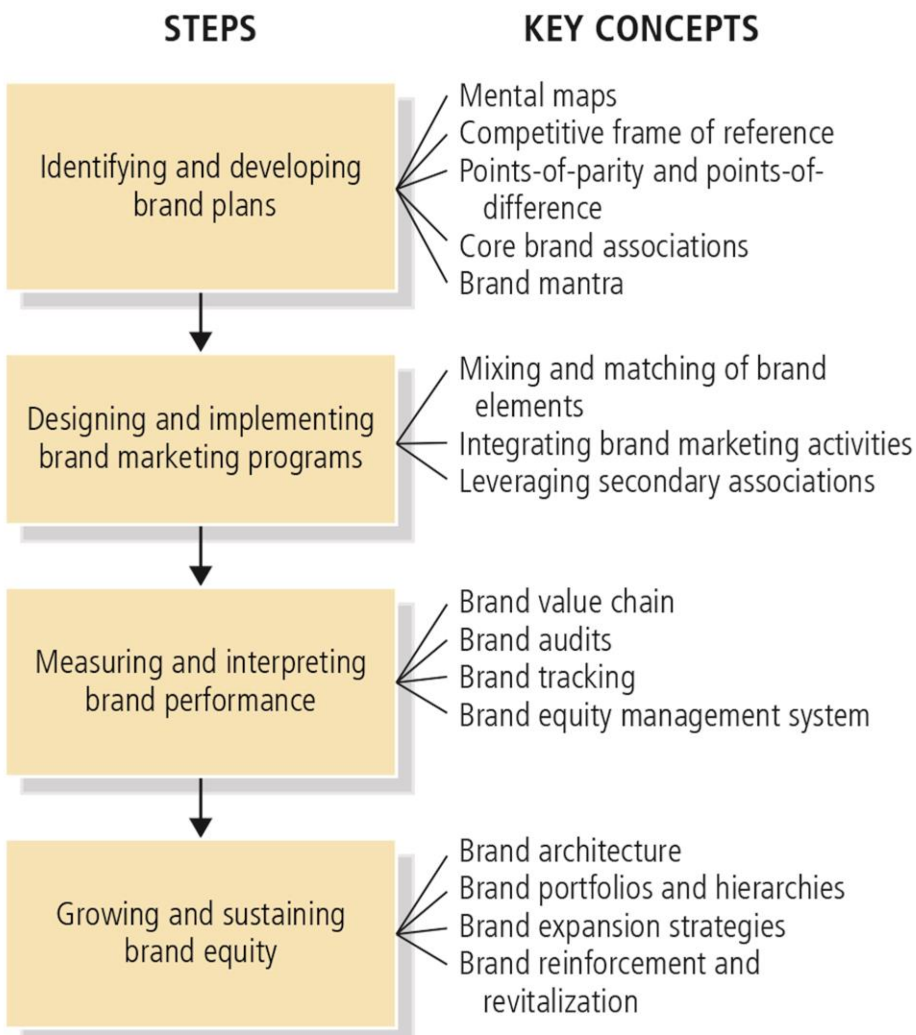
“Branding Key Performance Indicators”

Part IV: Let's Recap

Difference

A **value proposition** refers to the **value** a company promises to deliver to customers should they choose to buy their product. ... A **value proposition** can be presented as a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service

Figure 1-10: Strategic Brand Management Process

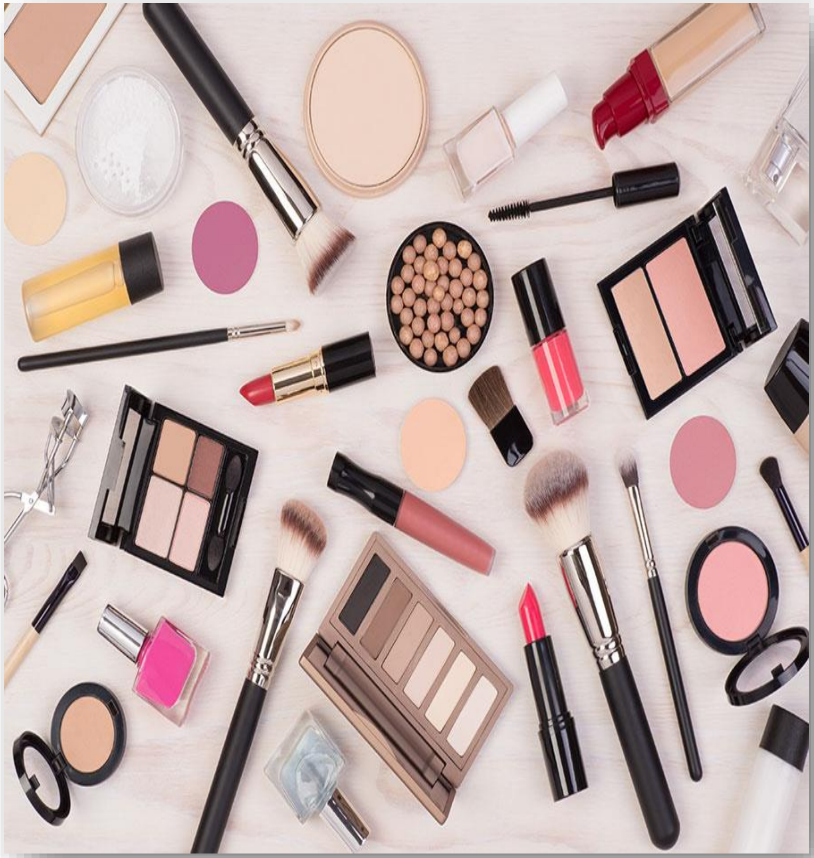


Group Assignment

- Please analyze the

5 Product Levels Model of any cosmetic brand of your choice.

- Then you are to answer, why is this model important for managing your brand?
- Please submit one slide for next week…have fun!



Kob Khun Krup…Ka