

Brand Study Questions for Final

- 1) What do you think about the effect of sponsorships on brand equity. How should you choose sponsorship activities and integrate them to your communication mix?
- 2) How can a brand leverage secondary brand associations? Explain and give examples. What is the logic of secondary brand associations?
- 3) Pick a brand. Evaluate how it leverages secondary associations. Can you think of any ways that the brand could more effectively leverage secondary brand associations?
- 4) Explain briefly;
 - Brand Audit
 - Brand Inventory
 - Brand Portfolio
 - Brand Hierarchies
- 5) What are the levels of a brand hierarchy. Compare different approaches of two different brands regarding brand hierarchy.
- 6) How can you design a good brand hierarchy?
- 7) What is brand extension and what are the advantages and disadvantages of brand extensions?
- 8) Identify a fading brand. What suggestions can you offer to revitalize the brand equity?
- 9) What are the strategies to reinforcing brands?
- 10) What do we mean by revitalizing a brand and how can we accomplish that?
- 11) Pick a brand marketed in more than one country. Assess the extent to which the brand is marketed on a standardized versus customized basis.

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1) What do you think about the effect of sponsorships on brand equity. How should you choose sponsorship activities and integrate them to your communication mix?

- *To identify with a particular target market or lifestyle:* Marketers can link their brands to events popular with either a select or broad group of consumers. They can target customers geographically, demographically, psychographically, or behaviorally, according to the sponsored events.
- *To increase awareness of the company or product name:* Sponsorship often offers sustained exposure to a brand, a necessary condition to building brand recognition. By skillfully choosing sponsorship events or activities, marketers can enhance identification with a product and thus also brand recall.
- *To create or reinforce consumer perceptions of key brand image associations:* Events themselves have their own associations that help to create or reinforce brand associations.
- *To enhance corporate image dimensions:* Sponsorship is a soft sell and a means to improve perceptions that the company is likable, prestigious, and so forth. Marketers hope consumers will credit the company for its sponsorship and favor it in later product choices.
- *To create experiences and evoke feelings:* Events can be part of an experiential marketing program. The feelings engendered by an exciting or rewarding event may indirectly link to the brand. Marketers can also use the Web to provide further event support and additional experiences.
- *To express commitment to the community or on social issues:* Often called cause-related marketing, sponsorships dedicated to the community or to promoting social issues create corporate tie-ins with nonprofit organizations and charities (see Chapter 11). For over 20 years, Colgate-

Palmolive has sponsored the Starlight Children's Foundation, which grants wishes to young people who are critically ill.

- *To entertain key clients or reward key employees:* Many events have lavish hospitality tents and other special services or activities that are available only for sponsors and their guests. Bank of Boston's sponsorship of musical performances and Bank of America's golf tournament sponsorship include special events for clients. Involving clients with the event in these and other ways can engender goodwill and establish valuable business contacts. From an employee perspective, events can build participation and morale or create an incentive.

- *To permit merchandising or promotional opportunities:* Many marketers tie in contests or sweepstakes, in-store merchandising, and direct response or other marketing activities with their event. Warner-Lambert sponsors the "Taste of Chicago" promotion in part so it can gain shelf space in stores and participate in retailer co-op advertising.

2)How can a brand leverage secondary brand associations?

Explain and give examples. What is the logic of secondary brand associations?

Secondary brand associations may be quite important to creating strong, favorable, and unique associations or positive responses if existing brand associations or responses are deficient in some way. It can also be an effective way to reinforce existing associations and responses in a fresh and different way.

we can leverage secondary brand associations by linking the brand to the following:

- 1.** Companies (through branding strategies)
- 2.** Countries or other geographic areas (through identification of product origin)
- 3.** Channels of distribution (through channel strategy)

4. Other brands (through co-branding)
5. Characters (through licensing)
6. Spokespersons (through endorsements)
7. Events (through sponsorship)
8. Other third-party sources (through awards or reviews)

3) Pick a brand. Evaluate how it leverages secondary associations. Can you think of any ways that the brand could more effectively leverage secondary brand associations?

