



13th Annual Seminar
on

BUILDING WINNING BRANDS



S.A.P. D. J. Pathashala's,

Hirachand Nemchand College of Commerce, Solapur
Department of Management Studies
BBA Section

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13th ANNUAL SEMINAR

ON

“Building Winning Brands”

16th January, 2016

Organized by

Hirachand Nemchand College of Commerce, Solapur

(BBA Section)

Walchand Hirachand Marg,

Ashok Chowk,

Solapur- 413 006

Shri Aillak Pannalal Digambar Jain Pathashala

Shri Aillak Pannalal Digambar Jain Pathashala was established by the doyen of Jain community Shri Seth Hirachand Nemchand. It was established in the year 1885 with the sole intension to serve society. The trust fosters the spirit of 'Sharma Culture' through the igneous philosophy of 'Shikshan Haach Dharma' and thus this protects traditional education. The trust imparts education from Primary education right up Post Graduation level. The holy act imparting education not just restricted to Solapur city but also extended to the towns of KUNTHALGIRI and ASHTHI. About 10000 students avail the education facilities provided the Pathashala.

The trust offers Bachelor degrees in the Engineering, Arts, commerce, Science and Education and postgraduate courses in the Business Administration, Marathi, economics and Social Work. Student's folks desperately prefer to seek entry for various courses run under the auspices of Trust. Thousands of Students, who sought education here hail from different states, are placed in high position in various sectors. It could happen only because of the cherished values like Integrity, Justice, Equality and Morality that are ingrained in the Mission and Vision of the Pathashala. Thus the Centurion Institution has sustained unique academic legacy, which goes down in the history of India for Centuries to come. Such a trust, dedicated to all-round development in the field of education is also alert to changes occurring in the field and according provides the necessary educational facilities.

About H.N. College of Commerce

Our college is run by SAPDJ Pathashala having a bright history of about 125 years in the educational field. Hirachand Nemchand College of Commerce was established in the Year 1972 and is now affiliated to Solapur University, Solapur. Earlier it was affiliated to Shivaji University, Kolhapur. The college offers conventional and professional courses like M.B.A., B.B.A., B.C.A., M. Com., B. Com., and vocational courses at Junior College level.

H.N.C.C has always been at the forefront to extend the necessary educational facilities as per the demand. The college aims at the overall development of the students. It toils to build up the resources that will ensure life more dignified and useful as long as time endures.

BBA (Bachelor of Business Administration)

HNCC has pioneered in the process of induction of BBA Course in Solapur. Considering the need of professionalism BBA Course was started in the year 2003 under affiliation of Shivaji University, Kolhapur. In 2004 with the establishment of Solapur University, it had shifted to Solapur University, Solapur.

Our focus is on professional management education based on the latest developments in academic theory and best business practices while preparing graduates for challenging work environments and advanced academic study through quality education and interactive activities.

HNCC BBA Seminar Milestones...

Sr. No.	Year	Contents
1	2004	Total Quality Management
2	2005	Management in Turbulence Time
3	2006	Special Economic Zone
4	2007	Corporate Social Responsibility
5	2008	Global Warming
6	2009	Opportunities and Challenges in Tourism Industry
7	2010	Enter Entrepreneurship- Exit Unemployment
8	2011	Event Management
9	2012	Effectiveness of Advertising in Brand Communication
10	2013	Retailing: An Escalating Sector
11	2014	Emerging Trends in Marketing
12	2015	Blending Marketing Tools
13	2016	Building Winning Brands



*What Cover page says..
-An Insight from Cover page*

BBA Section feels very proud to present to you all this booklet of our 13th Annual Seminar on "Building Winning Brands" that enlightens about the strategies used in creating and maintaining successful brands.

The way people interact with brands has change dramatically over the past decade. The rapid rise of hyper-connected consumers—enabled by new technologies—has shifted the power balance. Customers have gained the upper hand, with ready access to the truth about brands. It is a radically transparent world, where the customer is in control. In this environment, marketers face declining message recall and campaign effectiveness. The marketing model of message "push" has been supplanted by customers "pulling" the information they desire.

"Brand messages are now in the hands of the masses."

We will never again live in a world where marketers can completely control the message. Hence winning strategy suggests-

"Craft a simple, authentic, brand story, so that everyone else will tell it for you."

Shift focus to architecting experiences that inspire. Convey a unique personality. Make the most of organisation's interactions with people. Instil this experience with meaningful cues that tell company's story and make authentic connections in a transparent world.

The front & back cover highlights the same strategy of marketers to build winning brands. With its implementation a marketer can become a market leader and can position itself as a brand who wins on customer's expectations.

"Without strategy execution is aimless and without execution strategy is useless."

From Editor's Desk....



Brands are built on the product itself, the accompanying marketing activity, and the use (or non-use) by customers as well as others. Brands thus reflect the complete experience that customers have with products. Brands are an asset in the financial sense. Thus, brands manifest. Effective branding can result in higher sales of not only one product, but of other products associated with that brand.

Consistent, strategic branding leads to a strong brand equity, which means the added value brought to your company's products or services that allows you to charge more for your brand than what identical, unbranded products command.

It was promising to see the huge efforts taken by our budding writers in the form of papers which were informative and knowledgeable.

It gives us a great pleasure to thank Hon. Secretary, Hon. Board of Trustees and Hon. Principal and H.O.D. Sir for their guidance and motivation. This booklet is the artefact of team work. This is a part of work culture of HNCC.

We acknowledge all the team members of 13th Annual Seminar for their priceless coordinating efforts. Also, we express our gratitude towards the entire team of Precision Offset for patiently working behind the scenes and helping us to bring out this booklet in time. Heartfelt thanks to our well wishers!

It is really a great pleasure to share this booklet with our readers.

Seminar Co-ordinators & Editor Committee

Seminar is all about...

