



BRANDING OVERVIEW

MK 312 Brand Management

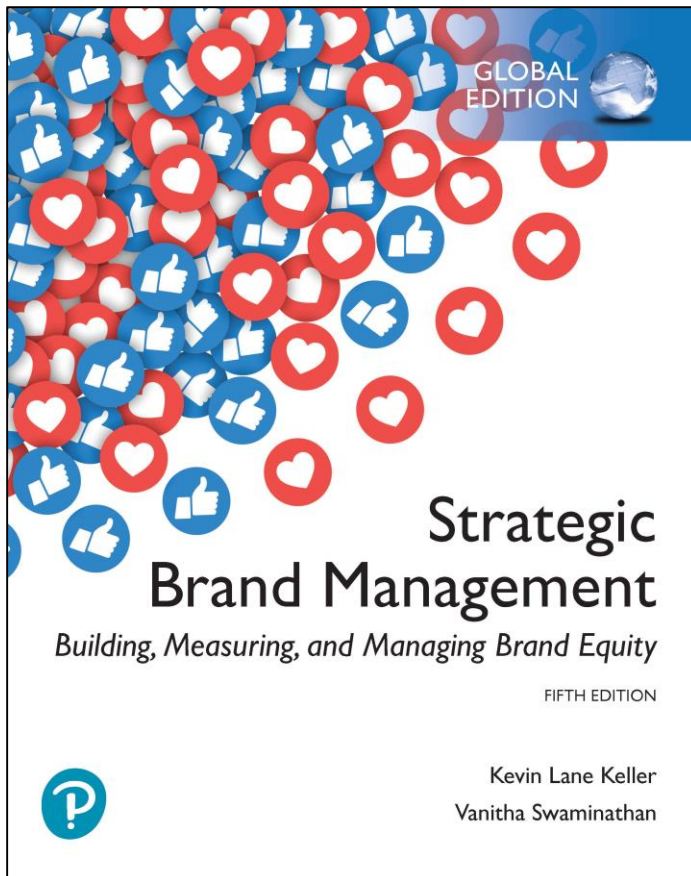
By Ajarn Suwalya K.
Lesson 2

Sawasdee Krup...Ka



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

Fifth Edition, Global Edition

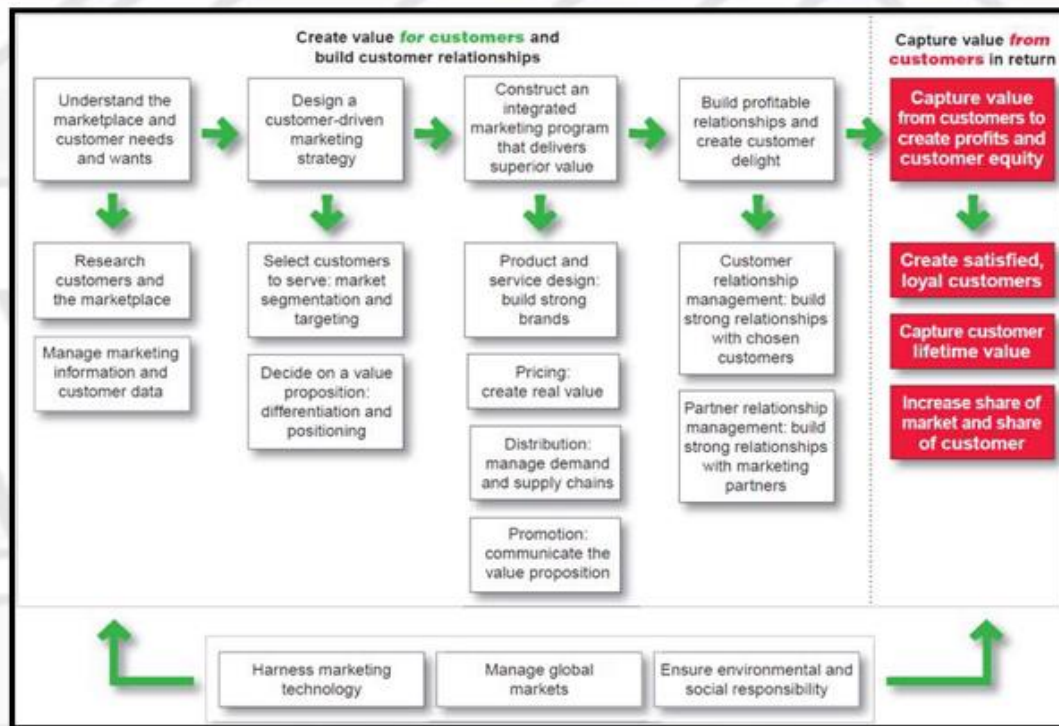


Brands and Brand Management Overview



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's 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?



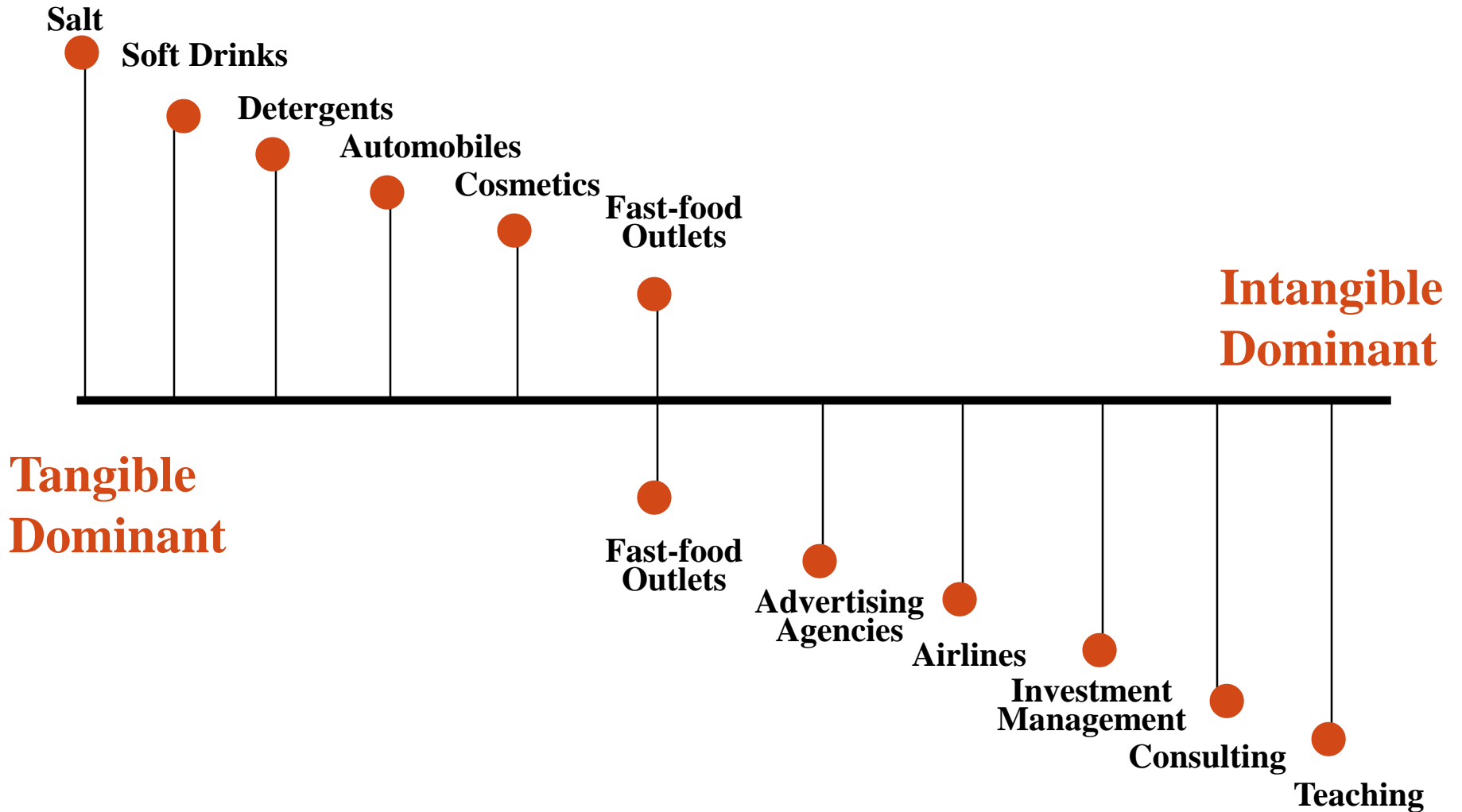
Brands vs. Products

- ▶ *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.**

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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.



