

Product & Brand Management

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What is a Brand?

A name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

QUESTION

Brand versus product?

To Sum Up

- Through branding, organizations:
 - Create perceived differences amongst products
 - Develop loyal customer franchise
 - Create value that can translate to financial profits

ACTIVITY

The Role of Brand to

- Consumers
- Firm

QUESTION

Besides “product”,
What else can be Branded?

To Sum up....

- Branding is universal and pervasive in different product categories
- Applicable to both tangible and intangible offerings of an organization
- Technological developments have impacted the way firms market their offerings
- Organizations reap financial benefits from positive brand images

ACTIVITY

What are the Brand Challenges?

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

Product & Brand Management

Questions/ Comments

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