B.B.A. Department conducts "Jidnyasaa- An Annual Seminar" every year since its establishment. An attempt is made to make the students aware about various topics based on the current issues in the field of Management.

"A strong brand will look after itself."

Simply put, A brand is seller's promise to their customer. It tells them what they can expect from products and services, and it differentiates sellers offering from its competitors'. A brand is derived from who you are, who you want to be and how people perceive you to be.

Brands serve several valuable functions. It serves as marketers' for the offerings of a firm. For customers, brands can simplify choice, promise a particular quality level, reduce risk, and/or engender trust. Brands are an asset in the financial sense.

Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives marketer a major edge in increasingly competitive markets.

It is rightly said by Walter Landor- as

"Products are made in the factory; brands are created in the mind."

At the heart of a successful brand is a great product or service, backed by careful planning, a great deal of long- term commitment, creatively designed and executed marketing. A strong brand commands intense consumer loyalty.

In this competitive world, it is imperative for marketer to build winning and successful brands to sustain in market in long-run. Exceptional brands emerge not from well conceived strategies nor from great design but from the convergence of both.

Hence, our BBA section is presenting 13th Annual Seminar on the theme "**Building Winning Brands**". This knowledge gathering will give insights to all concepts and strategies to build winning brands to our students. The expert's intelligence and student's dynamism will surely result in a winning brand of knowledge.

Objectives of Seminar:

- 1) To make students aware about Brand and Branding strategies.
- 2) To highlight role of strong brands in competitive world
- 3) To study strategies to build winning / successful brands.
- 4) To discuss how strong brands results in profitability & customer loyalty.

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Brand & Kinds that make them Grand

Ms. Radhika Bihani

BBA-II



Insight:

Brand is much more than just a logo. Why? Because it's usually the first expression of your brand that a person will see. Products are created in factory but brands are created in minds of people so, a brand can be powerful in establishing your mark in the business world. Don't design for brand, design for people interacting with brands. Making a brand memorable is must as it gives customers a reason to be connected with company. Be an ultimate brand in upcoming years with purpose beyond profit. There are some kinds expressed that make your BRAND GRAND FOREVER....!



Keywords: Brand, Product, Customer.

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If people like you they will listen to you, but if they trust you they will do business with you in the same way goes with brand, making promise and keeping them is a great way to build brand. A brand is a promise but a good brand is a promise kept. Products are created in factory but brands are created in mind.

Unique design, sign, logo, symbol, words or a combination of these in creating an image that identifies a product & differentiates it from its competitors is brand. Any design can be beautiful but a great design makes your business unit feel unique. Design is a silent ambassador

of your brand & so business units try to make unique innovations to create their own brand.

Examples of brand lies in every alphabet from A to Z like Apple, BMW, Canon, Disney, eBay, Ford, general electric, Honda, Intel, Jaguar, Kellogs, L'Oreal- Paris, Mercedes Benz, Nike, Oriflame, Philips, Quicker, Rolex, Starbucks, Toyota, Usha, Volkswagen, Watsapp, Xerox, Yamaha, Zebra.

Term brand is expressed now comes time to know kinds that make Brands Grand...

PRODUCT BRAND:

It is how a product interacts with consumer's audience through design, logo & its unique features. Product brand has got much easier with increase in websites, smart phones, & usage of social media. An example that suits product brand is Coca-Cola the way it's branded so that message is clear & its design to interconnect numerous platforms.

Another example can be of uncle chips though it comes under Frito Lay owned by well known brand PepsiCo but product itself has unique identification in market as uncle chips. Some other examples include Pepsi, Knorr, Kitkat, Lays, Mountain Dew, Tropicana, 7up, Cheetos, Sprite, Fanta Mirinda, Lipton, and many others.

SERVICE BRAND:

Similar to product brand is service brand but involves added perceived value. Service brand creation is difficult as compared to product brand as services are intangible in nature & they are provided by varied employees in an organization.

One example to be highlighted can be telecommunication service providers like BSNL, Uninor, Tata DoCoMo, Airtel, Vodafone etc all these companies have created their own brand in this competitive era.

Other Examples for Brand Service Include Axis Bank, Bank Of India, Cafe Coffee Day, Star Bucks, Life Insurance Companies, Videocon D2H, Tata Sky, KFC and many more.



PLACE BRAND:

Place brand is also known as destination or city brand. Increasing awareness towards tourism is creating grand place brands. Place themselves create their own brands due to increase in number of tourist visitors, investors etc. Place themselves create their own brands due uniqueness they possess.

One example of India is Taj Mahal that has its own uniqueness & has created one place Brand among 7 wonders of the world.

Some examples for place brand out of India include New York, Cape Town, Los Angeles, Dubai, Singapore, London, Mecca, Bangkok etc

while in India brand examples are Mumbai, Delhi ...

CELEBRITY BRAND:

The famous personality commercializes their high profile using combination of social Medias with product or service advertisements to retain interest & followers are termed as celebrity brand. The concept of Celebrity brand evolved from appearance of celebrities in advertisements & now it's turned to brand ambassador. Sir Amitabh Bachann has been Celebrity Brand for No. Of Ads Like Parker Pen, ICICI Bank, Maggi, Dabur, Boroplus.

Some other examples of celebrity brand like Ranbir Kapoor for Panasonic, Pepsi, Lenovo, John Players, Tata DoCoMo, Nissan. Salman Khan For Scott, Wheel, Thumbs-Up, Revital, Yatra.Com, Relaxo, Suzuki.

GLOBAL BRAND:

These brands are easily recognized as they are widely dispersed all around the world with their numerous branches. Global brands are based on availability, stability & familiarity. Global brands sometimes update to meet cultural taste and fulfill consumer's expectations like Mc Donald launched

their products in India with updations to meet cultural needs. Some other global brands are Samsung, Coca-Cola, IBM, Red bull, Gucci, Ups, Twitter, Microsoft, General Electric, Baskin Robbins, Dominos, Yahoo, Xerox, Avon, Wal-Mart.