Let's choose BMW as a company. When BMW generates a new car that name is "BMW-Exclusive X" . People see this and they inference like that "Did you see the new car of BMW, it must be safe, strong" etc etc. This is **company** effect on brand equity.

Country of origin is also important. When people buy a car they consider its origin country and when we think our example, BMW is a German car. Germany is the pioneer in car industry. This provides considerable advantages to the company.

Channels of distribution is also important. A consumer may infer certain characteristics about a brand on the basis of where it is sold. For example when we buy a smart phone, we generally choose "Samsung Store, Apple Store" I mean we don't buy the smart phone from a street vendor. If the smart phone is sold in a store like I mentioned before, people think this product should be good quality. Consider these in our BMW example.

Co-branding provides some advantages to BMW. Suppose that BMW combines with Mercedes-Benz. This would generate greater sales than before. This combination can reduce the cost of product introduction because it combines two well known images. We can say countless advantages to this.

Licensed character could be effectively leveraged for BMW. BMW can find some licensed characters like Vin Diesel. The rationale behind these

strategy is that a famous person can draw attention to a brand and shape the perceptions of the brand. On the other hand when BMW generates a new designed car, nobody can generate this type of car without permission of BMW. Because Licensing provides legal protection for trademarks. *(Step 5 and 6)*

Sponsored events can contribute to brand equity by becoming associated to the brand and improving brand awareness, adding new associations, or improving the strength, favorability, and uniqueness of existing associations. Suppose that BMW will be the sponsor of Formula 1.

Finally, marketers can create secondary associations in a number of different ways by linking the brand to various third-party sources. Suppose that new BMW car is introduced in a car magazine.

4) Explain briefly;

-Brand Audit

In the most general terms, a brand audit is a detailed analysis of your brand in its current state. By determining which qualities of your brand are currently effective and which ones are not, you can restructure your identity and your messaging goals to produce better results.

A brand audit:

- Assesses how well the brand is delivering against the company's objectives
- Identifies customer wants, needs, and trends at the category level
- Inventories and categorizes all existing brand elements and assets (trademarks, sub-brands, logos, taglines) in the brand portfolio
- Describes relevant competitive market trends and your brand's strengths/weaknesses Evaluates the brand's current image (how it is perceived by customers and other key stakeholders) Identifies potential sources of differentiation, tablestakes, vulnerabilities

-Brand Inventory

The purpose of the **brand inventory** is to provide a current, comprehensive profile of how all the products and services sold by a company are marketed and branded. Profiling each product or service requires marketers to catalogue the following in both visual and written form for each product or service sold: the names, logos, symbols, characters, packaging, slogans, or other trademarks used; the inherent product attributes or characteristics of the brand; the pricing, communications, and distribution policies; and any other relevant marketing activity related to the brand.

-Brand Portfolio

When large businesses operate under multiple different brands, services and companies, a brand portfolio is used to encompass all these entities under one umbrella. Often, each of these brands has its own separate trademarks and operates as an individual business entity. However, for marketing purposes, a brand portfolio is used to group them all together. Brand portfolios are also used to lessen consumer confusion in regard to who owns particular brands. For example, consider PepsiCo. PepsiCo is the brand portfolio name of several food and beverage companies that include not only Pepsi, but also brands such as Frito Lay, Quaker and Tropicana.

-Brand Hierarchies

A **brand hierarchy** is a useful means of graphically portraying a firm's branding strategy by displaying the number and nature of common and distinctive brand elements across the firm's products, revealing their explicit ordering. It's based on the realization that we can brand a product in different ways depending on how many new and existing brand elements we use and how we combine them for any one product.

For example, a Dell Inspiron 17R notebook computer consists of three different brand name elements, "Dell," "Inspiron," and "17R." Some of

these may be shared by many different products; others are limited. Dell uses its corporate name to brand many of its products, but Inspiron designates a certain type of computer (portable), and 17R identifies a particular model of Inspiron (designed to maximize gaming performance and entertainment and including a 17- inch screen).

