Lecture-39 Sustaining and Managing Brand Equity System

To understand how the brand equity is maintained and managed by a company.

Brand Revitalization

"A brand Revitalizing requires either that lost sources of brand equity are recaptured or that new sources of brand equity are identified and established."

A strategy to recapture lost sources of brand equity and identify and establish new sources of brand equity. This may include product modification or brand repositioning.

Brand reinforcement

- "*Reinforcing brands involves ensuring innovation in product design, manufacturing and merchandising and ensuring relevance in user and usage imagery.*"

- Company also worked towards the logo and packaging of the products and new designs so that customer can get attracted. The company realized that the Brand Dabur was having so many meanings that the message that Dabur was healthcare division was not going to the public clearly.

- They wanted to solve this problem so they went in for logo change in 2003. The new logo was created with the tag line of "Celebrate Life'. To go with this logo change company also changed the packaging. They made it more alive and bright.

Sources of reputational trouble:

- Product failure (Tylenol)
- Social responsibility gap (Nike)
- Corporate misbehaviour
- Executive misbehaviour
- Poor business results (Circuit City)
- Spokesperson (endorser) misbehaviour and controversy

- Death of symbol of company Loss of public support Controversial ownership (Venezuela and CITGO)

Consequences of a brand crisis

When the 'essence of the brand' is affected, what are the consequences?

IF...
- Trust and faith is the 'essence'
- Integrity is the 'essence'
- Efficacy is the 'essence'
- Integrity of athletic competition is the 'essence'
- Accuracy is the 'essence'
- When the founder and CEO is the 'essence'

Corporate Communications and Authenticity

- Corporate Communications = Spin?

- Being 'authentic' defined as 'conforming to fact, and therefore worthy of trust reliance and belief'(The Authentic Enterprise 2007)

   Can we really reflect this?

- According to Arthur Page Society, it is the Chief Communications Officers' job to help achieve authenticity within a company.

Assessing the situation

Brand's elements:
- Monopolistic religion
- Essence: Trust and Faith

Crisis situation:

- Flat structure

    - Handling the situation was left to the discretion of individual bishops
    - Failed to report abuse allegations to civil authorities

Assessment questions:

What is brand equity?

Define brand crisis management?