LUXURY BRAND:

Beyond basic human needs are some luxurious needs that humans are keen to experience this gave rise to luxury brands. Luxury brands are formed due to promises made as well as kept and best quality offered by them. Due to increase in competition in every market segment luxury brands are under pressure of making affordable luxurious products.

One example of luxury brand is Mercedes Benz. Some of the examples of luxury brands are Volvo, Channel, Mercedes Benz, Harley Davidson, Royal Enfield, Rado, Rolex, Audi, Ford, Toyota, Hilton, Omega, BMW many more..

UMBRELLA BRAND:

It's also known as family brand concept. Under umbrella brand there is a single use of brand name for sale of two or more products. It's considered as a type of brand extension. Examples of this are numerous because every

company in this global competitive world has aim to extend their brands widely. One example of umbrella brand is Aditya Birla group as they have so many area covered under single brand name Aditya as chemicals, Grasim, NUVO, idea cellular, Swiss Singapore etc.

Some examples are Nestle, Dabur, HUL, Proctor & Gamble, Himalaya, Tata, Natraj, Patanjali & many more...

CONCLUSION:

It's truly said a building is not something you finish its something where you start, so don't be afraid to start over it's a new chance to rebuilt what you want. Make your brand a single solution to all consumer problems. No one can go back and make a grand new start but, however it's never too late to start now and make your

BRAND GRAND FOREVER...!



Brand Thought:

*“Products are made in
Factory, Brands are made
in minds”*

Co-Branding: The Science of Alliance

Ms. Jaya Ahuja
BBA-I



Insight:

Co-branding, is also called brand partnership. Co-branding is the practice of using multiple brand names together on a single product or service. Co-branding is an umbrella for many relationship branding. Brands which are unable to attract target market can go into Co-branding and enjoy a long term benefits from it. It is helpful to increase product revenue and also for useful strategies for those businessman's who want to increase their sales and cash flows.



“Alone we can do so little; together we can do so much.”

Keywords: Brand Partnership, Co-branding, revenue, strategies.

Branding- The process involved in creating a unique name or image for a product in the customer's mind, mainly through campaign with a consistent theme.

What is co-branding?

Co-branding, is also called brand partnership. Co-branding is the practice of using multiple brand names together on a single product or service. The key to this marketing strategy is to choose a brand that will best compliment or enhance your products and/or services. Owners also look into co-branding to build their business by offering two different types of products.

For example: Coke is one of the soft drink that has joined hands with McDonalds.

Types of Co-branding:

Co-branding is of four types: **Ingredient co-branding, Same Company co-branding, Joint Venture co-branding and Multiple Sponsor co-branding.**

Ingredient co-branding implies using a renowned brand as an element in the production of another renowned brand. “Ingredient co-branding” is when a product contains components from other brands. Ingredient co-branding leads to better quality products, promotions and greater profits.

For example: Samsung phones with Google's OS Android. Or Dell computers has co-branding strategy with Intel processors.

The “**Same company co-branding**” type is when a company with different products fuses them. This is when a company with more than one product promotes their own brands together simultaneously.

Example: Duracell and Gillette M3 are both owned by Procter & Gamble.

Joint venture co-branding- Two companies with two different markets create a product that will target a specific audience.

Example: British Airways and Citibank formed a partnership and offers a credit card where the card owner will automatically become a member of the British Airways Executive club.



Multiple sponsor co-branding- This form of co-branding involves two or more **companies working together to form a strategic alliance in technology, promotions, sales, etc.**

For example: Maruti Suzuki is a type of multiple sponsor co-branding.

ADVANTAGES OF CO-BRANDING:

Establish Credibility- Two brands coming together in union establishes

credibility because each company is able to highlight each others assets and thus strengthen their position in a market.

Extend Reach- When two brands come together to form a co-branding partnership, they can extend their reach to a market which they have not entered yet.

Double Marketing Budget- A huge benefit of co-branding is that the expenditure costs are split between both parties, thus doubling the marketing budget and creating opportunities for

better marketing a product or service.

Offering Choices- The idea of offering multiple choices to customers by selling two different types of products works well for busy areas, such as airports and malls.

Cost Savings- The potential cost savings from co-branding makes it an attractive benefit to convince owners to go into the additional business.

Increased Customers- While co-branding means increasing the customers by finding new target markets, this process works better if both corporations appeal to the same market.

Each of these benefits can be an outcome of successful co-branding.

EXAMPLES:

- 1) ICICI Prudential Life Insurance Company is a co-branding of ICICI Bank(India) and Prudential Company(UK)
- 2) HUL is a co-branding of Hindustan(Indian) and Unilever Company(Dutch)
- 3) Bajaj Allianz General Insurance Company is a co-branding of Bajaj Auto Ltd.(India) and Allianz SE
- 4) The past example of Hero Honda was a co-branding of Hero(Indian) and Honda co.(Japanese)
- 5) Bharti Walmart is a co-branding of Bharti Enterprises and Walmart.
- 6) Adidas forged a co-branding relationship with Polar Electro, a product that integrates heart rate and other vitals into fitness apparel.
- 7) The Art of Shaving - Gillette designed the Fusion Chrome Collection, which is only compatible with Gillette blades.
- 8) Co-branding of Reebok united by Crossfit.
- 9) Co-Branded Cards: Credit card such as LG- SBI card by LG company and State Bank of India.
- 10) Nike+iPod: A product named Nike + I Pod that gets data from a sensor in the insole of the shoes is a co-branding of Nike and Apple Computers.