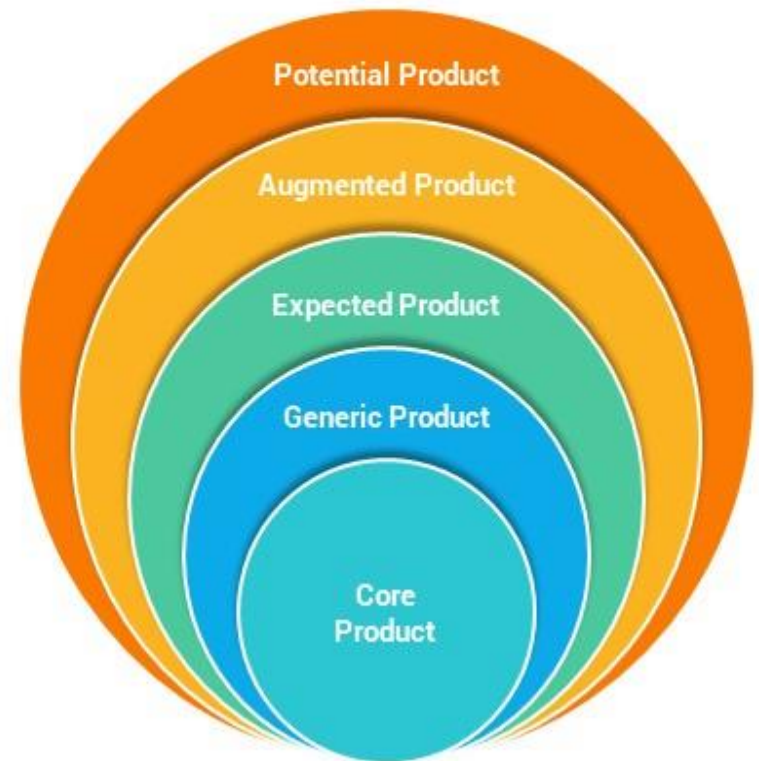
Augmented Product:

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



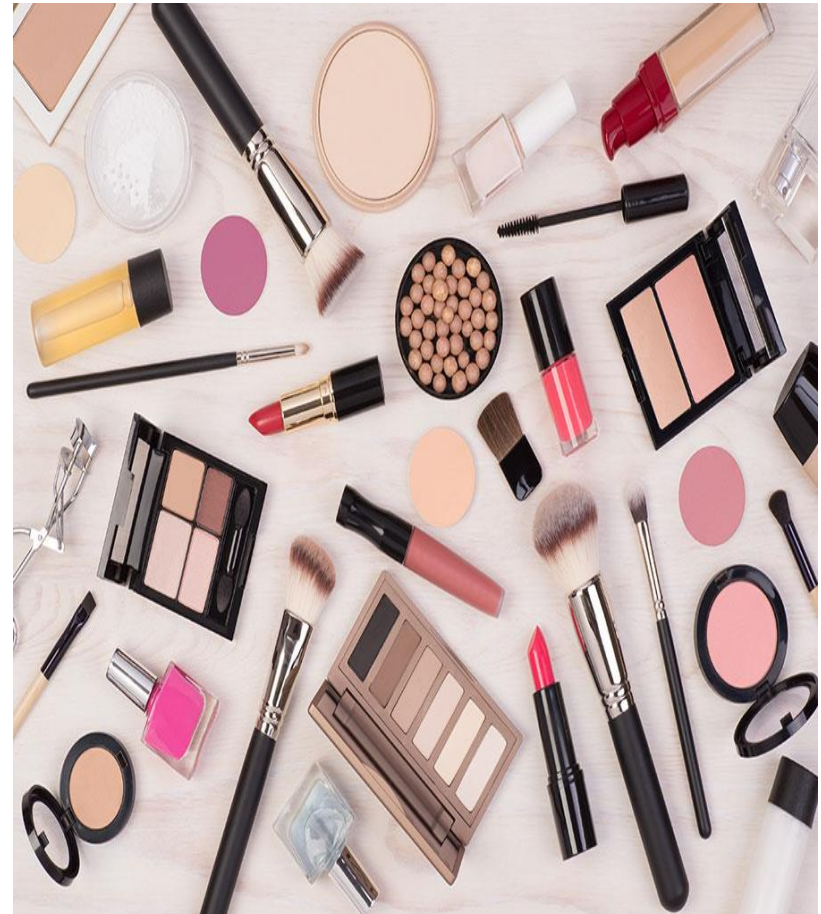
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Product Level	Evian Water	Description
Core Benefit	Thirst	The basic need for humans to survive
Generic Product	Clean and nutritious water to drink	People should not drink dirty water, because it contains harmful bacteria. And it should contain minerals
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 1-10	 (+2)	Alphabet (-1)	amazon (-1)	 Microsoft (+0)	SAMSUNG (+0)	 HUAWEI (+42)	 (+16)	IBM (-1)	SONY -	facebook (-2)
Rank 11-20	 (-2)	 CISCO (+5)	 Walmart (+29)	Tencent 腾讯 -	 (+29)	 -	NETFLIX (-11)	 (+0)	intel -	 (+21)
Rank 21-30	SIEMENS (-5)	 -	 (+6)	 -	ORACLE® -	 (-12)	SAP (+1)	adidas (-18)	HITACHI -	COSTCO WHOLESALE -
Rank 31-40	 JD.COM -	 (+6)	 BOSCH -	AIRBUS -	 (-2)	JPMORGAN CHASE & CO. (-16)	Uber -	 (-14)	P&G -	 (-10)
Rank 41-50	 TOYOTA (-4)	 Nestlé -	ABB -	3M (-5)	 Unilever (-13)	 -	 NOVARTIS -	Coca-Cola -	 -	 (-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
Services¹

Tencent



QQ



Qzone



QQ Video



Tencent
Pictures



Tencent
News



Tencent
Sports



QQ
Browser



WeChat
Pay



QQ Mail



WeChat



Moments



QQ Music



Games



KuaiBao



Optimal
Stocks



Applications



QQ Maps



PC
Manager



DiDi



DianPing



eLong



58 City



JD



WeiPiao



Messenger



Facebook



YouTube



Netflix



Buzzfeed



ESPN



Chrome



PayPal



Gmail



Uber



Yelp



Expedia



Line



Instagram



Spotify



Sony



Flipboard



Bloomberg



Google Play



Google
Maps



Norton



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

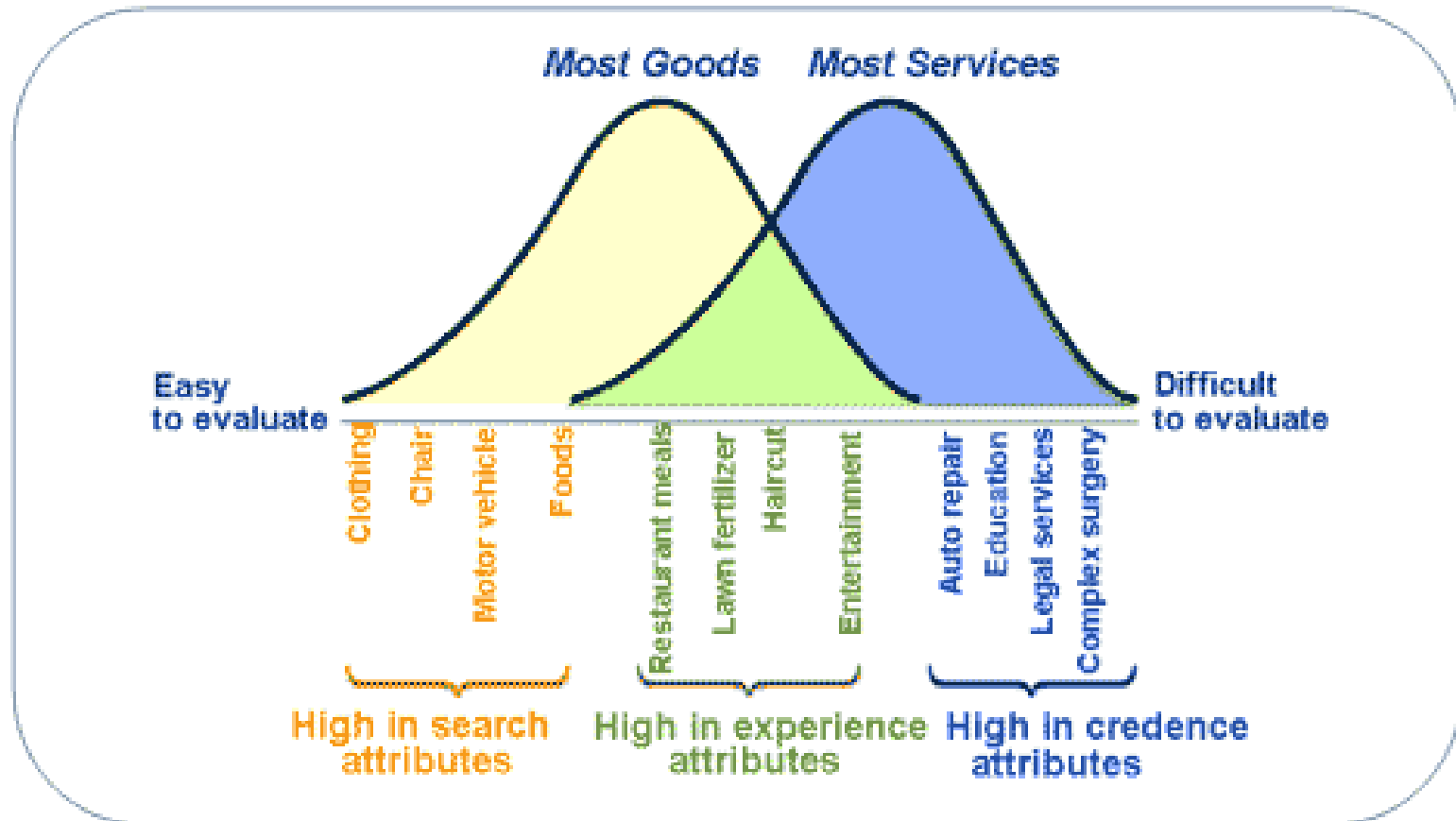
- Brand can signal product characteristics and attributes:
 - On the basis of attributes products can be classified as:
 - Search goods
 - Experience goods
 - Credence goods