5) What are the levels of a brand hierarchy. Compare different approaches of two different brands regarding brand hierarchy.

Levels of a Brand Hierarchy

Different levels of the hierarchy have different issues, as we review in turn.

Corporate or Company Brand Level.

is the practice of using a company's name as a product brand name. It is an attempt to use corporate brand equity to create brand recognition.

Example: IBM, Coca Cola...

Family Brand Level.

The marketing strategy of family branding, or umbrella branding, involves marketing and selling your product lines using a single brand name.

Apple

Apple works under a family, or umbrella branding strategy. The use of one brand name and the recognizable Apple logo make it easy for customers to find and identify Apple products. Within the family brand, the corporation markets computers, phones, accessories, music players and tablets. The family branding Apple uses helps the company's management control costs by saving on new logo and brand name development costs

Individual Brand Level

It is a marketing strategy of branding different products by different names. Such a branding strategy helps establish a unique brand identity, image and positioning. Also, if one brand fails in the market or is

perceived to be of low quality, it does not have a ripple effect on the other product categories.

Example: Head&Shoulders, Rejoice, Pantene, Gillette...

Modifier Level

Modifier refers to word, phrase or clause that functions as an adjective or adverb to qualify the meaning of other word. Regardless of whether corporate, family or individual brands are employed it is often necessary to further distinguish brand according to the different types of items or models involved.

(Mesela bir ürünün belli başlı kendine has özellikleriyle ön plana çıkması, Yoplait marka yoğurdun hafif olmasıyla, kendine has bir sosu ve orijinal lezzetiyle kendini müşterilerine sunması)

Product Descriptor.

The product descriptor helps consumers understand what the product is and does and also helps define the relevant competition in consumers' minds.

6) How can you design a good brand hierarchy?

a. Decide on which products are to be introduced.

- *Principle of growth:* Invest in market penetration or expansion vs. product development according to ROI opportunities.
- *Principle of survival:* Brand extensions must achieve brand equity in their categories.
- *Principle of synergy:* Brand extensions should enhance the equity of the parent brand.

b. Decide on the number of levels.

- *Principle of simplicity:* Employ as few levels as possible.
- *Principle of clarity:* Logic and relationship of all brand elements employed must be obvious and transparent.

c. Decide on the levels of awareness and types of associations to be created at each level.

- *Principle of relevance:* Create abstract associations that are relevant across as many individual items as possible.
- *Principle of differentiation:* Differentiate individual items and brands.

d. Decide on how to link brands from different levels for a product.

- *Principle of prominence:* The relative prominence of brand elements affects perceptions of product distance and the type of image created for new products.

e. Decide on how to link a brand across products.

- *Principle of commonality:* The more common elements products share, the stronger the linkages.

7) What is brand extension and what are the advantages and disadvantages of brand extensions?

Brand Extension is the use of an established brand name in new product categories. This new category to which the brand is extended can be related or unrelated to the existing product categories. A renowned/successful brand helps an organization to launch products in new categories more easily. For instance, Nike's brand core product is shoes. But it is now extended to sunglasses, soccer balls, basketballs, and golf equipments.

Advantages of Brand Extension

Brand Extension has following advantages:

1. It makes **acceptance of new product easy.**
 - a. It increases brand image.
 - b. The risk perceived by the customers reduces.
 - c. The likelihood of gaining distribution and trial increases. An established brand name increases consumer interest and

willingness to try new product having the established brand name.

- d. The efficiency of promotional expenditure increases.
Advertising, selling and promotional costs are reduced. There are economies of scale as advertising for core brand and its extension reinforces each other.
 - e. Cost of developing new brand is saved.
 - f. Permit consumer variety-seeking.
 - g. There are packaging and labeling efficiencies.
 - h. The expense of introductory and follow up marketing programs is reduced.
2. There are **feedback benefits** to the parent brand and the organization.
- a. The image of parent brand is enhanced.
 - b. It revives the brand.
 - c. It allows subsequent extension.
 - d. Brand meaning is clarified.
 - e. It increases market coverage as it brings new customers into brand franchise.
 - f. Customers associate original/core brand to new product, hence they also have quality associations.