- 11) Oreo and Jelly Belly to produce new and unique ice cream flavors.
- 12) Co-branding of Cadbury Dairy milk with Oreo
- 13) Co-branding of KFC and TACO BELL
- 14) Co-branding of Pillsbury and Hershey's to produce Chocolate Chips.
- 15) Local example of co-branding in Solapur is Balaji Sarovar Premiere which combines Balaji Amines Ltd. & Sarovar Hotels.
- 16) Co- branding of tic tac with *Minions*.

Need for co-branding:

- 1) On the Internet, co-branding can provide benefits to the involved businesses by enhancing product or service exposure to consumers, marketing new products and services, and making consumers or clients aware of the core competitors.
- 2) Co-branding is a useful strategy for many businesses who wish to increase their sales and cash flow. Many different types of businesses use this strategy, such as retailers, restaurants, car makers and electronics dealers.
- 3) Co-branding is an effective method of increasing customer loyalty.
- 4) Co-branding is helpful to increase product revenue.

- 5) Co-branding is helpful for those businesses that want to build their brand.

Conclusion:

At last it is concluded that Co-branding is an umbrella for many relationship branding. Brands which are unable to attract target market can go into Co- branding and enjoy a long term benefits from it. "One chance is all you need and that is via Co- branding."



Brand Thought:

"A brand is a reason to choose"

Brand Extension: Expanding Your Horizon

Ms. Radhika Khandelwal

BBA-I



Insight:

Brand is something which makes the company different from its competitors in the market in which they are working. Various Brands helps consumers to choose they own brand which suits to they standard. Brand extension is marketing strategy in which a company launches a new product with well-developed brand using the same brand name. This new product in which it is extended can be related or unrelated to the existing product categories. It can be line, category or product extension. So the most successful brand extensions come from companies that really know their customers, even better than other companies in market.



Keywords: Brand, Extension, Marketing strategy, brand name

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Brand is a Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind (see positioning). Thus brands help consumers in crowded and complex marketplace, by standing for certain benefits and value. Legal name for a brand is trademark and, when it identifies or represents a firm, it is called a brand name. For e.g. Apple, Nike, Raymond.

What is brand extension?

- Brand extension is the use of an established brand name in new product categories. This new category in which the brand is extended can be related or unrelated to the existing product categories. A successful brand helps an organization to launch products in new categories more easily.
- An existing brand that gives rise to a brand extension is referred to as parent brand.

- The key objective is being “to create a relationship TRUST with its customer”

For e.g. Nike brand core product is shoes. But it is now extended to sunglasses, soccer balls, basketballs, and golf equipment.

Types of Brand Extension

1) Line Extension:

- The parent brand is used to brand a new product that targets a new market segment with in a product category currently served by the parent brand.
- A line extension often adds a different flavors or ingredients variety a different form or size.



For e.g.

1. Bisleri

- Bisleri is the pioneering brand in the mineral water category.
- Originally, Bisleri used to come in a one litre bottle.
- But recently, Bisleri has exhibited a spate of innovations.
- The brand launched bottles of different sizes and quantities.

- The Bisleri portfolio now includes one litre, 1.2 litre, 1.5 litre and 5 litre bottles.

2. Head& Shoulder

- Earlier head & shoulder use to come in a single flavor and in a single standard size.
- H&S also introduce conditioner for the smoothing of hair.
- But due to the requirements, sizes differed and now head & shoulder is available in various sizes, flavors and also in sachet.
 - Keeping in mind the global warming H&S introduced anti-dandruff shampoo.
 - For avoiding the diverse effects on skull H&S introduced shampoo for skull protection.

2) Category Extension:

Category extension is strategy by which, a company uses the same brand to enter into a completely unrelated product segment.

For e.g.

Godrej

Godrej which was originally known for locks and cupboards through category extension on the

brand name “Godrej” entered into product segments like refrigerators, furniture and real estate.

Different brand strategies of ITC and its sub-brand Classmate Classmate Notebooks, Classmate Pens, Classmate Pencils, Classmate Geometry Box etc.

3) Product Extension:

Product extension is a type of branding strategy. The product extension is also known as line extension where a parent brand covers a new product under a product category it currently serves with new color, sizes, pack size and forms.

Well established consumer goods company have successfully implemented this strategy and have grown their sales by coming out with product which are more appealing to their customer.

Examples:

Levi's over the years has introduced several different styles and fits for its jeans and Gillette has sold variations on its razors and blades, including versions for women also.

Advantages of brand extension:

- a. It increases brand image.
- b. The risk perceived by the customers reduces.

- c. An established brand name increases consumers' interest and willingness to try new products having the established brand name.
- d. Cost of developing new brands is saved.
- e. Consumers can seek for a variety.

Brand extension may be successful or unsuccessful

A) Instances where brand extension has been a success are:-

1. Wipro which was originally into computers has extended into shampoo, powder, and soap.
2. Mars is no longer a famous bar only, but an ice-cream, chocolate drink and a slab of chocolate.
3. First horlicks was only available for children, now it has extended for women also.

B) Instances where brand extension has been a failure are:-

1. In case of new Coke, Coca Cola has forgotten what the core brand was meant to stand for. It thought that taste was the only factor that consumer cared about. It was wrong. The time and money spent on research on new Coca Cola could not evaluate the deep emotional attachment to the original Coca- Cola.

2. Rasna Ltd. - Is among the famous soft drink companies in India. But when it tried to move away from its niche, it hasn't had much success. When it experimented with fizzy fruit drink "Oran jolt", the brand bombed even before it could take off. Oran jolt was a fruit drink in which carbonates were used as preservative. It didn't work out because it was out of synchronization with retail practices. Oran jolt need to be refrigerated and it also faced quality problems. It has a shelf life of three-four weeks, while other soft- drinks assured life of five months.

Brand extension is not only international market for we can see in local cities like Solapur. In Solapur Chilka industries was only manufacturing textile products but now it has extended to Sarees.