Search, Experience and Credence Properties

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

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



Table 2: Perceived Risks in Purchasing and Using Services

Type of Risk	Examples of Customer Concerns
Functional (unsatisfactory performance outcomes)	<ul style="list-style-type: none">• 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)	<ul style="list-style-type: none">• 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)	<ul style="list-style-type: none">• 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)	<ul style="list-style-type: none">• 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)	<ul style="list-style-type: none">• 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)	<ul style="list-style-type: none">• 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)	<ul style="list-style-type: none">• 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

Top 10 Most Valuable Brands

amazon

1

← 1



2020: \$220,791m
2019: \$187,905m **+17.5%**

Google

2

↑ 3



2020: \$159,722m
2019: \$142,755m **+11.9%**



3

↓ 2



2020: \$140,524m
2019: \$153,634m **-8.5%**



4

← 4



2020: \$117,072m
2019: \$119,595m **-2.1%**

SAMSUNG

5

← 5



2020: \$94,494m
2019: \$91,282m **+3.5%**

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	<p>Sophisticated Luxury Brands</p> <p>CHANEL GUCCI Audi Ferrari Porsche</p> <p>PRADA LV Mercedes BMW</p> <p>L'OREAL</p>
2	<p>Neutral Mature Brands</p> <p>Corona Corona Colgate Panasonic HSBC Hyundai</p> <p>PHILIPS Johnson & Johnson SAMSUNG VISA SUBARU</p> <p>Kellogg's KFC hp IBM mastercard American Express TOYOTA KIA</p> <p>Coca-Cola MINI NISSAN</p> <p>JPMorgan Morgan Stanley</p>
3	<p>Positioned Growing Brands</p> <p>McDonald's Starbucks Gillette adidas Nike Apple amazon SONY Ford</p> <p>Canon intel GE Harley-Davidson</p> <p>pepsi IKEA H&M ebay facebook Microsoft LAND-ROVER</p> <p>Pampers LEGO Discovery DISNEY NETFLIX Google Nintendo HONDA VW</p>

