

Lecture: 37

Topic: Brand Value

Learning objectives:

To understand the concept of brand value.

Target Market

Consumer Aggregates

Current users

Potential users

Competitive users

Consumer Segments

Behavioral

Dem/psych/geo

Taxonomy of Users

- Social or personality types
- Different wants and needs
- Identity profiles
- Health club users
 - Muscle Mike
 - Stylin' Susan
 - Lookin' Lucy
 - Sweating Sam
 - Zombie Zoe

Points of Difference & Parity

Difference

- Strong, favorable, unique
- Attribute or benefit

Parity

- Shared with other brands
- Important for brand extensions

Value stages

- Marketing programme help to develop of a brand value.

It includes:

- Advertising
- Personal selling
- Sponsorship
- Publicity
- Public relation



- A brand equity measurement system introduction requires two critical steps :
- Designing brand tracking studies
- Establishing a brand equity management system

NEED FOR BRAND EQUITY MEASUREMENT SYSTEM:

- It provide complete, up to date and relevant information for marketers.
- Helps to take right decision at right time.

The Brand Value Chain

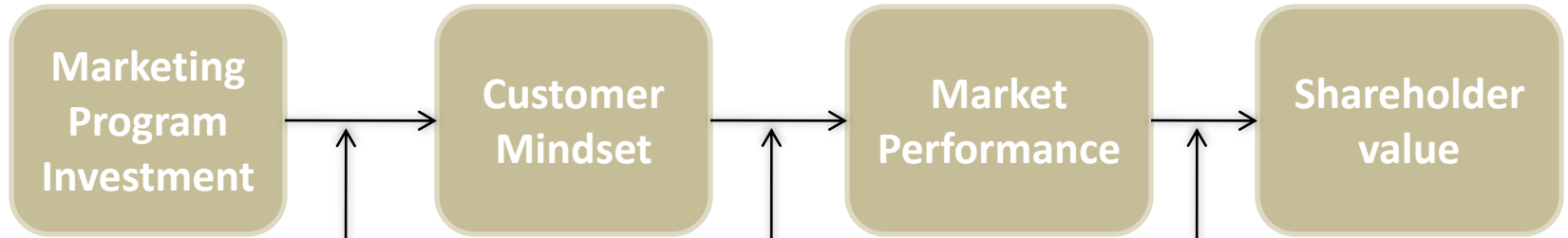
- The Brand Value Chain is a structured approach to assessing the sources and outcomes of brand equity and the manner by which marketing activities create brand value.
- The model assumes that the brand value creation process begins when the firm invests in a marketing program targeting actual or potential customers.
- The associated marketing activity then affects the customers mindset.
- This mindset, across a broad group of customers, produces the brand's performance in the market place.
- Finally, the investment community considers this market performance and other factors to arrive at an assessment of shareholder value in general and a value of the brand in particular.

The Brand Value Chain

- The model also assumes that a number of linking factors intervene between these stages.
- These linking factors determine the extent to which value created at one stage transfers or 'Multiplies' to the next stage.

The Brand Value Chain

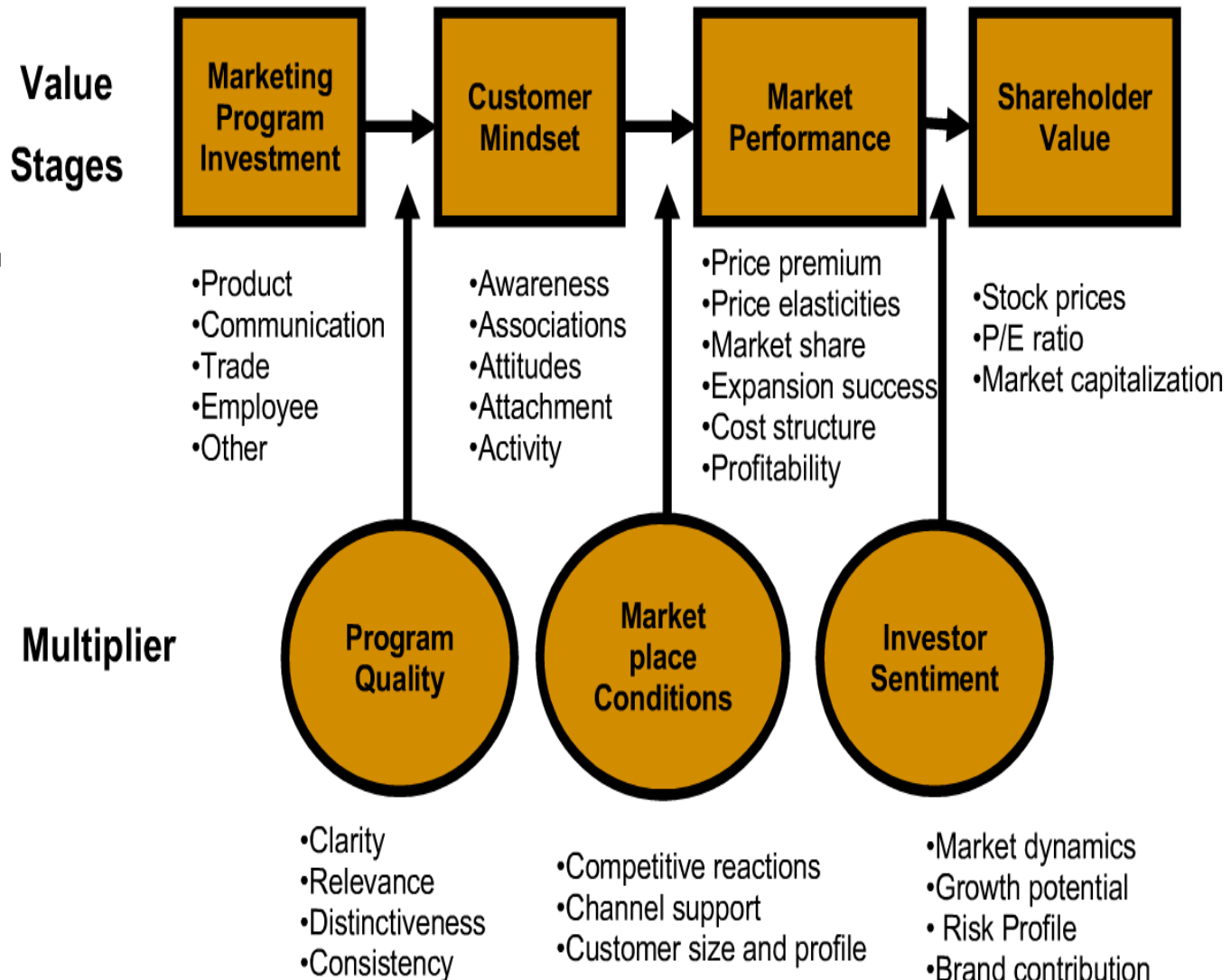
Value
Stages



Multiplier



The Brand Value Chain



Value stages

- Marketing Program Investment
 - Any marketing investment that can contribute to the value of the brand.
 - Its success is enhanced by the multipliers
 - Clarity: How understandable is the program
 - Relevance: How meaningful is the program
 - Distinctiveness: How unique is the program
 - Consistency: How cohesive or integrated is the program

Assessment questions:

MCQ