Another examples that we can see in Solapur is Nuts which have extended its branches all around the Solapur city.

At last, expanding a brand helps the organization to spread their business and earn profit and also to give varieties of product to consumers.



Brand Thought:

"When you brand yourself properly, competition becomes irrelevant"

Branding: An Edge Over Marketing

Mr. Sushil Jain
BBA-II



Insight:

Marketing and branding are two integral activities of any organization. The strongest brands use their understanding of the difference between branding and marketing to build marketing campaigns that work hand in hand with their brand positioning strategy. They listen to their customers, and let their values, hopes, and desires define the brand's position—then craft marketing campaigns to communicate that value through simple, creative, show-stopping executions.



Keywords: Branding, Marketing, Brand's position, marketing campaigns.

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Marketing is the set of processes and tools promoting your business. This includes SEO, social media, PPC, local search, mobile and traditional promotional methods and tools.

- **Branding**, on the other hand, is the culture itself, the message that permeates and rules all the process of your business

❖ 3 Ways to Understand the Difference between Marketing and Branding

1. Marketing is your message. Your brand is who you are.

Consider this quote from Howard Schultz, in *Pour Your Heart into It: How Starbucks Built a Company One Cup at a Time*:

“Authentic brands don't emerge from marketing cubicles or advertising agencies. They emanate from everything the company does.”

When done right, your brand is your reason for being. It is the unique, authentic, singular value you offer to your customers. It permeates the culture of your company, and it is communicated to your customers every time they see, feel, touch, or experience your brand—not just when they experience a marketing message.

2. Branding comes first, marketing second.

If you have a logo, a package design, or a slogan, you may think you have a brand. What you actually have are a set of marketing materials and messages. IMicroArts CEO and Principal Brand Director Peter Getman says:

“Whether they forget or purposely neglect it, many blow off step one of the branding process.”

What’s step one? You must determine and define your brand value in the marketplace. Only then should you move on to developing a brand strategy – followed, last of all, by crafting a marketing campaign.



3. You own your marketing; your consumers own your brand.

Compared to branding, marketing is easier to control and to comprehend. You write the headlines, you choose the art, you post the Tweets. You measure conversions or awareness, and determine whether your marketing is a success or a failure.

Something a little scary happens between your marketing efforts and your customers’ actions – that’s branding, and while your marketing, customer service, and other consumer touch points influence your brand, you cannot manufacture brand value by yourself. Peter Getman says:

“Your brand is not your idea. Surprisingly, many executives believe they can control how their brand is perceived by the masses of consumers. They cannot.”

You must know the difference between branding and marketing, and don’t confuse your tactics. Marketing is storytelling. The most powerful branding happens when you listen, not when you talk. Your consumers will tell you what your brand is – or what they need it to be – because they alone know.

❖ Common Misconceptions about Branding:

Mixing up marketing and branding is only one of the most common misconceptions about

branding that you will encounter. Many businesses and marketers handling branding tasks also make the following misconceptions:

Misconception #1: Branding is marketing / advertising / promotion / anything to that effect.

As mentioned earlier, this is a misconception because branding goes deeper than marketing. Marketing, advertising, and other promotional activities only communicate your brand personality and message. Your brand is comprised of your personality, your voice, and your message; branding is the process of establishing these traits.

Misconception #2: You are the ultimate authority when it comes to your brand.

This is a very common misconception, especially among first-time business owners. The truth is while you set the tone and get the ball rolling so to speak, and you set the guidelines that your organization will follow and live by as they work with your brand, this does not automatically make you the ultimate brand authority.

Your customers are the ones who ultimately define your brand. Their perception of your brand is what sticks with the people they

influence. This is why it's very important to select your brand values carefully; otherwise, your brand may be taken the wrong way – or worse, it may fail when you don't see repeat customers.

Misconception #3: There exists a formula for success when it comes to branding.

Just because everything in online marketing can be measured doesn't mean everything has a formula. No two companies are alike. While a similar process for developing a brand may work for businesses in the same field, for example, these businesses will still have unique identities and needs.

The truth is that there is no formula – branding is and will always be a customized experience. The good news is you can measure the success of your brand easily. What you should look at in this case is the behavior and the interests of your target audience.

- **Conclusion**

- Branding is why.

Marketing is how.

- Branding is long-term.

Marketing is short-term.

- Branding is macro.

Marketing is micro.

- Branding defines trajectory.

Marketing defines tactics.

- Branding drives an enduring reputation.

Marketing drives periodic sales.

- Branding is the reason someone buys.

Marketing is the reason someone thought to buy in the first place.

- Branding builds loyalty.

Marketing generates response.

- Branding creates value.

Marketing extracts values.

- Branding is the being.

Marketing is the doing.



Brand Thought:

“A brand is promise; it creates expectations that a product has to deliver”

Brand Equity

Mr. Mahesh Dolare

BBA-III



Insight:

Brand equity is a term used to denote the added value of a brand over and above that of the product. The main recipients of this value may be either consumers or firms. This has resulted into two streams of research on brand equity. Consumer-based brand equity looks at brand equity as the value of the brand to consumers, and firm-based brand equity focuses on the financial benefits of brands to firms. As a multidimensional construct, brand equity is better captured through a set of measures that need to be adapted to the firm's strategy and operating environment.



Keywords:

Brand, brand equity, brand awareness, brand loyalty, brand image, brand valuation

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American Marketing Association defines a brand as “a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”.

BRAND EQUITY

- The added value endowed to products and services.
- How consumers think, feel, and act with respect to the brand, as

well as the prices, market share and profitability that the brand commands for the firm.

- An important intangible asset that has psychological and financial value to the firm.

Consumer-based brand equity

Customer-based brand equity can be defined as the differential effect that brand knowledge has on consumer response to the marketing of that brand.