Top of Mind

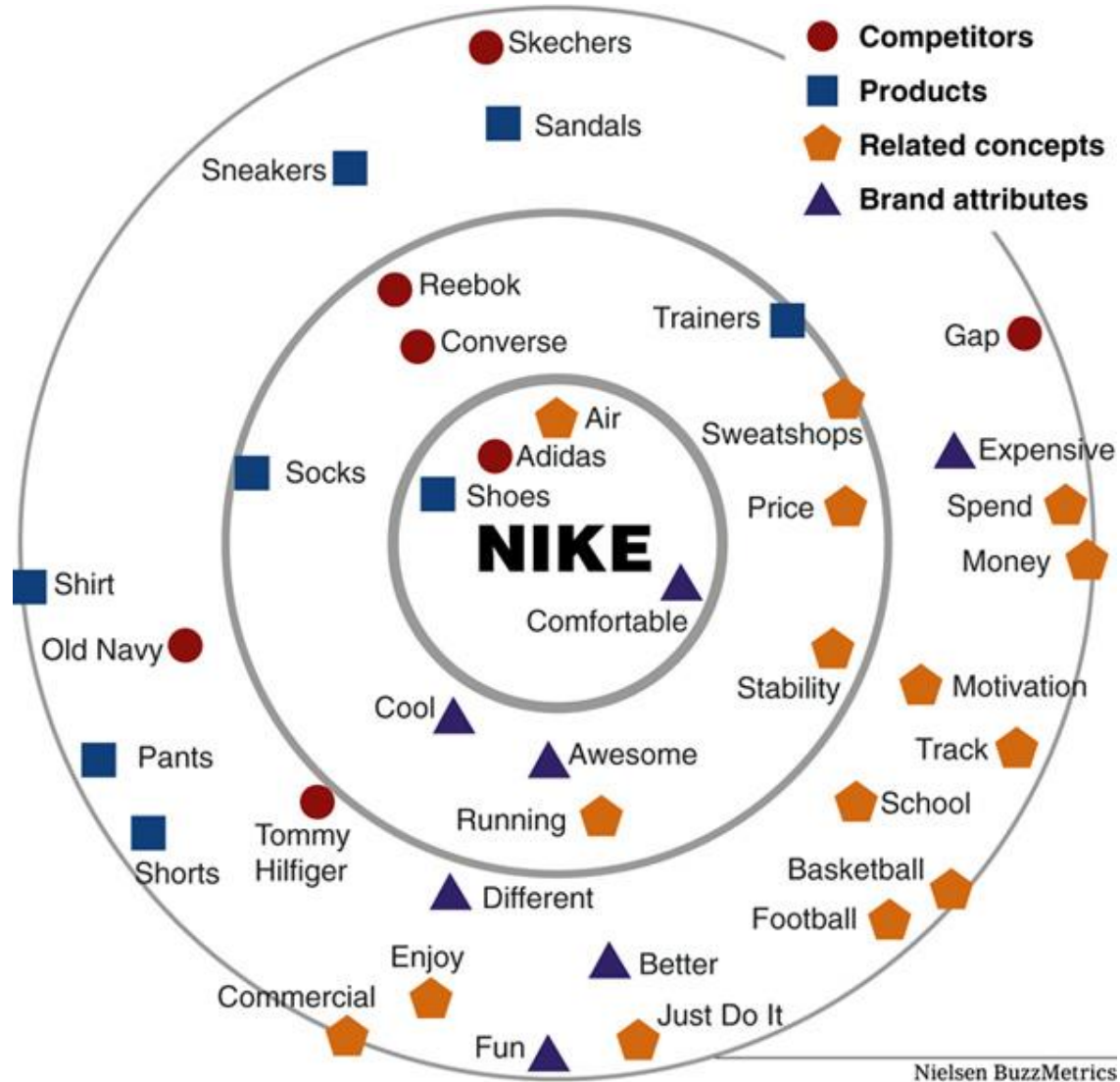


**Fast Food
Shampoo
Deodorant
Soft Drink
Cars**

Brand Associations



Brand Associations

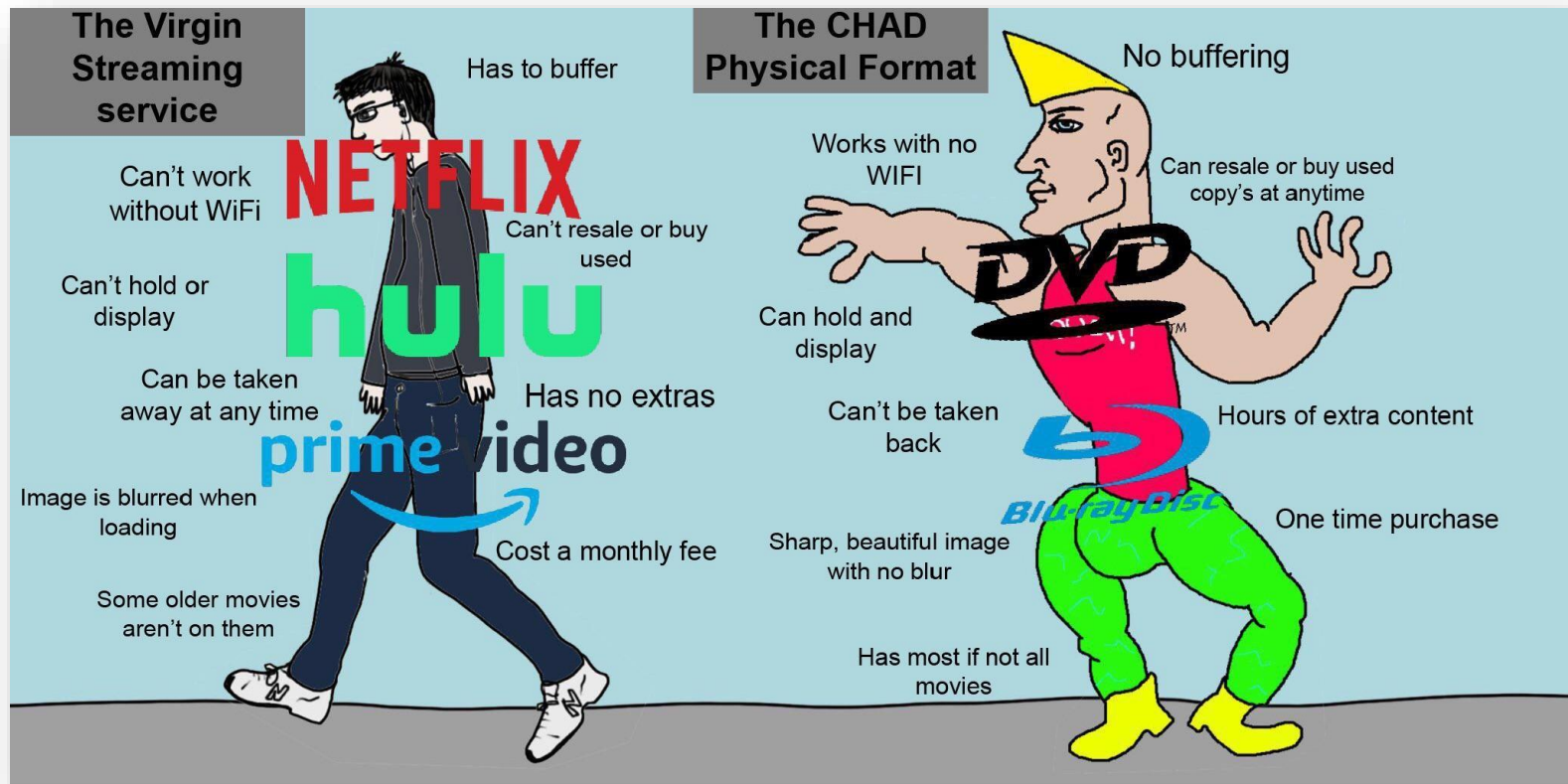


Can everything be branded?

- 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



Royal Garden Spa

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

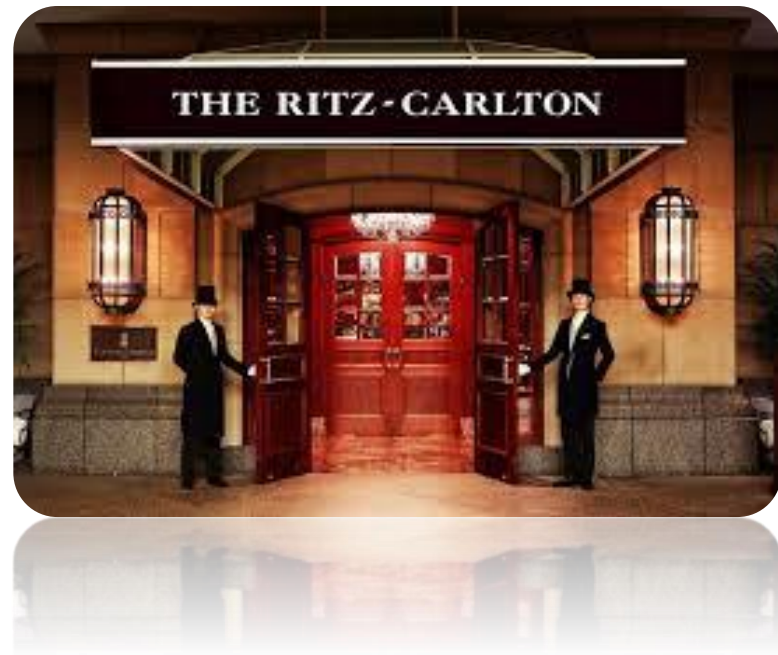
Physical Goods

- 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



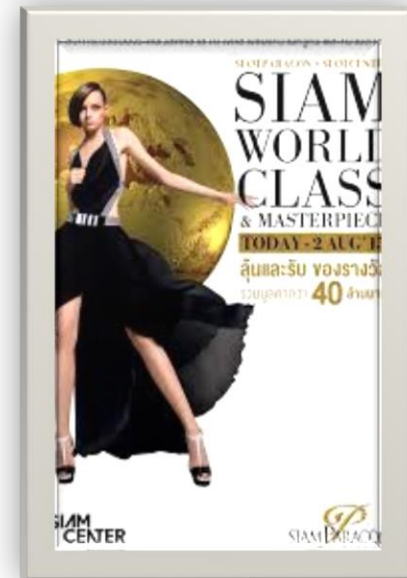
Services

- 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

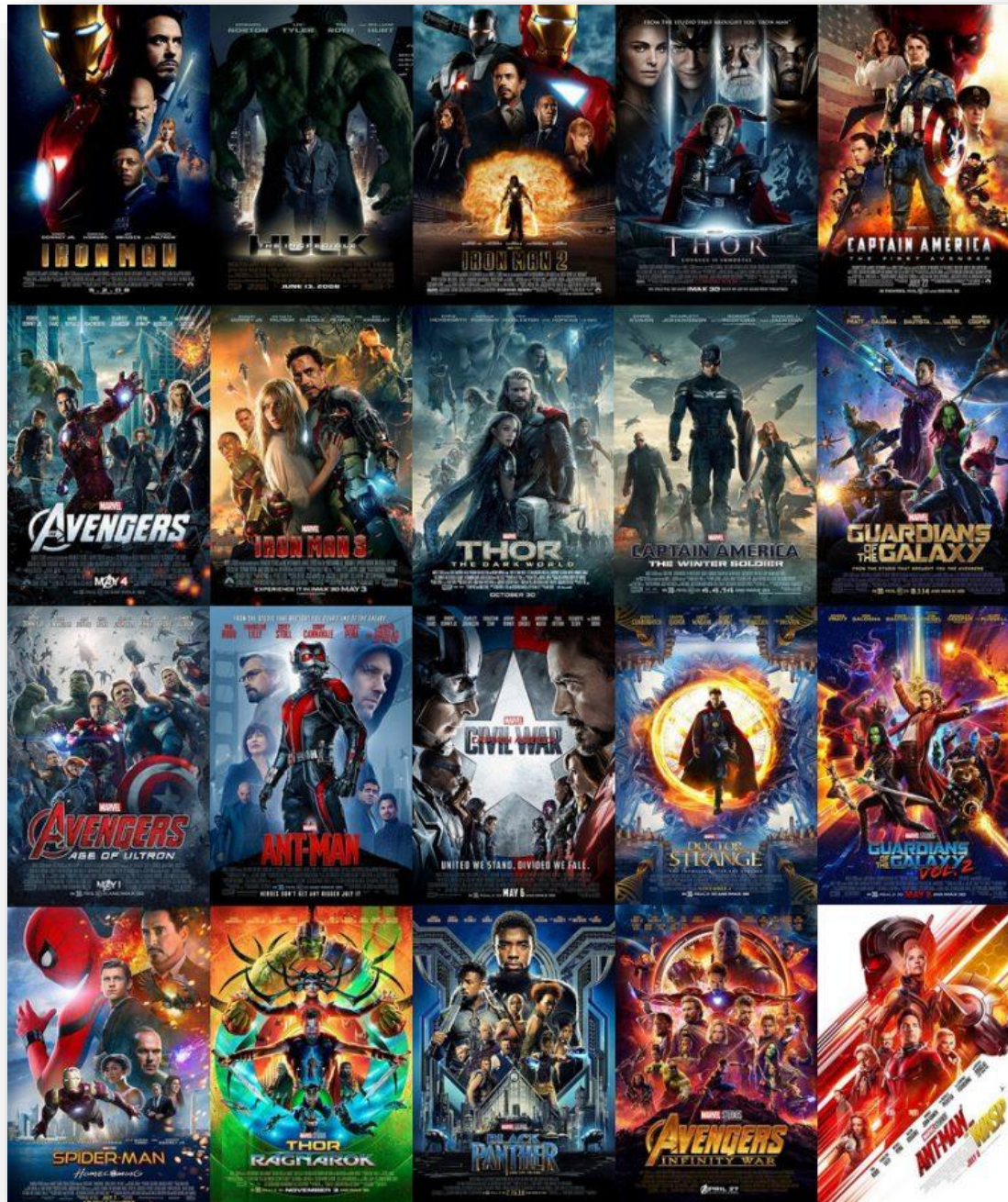
- A product category can be a person or an organization:
 - Naming of this branding is usually straightforward
 - Usually is accompanied by well-defined images that are easily understood by consumers
 - The key to a person or organization as a brand is that people outside your industry know who you are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