Disadvantages of Brand Extension

1. Brand extension in unrelated markets may lead to **loss of reliability** if a brand name is extended too far. An organization must research the product categories in which the established brand name will work.
2. There is a risk that the new product may generate implications that **damage the image** of the core/original brand.
3. There are chances of **less awareness** and trial because the management may not provide enough investment for the

introduction of new product assuming that the spin-off effects from the original brand name will compensate.

4. If the brand extensions have no advantage over competitive brands in the new category, then it will **fail**.

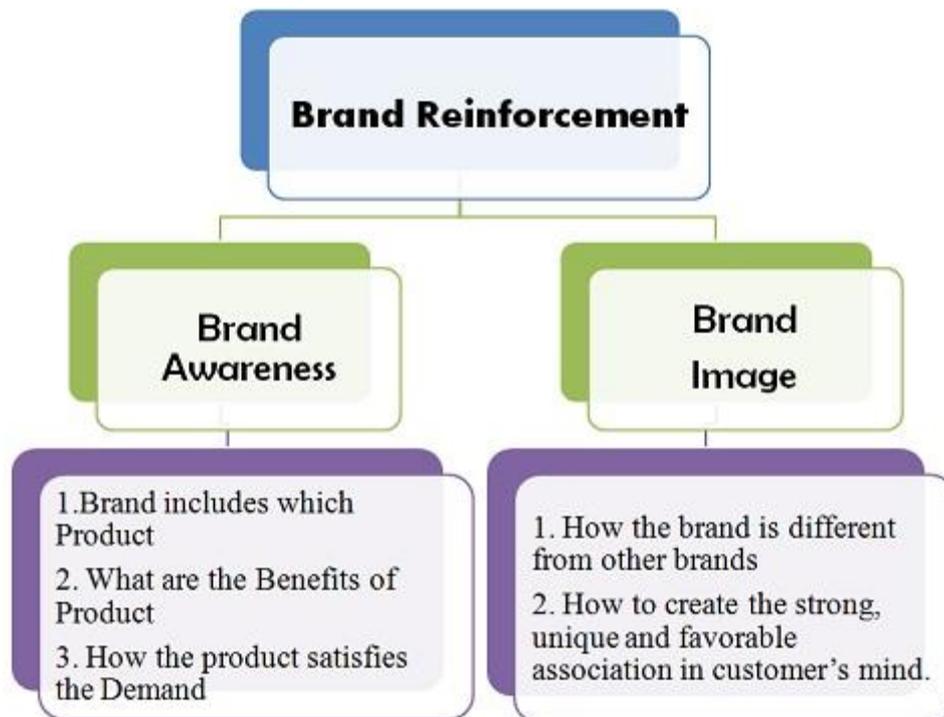
8) Identify a fading brand. What suggestions can you offer to revitalize the brand equity?

The fading brand of cellphone is Nokia, which is the most successful brand before. For Nokia, it has huge customers before, but now, they lost many customers. So the first suggestion is to recapture the lost customers. Now, the best strategy is to define the target market of Nokia. Then, focused on the new target market to develop its products. Now, the cellphone of Nokia is outmoded. Nokia also need to develop new products and give up the current products.

9) What are the strategies to reinforcing brands?

The **Brand Reinforcement** majorly focuses on **maintaining** the **Brand Equity** by keeping the brand alive among both the existing and new customers. This can be done through consistently conveying the meaning of brand in terms of:

- What are the products under the brand? What are its core benefits and how it satisfies the demand?
- How is the brand different from other brands? How it enables a customer to make a strong, unique and favorable association in their minds?



Brand reinforcement includes regular monitoring of a product at all the levels of product life cycle (viz. Introduction Stage, Growth Stage, Maturity Stage and Decline Stage) to keep a check on the changes in the tastes and preferences of customers.

The marketers adopt this strategy to remind customers about the brand and its long-lasting benefits. In order to keep the brand in the minds of the customer, several innovations, researches, and creative marketing programs are made in line with the changing marketing trends.