- Positive customer-based brand equity

- Negative customer-based brand equity

There are three key ingredients to this definition.

- Brand equity arises from differences in consumer response.
- These differences in response are a result of consumer's knowledge about the brand. Brand knowledge consists of all the thoughts, feelings, images, experiences, beliefs, and so on that become associated with the brand. Brands must create strong, favourable and unique brand associations with customers, as has been the case with Volvo (safety), hallmark (caring), and Harley-Davidson (adventure).
- The differential response by consumers that makes up the brand equity is reflected in perceptions, preferences, and behaviour related to all aspects of the marketing of a brand.



2. AAKER MODEL
3. BRANDZ
4. BRAND RESONANCE

1. BRAND ASSET VALUATOR

Developed by Advertising agency Young and Rubicam (Y&R).

There are four key components—or pillars—of brand equity, according to BAV:

- Differentiation measures the degree to which a brand is seen as different from others.
 - Relevance measures the breadth of a brand's appeal.
 - Esteem measures how well the brand is regarded and respected.
- Knowledge measures how familiar and intimate consumers are with the brand.

2. AAKER MODEL

Former UC-Berkeley marketing professor David Aaker views brand equity as a set of five categories of brand assets and liabilities.

- Brand loyalty

Brand Equity Models

1. BRAND ASSET VALUATOR

- Brand Awareness
- Perceived Quality
- Brand Associations
- Other proprietary assets such as patents, trademarks, and channel relationships.

According to Aaker, a particularly important concept for building brand equity is brand identity—the unique set of brand association that represent what the brand stands for and promises to customers.

Brand identity consists of 12 dimensions organised around 4 perspectives:

Brand-as-product (product scope, product attributes, quality/value, uses, users, country of origin).

Brand-as-organization (organizational attributes, local versus global).

Brand-as-person (brand personality, brand-customer relationships).

Brand-as-symbol (visual imagery/metaphors and brand heritage).

3. BRANDZ

Marketing research consultants Millward Brown and WPP have developed the BRANDZ model of brand strength, at the heart

of which is the Brand Dynamics pyramid.

- Bonding. Nothing else beats it?
- Advantage. Does it offer something better than others?
- Performance. Can it deliver?
- Relevance. Does it offer me something?
- Presence. Do I know about it?

4. BRAND RESONANCE

- **Brand salience** elates to how often and easily the brand is evoked under various purchase or consumption situations.
- **Brand performance** relates to how the product or service meets customers' functional needs.
- **Brand imagery** deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs.
- **Brand judgments** focus on customers' own personal opinions and evaluations.
- **Brand feelings** are customers' emotional responses and reactions with respect to the brand.

-

- **Brand resonance** refers to the nature of the relationship that customers have with the brand and the extent to which customers feel that they are “in sync” with the brand.

BUILDING BRAND EQUITY

- The initial choices for the brand elements or identities making up the brand.
- The product and service and all accompanying marketing activities and supporting marketing programs.
- Other associations indirectly transferred to the brand by linking it to some other entity (e.g., a person, place, or thing).

CHOOSING BRAND ELEMENTS

- Brand elements are those trademarkable devices that serve to identify and differentiate the brand.
- Most strong brands employ multiple brand elements.
- Nike has the distinctive “swoosh” logo, the empowering “Just Do It” slogan, and the mythological “Nike” name based on the winged goddess of victory.

- Brand elements can be chosen to build as much brand as possible. Based on its name alone, a consumer might expect Color Stay lipsticks to be long-lasting and SnackWell to be healthful snack foods.

BRAND ELEMENT CHOICE CRITERIA

- **Memorable:** How easily is the brand element recalled, recognised? Short brand names such as Tide, Crest, and Puffs can help.
- **Meaningful:** Does it suggest something about a product ingredient or the type of person who might use the brand? Consider the inherent meaning in names such as Die Hard auto batteries.
- **Likeability:** How aesthetically appealing do consumers find the brand element? Concrete brand names such as Sunkist, Spic and Span, and Firebird evoke much imagery.
- **Transferable:** To what extent does the brand element add to brand equity across geographic boundaries and market segments?

- **Adaptable:** How adaptable and updatable is the brand element? Betty Crocker has received over eight makeovers through the years—although she is over 75 years old, she doesn't look a day over 35!!
- **Protectable:** How legally protectable is the brand element? Can it be easily copied?

5 Most Trusted Brands of India:

- SAMSUNG
- COLGATE
- DOVE & LUX- (HUL)
- LIFEBUOY- (HUL)
- PEPSI

TOP 5 Services in India:

- Reliance Communications
- Bharti Enterprise
- State Bank of India
- LIC of India
- BSNL

DEVELOPING BRAND ELEMENTS

Before choosing a brand name:

- Generating a list of possible names
- Debating their merits
- Eliminating all but a few

- Testing them with target consumers
- Making a final choice.

Today, many companies hire a marketing research firm to develop and test names.

- Association tests (what images come to mind?)
- Learning tests (How easily is the name pronounced?)
- Memory tests (How well is the name remembered?)
- Preference tests (Which names are preferred?).
- Of course, the firm must also conduct searches to make sure the chosen name has not already been registered.

Conclusion: Brand equity suggests to the customers may evaluate the identical product differently depending on how it is branded .and simplify decision making and reduce risk. Brands also perform valuable functions for firms: simplify product handling or tracing and helps to organise inventory and accounting records.



Brand Thought:

“Your brand is what people say when you are not in room.”

Brand Identity Prism: Thriving Through Design

Ms. Vaishali Patil
BBA-II



Insight: Effective brand identity can result in higher sales of not only one product, but of other products associated with that brand. The brand identity prism therefore applies human traits to a brand to recognize what consumers actually think of the brand. The brand identity prism, as the name suggests comes in the form a prism with 6 different traits at each end of the prism. Brand Identity is the visual and verbal expression of a Brand.