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





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



GOLDMEDAL



Thomas Cook



ecollette NORWEGIAN



ecollette



Royal Caribbean



CAAnetw ecollette cosmos



ecollette 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





H O P E

A pink breast cancer awareness ribbon is positioned between the letters 'O' and 'P' of the word 'HOPE'. The ribbon is looped and has the words 'BREAST CANCER AWARENESS' written in white capital letters along its length.

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**

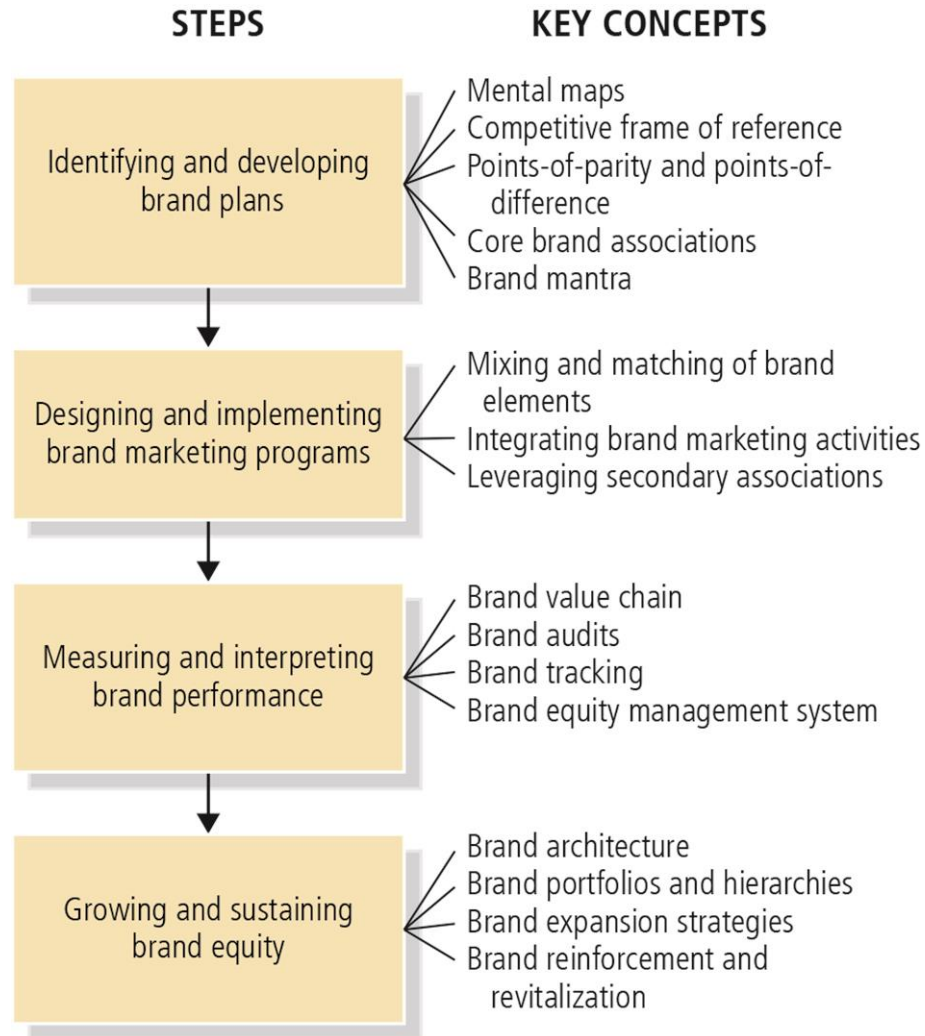
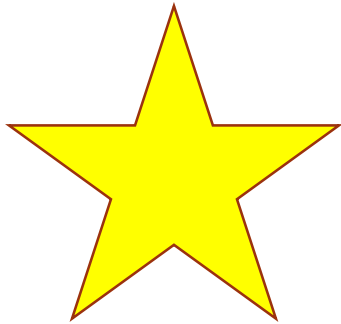
The Brand Equity Concept

- 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

เปิดใจ เพื่อหาโอกาสใหม่ให้กับแบรนด์

03

ACQUIRING THE DATA

เข้าถึงทุกข้อมูลให้มากที่สุด

04

READING THE SIGNS

อ่านสถานการณ์ให้เป็น

05

PROVIDING THE DIRECTION

กำหนดทิศทางให้ชัดเจน

BRAND
A+TITUDE



Part III: Brand Building

CBBE Model

Consumer Brand Based Equity

Brand Building Blocks

Stages of Brand Development

4 RELATIONSHIPS
What about you and me?



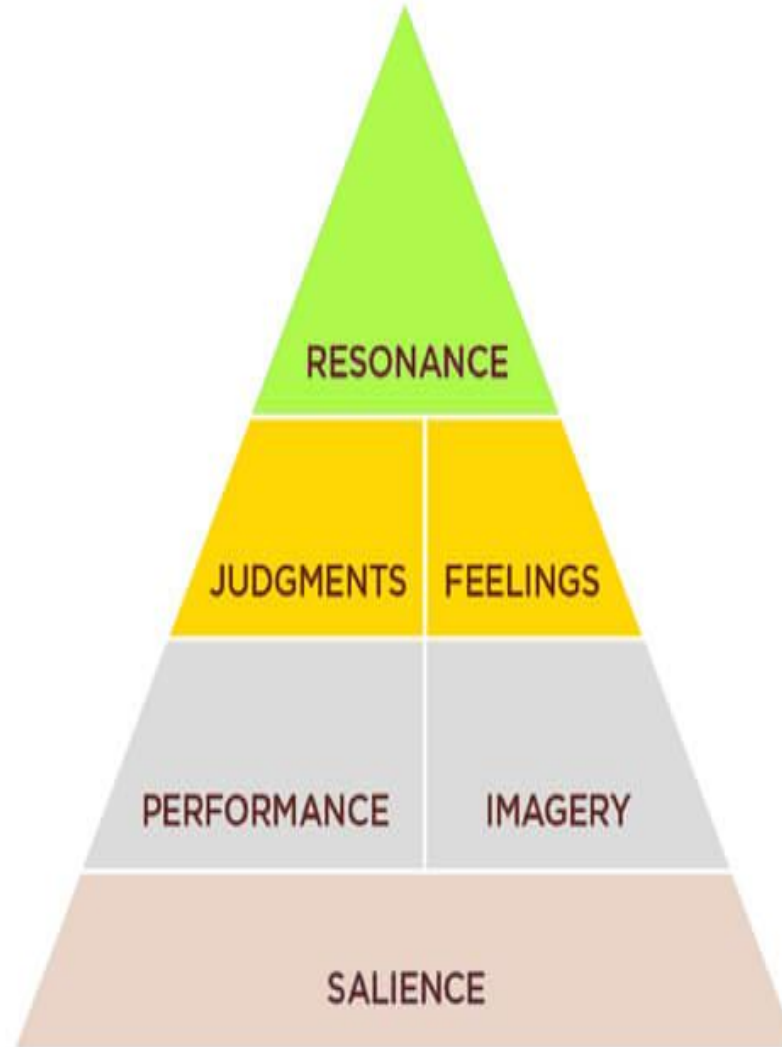
3 RESPONSE
What about you?



