

# Product & Brand Management

## **Brand Equity**

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# Agenda

- Brand love assignment (individual) due
- Branding
- Brand equity
  - Brand awareness
  - Brand image

# BRAND LOVE ASSIGNMENT

(due THIS class)

1. Name the brand you love!
2. What does it mean to you?
  - Functional benefit from using the product
  - Emotional benefit
  - The personality & value of the brand
3. What do you think/feel about the brand? You think that the brand is ...
4. Describe how you prefer/be loyal/attach/have a sense of community with/engage with the brand.

Note: Write or type is a piece of paper. Be brief. Some of you will be randomly selected to share the above.

# Kahoot!



# QUESTION

Level of Brand Awareness?

# To Sum up...

- To create brand equity, marketers should:
  - Create favorable consumer response i.e. brand awareness
  - Create positive brand image through brand associations that are strong, favorable, and unique

# WORKSHOP

Come up with one great brand and  
one poor brand.

**Evaluate** each brand's  
**awareness** and **image**.

# What we covered

- Brand love assignment due
- Branding
- Brand equity
  - Brand awareness
  - Brand image

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## **The Brand Elements that Build Brand Equity**

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