Brand is not just how it is dressed but actually how it is addressed!!!

Keywords: Brand identity, Prism, human traits.

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A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

BRAND IDENTITY:

A company's brand identity is how that business wants to be perceived by consumers. The components of the brand are (name, logo, tone, tagline, colour, design, symbol and typeface) which are created by the business to reflect the value the company as trying to bring

to the market and to appeal to its customers. In computers, a recent example of widespread brand application was the "Intel Inside" label provided to manufacturers that use Intel's microchips.

DEFINITION:

According to David Ogilvy, "The intangible sum of a product's attributes: Its Name, Packaging, and Price, History, Reputation, and the way it's advertised."

You should try to have a strong BRAND IDENTITY, So that people will always want to come back to your Brand!

J.N KAPFERER'S BRAND IDENTITY PRISM MODEL:

Brand Identity was mentioned for the first time in Europe by Kapferer in 1986. It is the outward expression of the brand including its name, trademark, communications and visual appearance. The brand identity is its fundamental means of consumer recognition and symbolizes the brands differentiation from competitors.

In his so-called Brand Identity Prism, Jean-Noël Kapferer identifies six aspects of brand identity: These six aspects are divided over two dimension:

A. The Constructed Source VS. The Constructed Receiver:

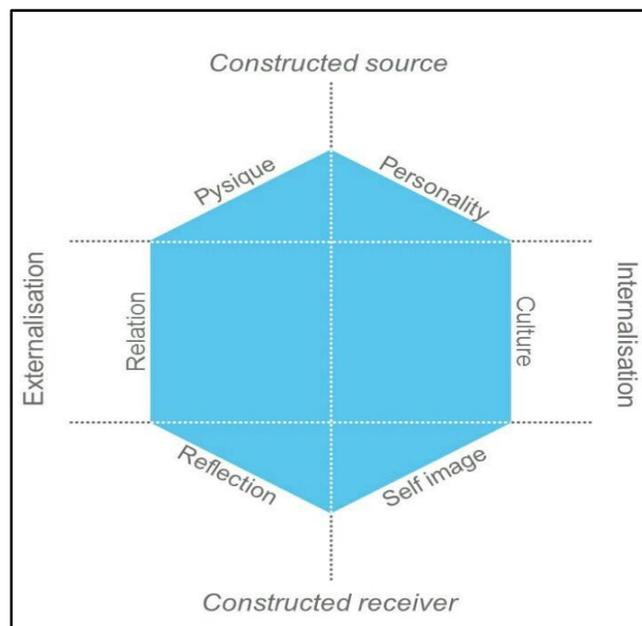
A well-presented brand has to be able to be seen as a person (Constructed Source: Physique and Personality)
(Constructed Receiver: Reflection and Self-Image).

B. Externalisation VS. Internalisation:
a brand has social aspects that

define its external expression (externalisation: physique, relationship and reflection) and aspects that are incorporated into the brand itself (internalisation: personality, culture and self-image).

Kapferer states that these aspects can only come to life when the brand communicates with the consumer. Strong brands are, according to

Kapferer, capable of weaving all aspects into an effective whole, as a way of coming to a concise, clear and appealing brand identity. We will go into the six aspects in detail below.



1. Physique:

This is the set of the brand's physical features, which are evoked in people's minds when the brand name is mentioned. Kapferer states that this aspect has to be considered the basis of the brand. Key questions regarding this aspect are: what does the brand look like? What can a consumer do with it in terms of functionality? And how can it be

recognized? It is also important to have a clear flagship product representing the brand's over-all qualities. A good example is in Kapferer's opinion the Orangina brand. Due to the consistent use of the round orange-textured bottle, Orangina has managed to create a differentiating and recognizable market position for the brand. Kapferer furthermore states that no brand will be able to do without drawing attention to its material benefits.

2. Personality:

The brand's character. By communicating with consumers in a certain way, these can be given the feeling that all brand-related communication actually constitutes a person with specific character traits speaking to them. This can be realized by using a specific style of writing, using specific design features, and using specific colours schemes, for example. Endorsements in the shape of persons recommending a brand can literally give flesh to a brand's character.

For example : Shahrukh Khan for Frooty.

3. Culture:

The system of values and basic principles on which a brand has to

base its behaviour (products and communication). Culture is the direct link between brand and organisation. Many associations in this area are linked to the country of origin; Coca-Cola appeals to American values, Mercedes-Benz to German ones, and Hike to Indians. Sometimes, brand can also be fortified by the fact that they are associated with the consumer's home nation.

4. Relationship:

A brand can symbolise a certain relationship between people between mother and child, for example, in the case of Bournvita. This aspect requires a brand manager to express the relationship his/her brand stands for. Lexus clearly differentiates itself from BMW, for example, by almost literally giving its customers the red carpet treatment. The relationship aspect is perhaps even more important for service brand than for product brands, as a service is, by definition, a relationship.

5. Reflection (of the consumer):

This aspect makes reference to the stereotypical user of the brand, and is the source for identification. When thinking in terms of reflection, you could in the case of Coca-Cola describe the consumer base as 15-to-

18-year-olds (with values such as fun, sporty and friendship), while the actual target group of this brand is far broader. Kapferer states that there is no need for brand managers to make a realistic reflection of the actual target group in their (image) campaigns, but rather present a group person that will appeal to the members of the target group.

6. Self-image:

The mirror the target group holds up to itself. A Porsche driver, For example, who thinks others will think he is rich because he can afford such a flash car. When developing a brand identity, brand managers should take this dimension into account. Insight into the underlying intrinsic drivers of consumers can give a brand a real boost. If these insights are present, advertising can draw on them. Another example is provided by the brand Lacoste. Research has shown that Lacoste users see themselves as members of a sporty club; even if they do not actively play any sports. Without this knowledge, Lacoste would never have been able to create its current image on the basis of its brand identity.