2 MEANING
What are you?



1 IDENTITY
Who are you?



Branding Objective at Each Stage

INTENSE, ACTIVE LOYALTY



ACCESSIBLE, POSITIVE REACTIONS



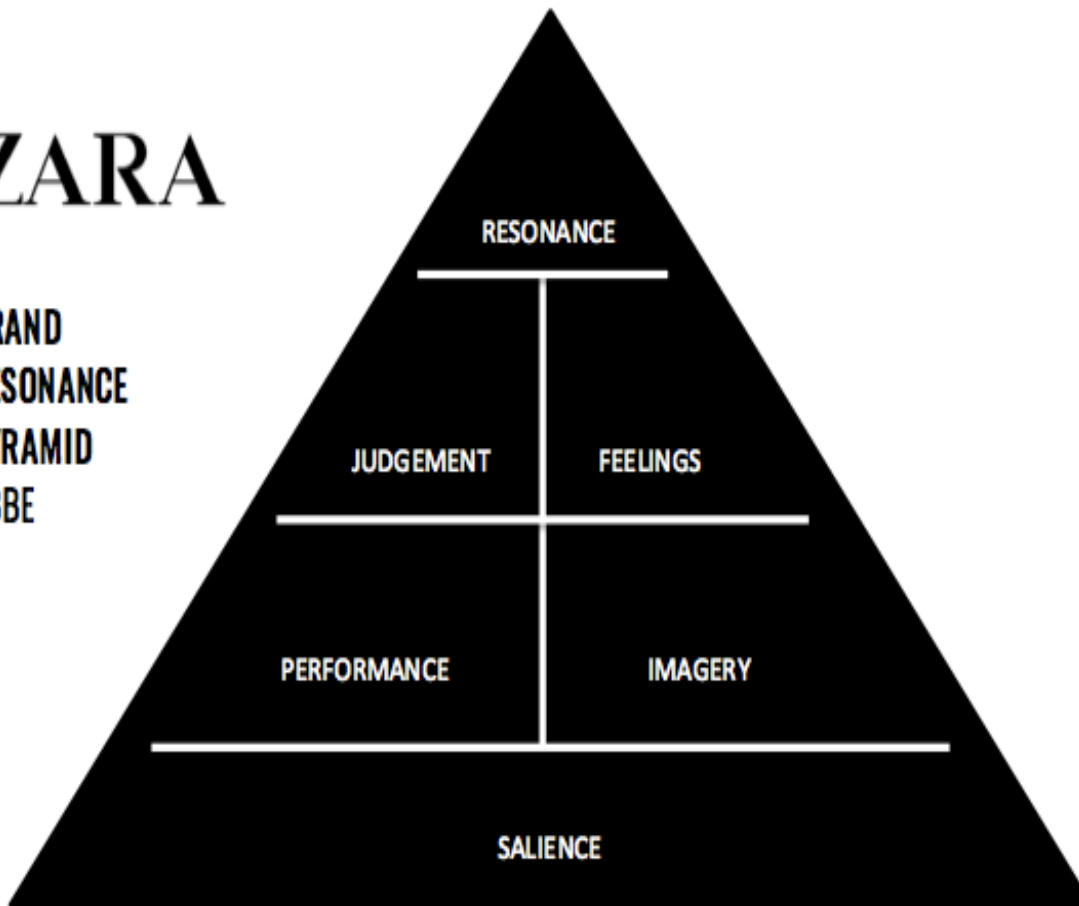
POINTS OF PARITY AND DIFFERENCE



DEEP, BROAD BRAND AWARENESS

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
Preference

Loyalty

What about
you and me?

Brand
Liking

Positive
Reactions

What
about you?

Brand
Consideration

Points of
difference

What
are you?

Brand
Knowledge

Brand
Awareness

Who
are you?

Brand
Resonance

Customer
Judgements

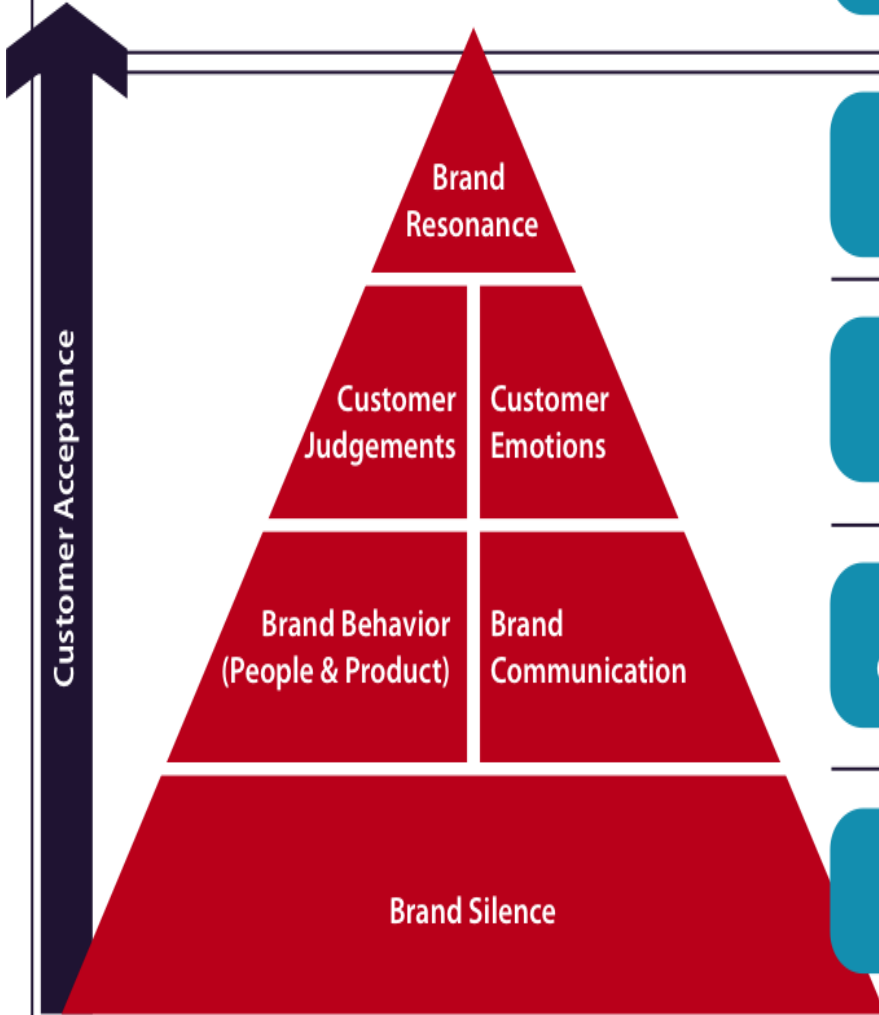
Customer
Emotions

Brand Behavior
(People & Product)

