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# IMC & Brand Management

For Internal Circulation and Academic  
Purpose Only



# **Topic: Branding challenges and opportunities**

## **Learning objectives:**

To make the students understand various challenges and opportunities for branding a product.

# Strong Brands

- Brands that have been market leaders in their categories for decades
- Any brand is vulnerable and susceptible to poor brand management

# Factors Responsible for Branding Challenges

Savvy customers

Economic downturns

Brand proliferation

Media transformation

# Factors Responsible for Branding Challenges

Increased Competition

Increased costs

Greater accountability

# Reference Books

- Integrated Marketing Communication ; Tom Duncan; Tata McGraw
- Strategic Brand Management; Kevin Lane Keller; PHI