Apart from innovation and research the brand reinforcement can be done through various marketing programs such as:

1. **Advertising** is one of the most common and easy tool of brand reinforcement. By showing the ads frequently on TV, Internet, Bulletins, Billboard, Radio, etc. can make the brand deep-rooted in the minds of the customer.

2. **Exhibition** provides a vital platform to the brands where the product with any new feature can be demonstrated to the customer. Products seen in real gives an experience to the customer, and some image gets created in their minds.
3. **Event and Sponsorship** act as an aide to the brand reinforcement. The companies sponsor big events like sports, political rallies, education, award functions, etc. with the objective of reminding the customer about their product and creating the positive image in the minds of new prospects.
4. **Showroom layout** also plays a vital role in strengthening the brand image in the minds of the customer. The way the brands are placed in the retail outlets or stores reminds the customer about the product and also influences new users through its appeal.
5. **Promotion** is the most frequently used tool of brand reinforcement. Several companies adopt this strategy wherein some special offers, freebies, discounts, gift packs, etc. are given along with the product. This is done with the intention to retain the existing customers and attract new customers simultaneously.

Thus, each firm tries to maintain its brand position in the minds of all the prospective customers such that the life of the product gets extended and remain in the race of competition.

10) What do we mean by revitalizing a brand and how can we accomplish that?

The marketing strategy employed when a brand has reached maturity and profits begin to decline. Approaches to revitalisation may include one or all of market expansion, product modification or brand repositioning.

A brand revitalisation programme involves approaches to reclaim lost avenues of brand equity. It also seeks to identify and establish new sources of brand equity. Examining changes in the marketing environment, competitors' strategies, consumer behaviour, evolutions of

cultures and many other factors can help determine brand erosion and aid brand development.

How to Revitalize Your Business's Brand

You can start the revitalization process for your business's brand after determining which brand assets you should keep through the revitalization and which brand assets are dispensable. Then, it's time to revitalize your brand.

-Determine how you'll refresh, revise, or rebuild your brand promise.

In essence, your brand is the promise you make to consumers. The degree to which you alter your promise in large part dictates the degree to which you alter your brand.

-Determine whether you need to alter your name, either slightly or drastically.

Does your name need to change to fit your business, your market, and your sales channels?

-Decide whether you need to redesign your logo.

Involve an experienced professional in the actual redesign. As part of the redesign process, also rewrite your graphic guidelines and your brand management policies.

-Refine your brand experience.

Make every encounter with your revitalized brand reinforce the message and promise you make and the image you want to etch in the consumer's mind.

-Relaunch your brand, starting within your organization.

Don't leapfrog over this step. If you fail to gain understanding and buy-in from your internal team, nothing you do externally can save your brand from the ramifications.

-When your revitalized brand is known, accepted, and adopted internally (and not a moment before), take your brand public.

Begin with a publicity generation effort that shares the story of why you're making the change, how you're building on your brand's heritage while simultaneously embracing your brand's future, and how your new identity and brand strategy focus on a clear, strong, powerful vision.

-Launch advertising and promotions to amplify your brand's revitalized message.

Invest the time and dollars necessary to build and protect your revitalized brand's value

11) Pick a brand marketed in more than one country. Assess the extent to which the brand is marketed on a standardized versus customized basis.

Consider the challenges faced around the world by America's leading chain of fast-food hamburger restaurants. Tastes vary from country to country. In Malaysia, for example, the chain offers a double burger dipped in a locally-popular black pepper sauce. In Hong Kong, the burgers are made with shrimp rather than beef. Another Hong Kong offering is pork patties with cabbage and teriyaki sauce. In Arabia, the sandwiches are made from beef kofta folded into a flatbread. In India, where many people are devout vegetarians, food items are made from fried cottage cheese paneer. In some European locations, customers can buy cold beer. Canadian franchises offer poutine and lobster rolls, while meat lovers in Argentina can order a triple burger. Some Hawaiian locations add rice and canned meat to their breakfast dishes. Clearly, the chain has placed great emphasis on customization, even as its primary brand elements are consistent around the world.