Brand
Communication

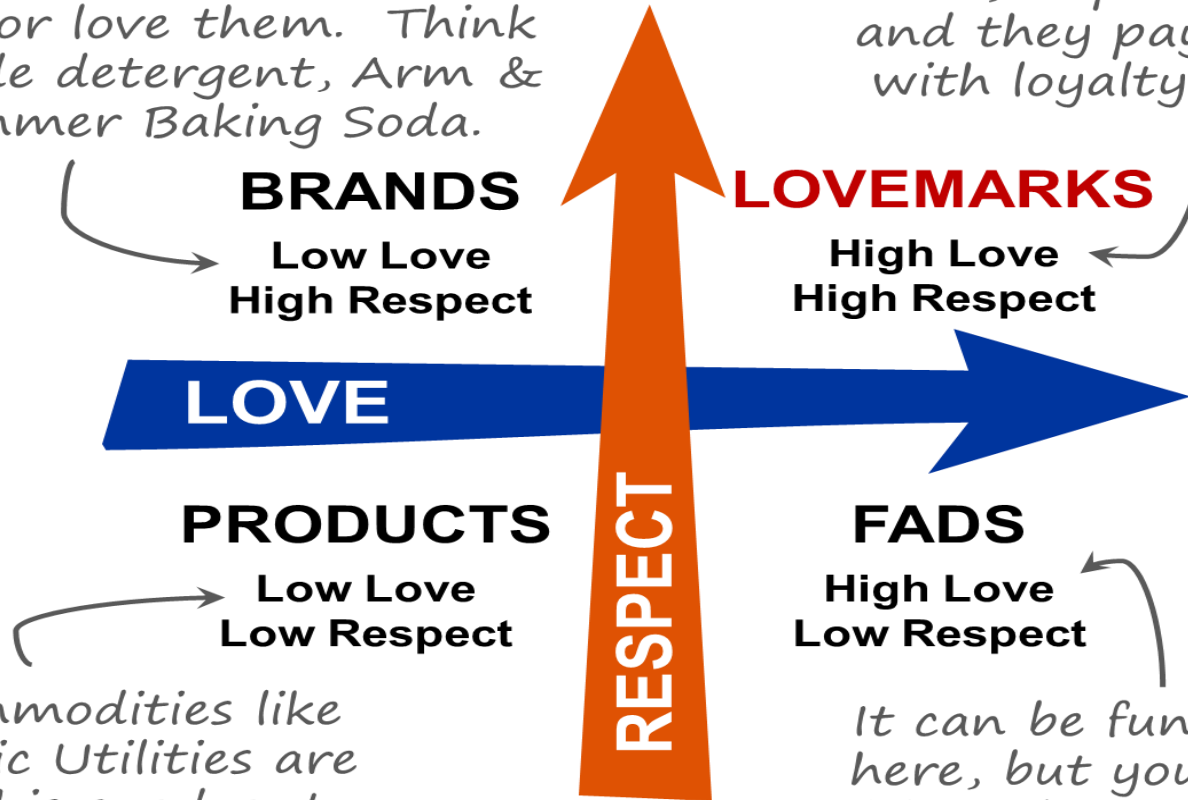
Brand Silence

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.

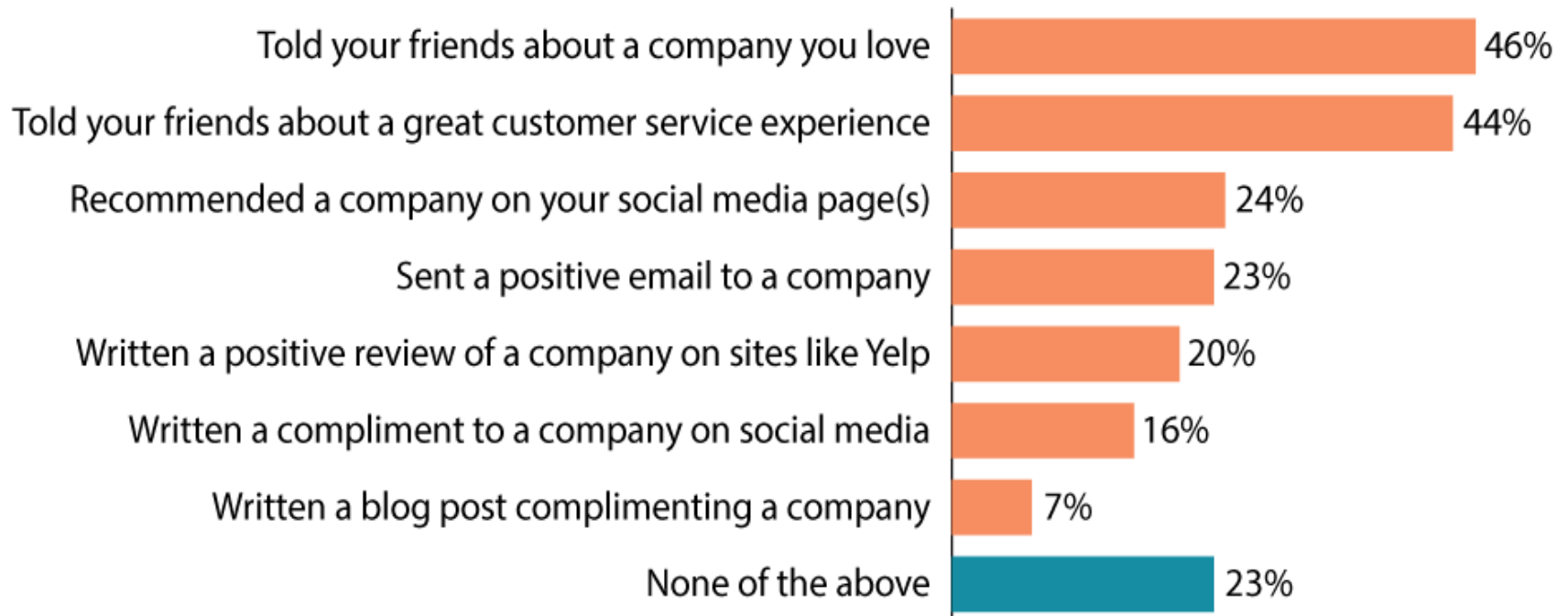


Commodities like Public Utilities are in this quadrant. You do NOT want to be here.

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)



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



4

Looks at several pressure cookers in local retail stores



3

Researches pressure cookers online

Evaluation



5

Narrows down choice to a few brands



6

Signs up for email offers from three different brands

Purchase



9

Receives order at home and makes dinner with it that night



8

Purchases pressure cooker online with our coupon



7

Receives 20% off coupon from our company

Retention/Loyalty



10

Posts picture on Facebook of the pressure cooker dinner she made



11

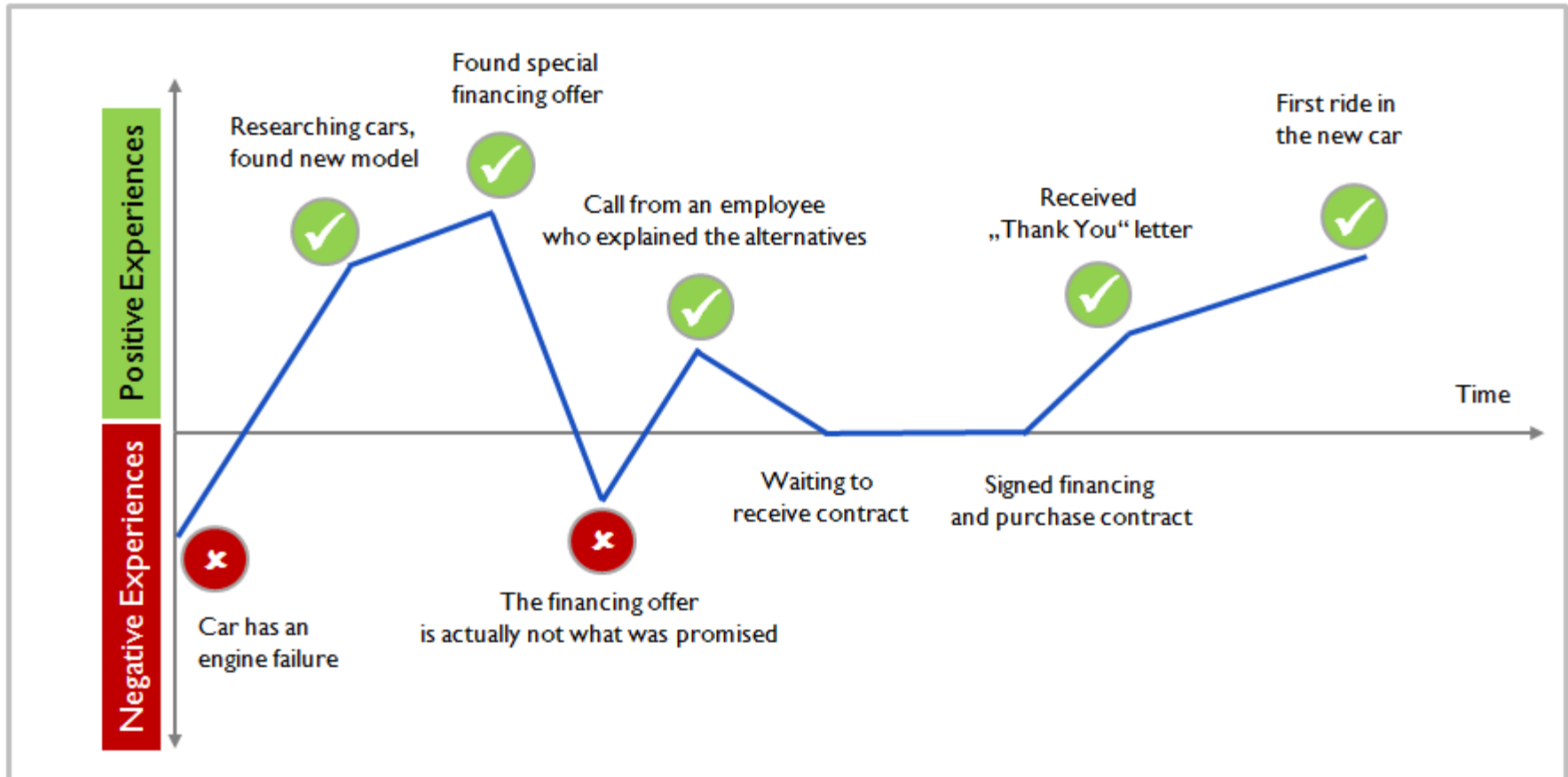
Recommends pressure cooker to her sister and neighbor

12

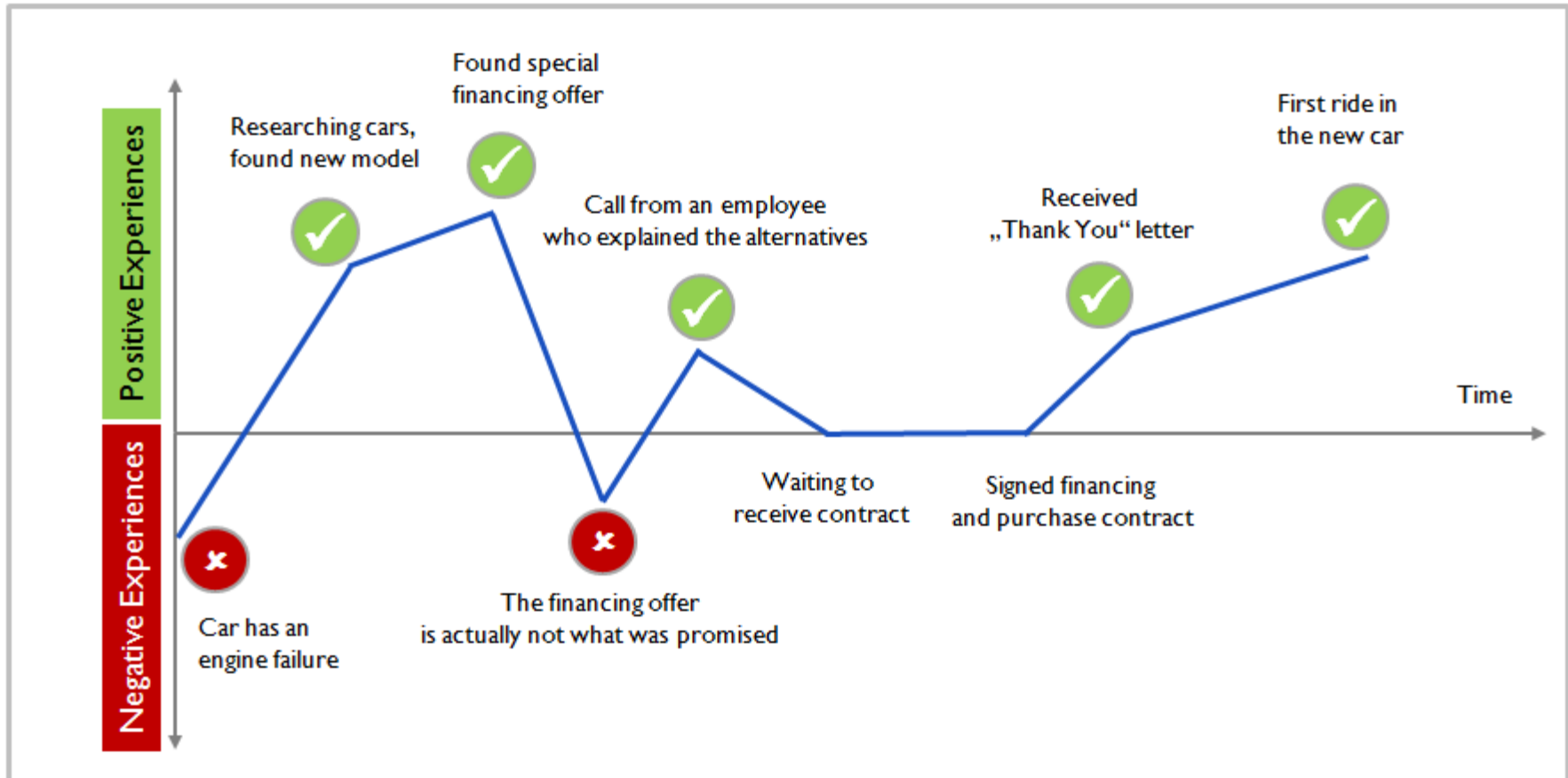
Buys upgraded model when it is released



Customer Journey Example: Car Purchase











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								

Customer Journey Mapping

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Experience								

Measuring Brand Marketing Goals with KPIs

BRAND MARKETING GOALS



Awareness



Consideration



Action

KPIs TO MEASURE THAT GOAL

Views

Impressions

Unique users

Awareness lift

Ad recall lift

View-through rate

Watch time

Favorability lift

Consideration lift

Brand interest lift

Clicks

Calls

Signups

Sales

Purchase intent lift

“Branding Key Performance Indicators”

RECAP

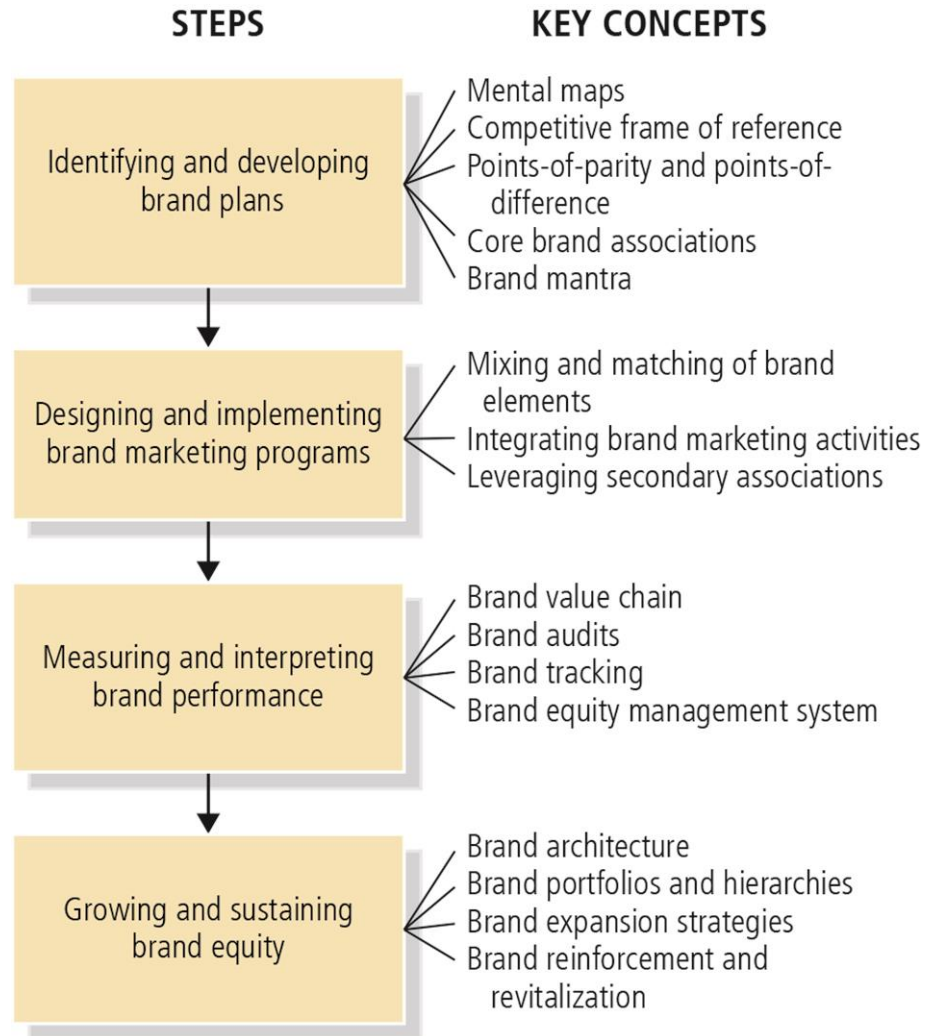
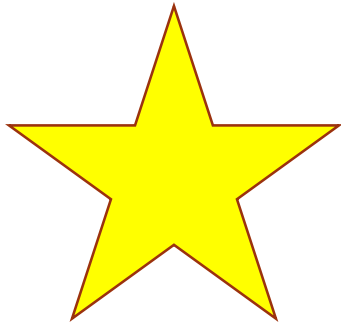
Part IV: Let's Recap

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





Kob Khun Krup...Ka