The Brand Identity Prism enables brand managers to assess the strengths and weaknesses of their

brand using the six aspects of this prism.

Be so good that they can't ignore you!!!

Brand identity is the icon of the company and its product. It is the badge that represents the brand and the relationship with the consumer. Perhaps the best brand anyone can wear is the identity.

Well good identity makes the company look smart. Great identity makes the customer feel smart!!!



Brand Thought:

“The most powerful & enduring brands are built from heart”

Brand Loyalty-Loyalty is the New Policy

Ms. Kiran Sachdev

BBA-III



Insight: Brand loyalty occurs when a customer chooses to repeatedly purchase a product produced by the same company instead of a substitute product produced by a competitor. Brand loyalty is often based upon perception. A

consumer will consistently purchase the same product because she perceives it as being the superior product among the choices available. You should note that brand loyalty usually relates to a product, not a company.



Brand loyalty is important for several reasons. First, it reduces the cost of production because the sales volume is higher. Second, companies with brand-loyal customers don't have to spend as much money on marketing the product, which will permit the company to either retain more earnings or to invest resources elsewhere. Third, companies may use premium pricing that will increase profit margins. Finally, loyal customers tend to recommend products that they like.

Keywords: Brand loyalty, competitor, Perception.

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Brands exist in the minds of customers. The real value of brand is its power to capture customer preference and loyalty.

Many definitions of loyalty exist. But, it is generally, Brand loyalty means the tendency of buyer to continue buying a specific brand's product or service, despite the competition. Faithfulness, consistency and a lack of switching all might be useful in defining loyalty.

A basic indicator of loyalty is the amount a customer will pay for a product in comparison to other comparable products. A price premium can be determined by simply asking consumer how much more he would be willing to pay for the brand. The folks that use **L'Oreal's hair colour** products are much more loyal than buyers of its other products. . L'Oreal is the second-highest brand its cosmetics line, ranked only 7th

place in its industry despite cracking the top 40 overall.

BRAND LOYALTY

Brand Loyalty refers to some brands that are "stronger" or better than others. "Successful brands live in the hearts and minds of the consumer" Brand loyalty generates repeated sales for the brand owners. The confidence level is often to the extent that consumers even do not know the name of manufacturer or the country where these products have been manufactured. **Apple's Mac brand** maintains its spot at #5 in this year's rankings, supporting its loyal fans. Few brands have created the deep feeling of personal identification that Mac users have felt over the years.

True brand loyalty exists when customers have a high relative attitude toward the brand exhibited through repurchase behaviour. This

of loyalty can be a great asset to the firm. Customers are willing to pay higher prices, may cost less to serve and can bring in new customers to the

firm. Thus, Brand loyalty is a function of both behaviour and attitudes.

Nestle Maggi in India is spreading happiness with its instant, tasty and healthy food choices that are preferred by all types of age groups. When Maggi was banned, new competitions entered into market with a motto to replace Maggi. But consumers did not accept the new options hence they were waiting for the Maggi to knock the doors of the markets soon.(...)

Hence, it is a consumer's preference to buy a particular brand in a product category.



BUILDING BLOCKS

OF BRAND LOYALTY:

It's a simple fact that it costs much less to keep existing customers than to create new ones. With so many factors influencing brand loyalty, how do you begin to understand your customers and how to protect them from the competing offers they face

every day? If your goal is understand and improve the factors influencing brand loyalty - and build even stronger loyalty relationships -

measuring customer loyalty is a great place to start.

1. Brand Name:

Brand name is the creation of an image or the development of a brand identity and is an expensive and time consuming process. The development of a brand name is an essential part of the process since the name is the basis of a brand's image. Brand name is important for the firm to attract customers to purchase the product and influence repeat purchasing behaviour.

Consumers tend to perceive the products from an overall perspective, associating with the brand name all the attributes and satisfaction experienced by the purchase and use of the product.

2. Product Quality:

Product Quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as "fitness for use".

Consumers may repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold.

Material is important in product quality because it affects the hand feel, texture and other performance aspects of the product. Further, consumers relate personally to colour, and could select or reject a fashion because of colour. If the colour does not appeal to them or flatter their own colour, they will reject the fashion. Functional attributes in sportswear include quick dry, breathable, water proof, odour-resistant, Light-weight, and finally, durability which is the use life of garments.

3. Price:

Price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favoured brand, so, their purchase intention is not easily affected by price. In addition, customers have a strong belief in the price and value of their favourite brands so much so that they would compare and evaluate prices with alternative brands. Consumers' satisfaction can also be built by comparing price with perceived costs and values. Price has increasingly become a focal point in consumers'

judgments of offer value as well as their overall assessment. Price is

described as the quantity of payment or compensation for something. It indicates price as an exchange ratio between goods that pay for each other.

4. Style:

Style is visual appearance, which includes line, shape and details affecting consumer perception towards a brand. Consumers' judgment depends on the consumers' level of fashion consciousness so judgment will be conditioned by their opinion of what is currently fashionable. They gain satisfaction from wearing the latest fashion and style which also satisfies their ego. It is an awareness of new styles, changing fashions, and attractive styling, as well as the desire to buy something exciting and trendy.

5. Store Environment:

The store environment is the single most important Factor in retail marketing success and store prolonged existence. Positive attributes of the store, which include

store location, store layout, and in-store stimuli, affect brand loyalty to some extent. Store location and number of outlets are crucial in altering consumer shopping and

purchasing patterns. If consumers find the store to be highly accessible during their shopping trip and are satisfied with the store's assortment and services, these consumers may become loyal afterwards. Thus, a store's atmosphere is one of the factors that could influence consumer's decision making. The stimuli in the store, such as the characteristic of other shoppers and sales people, store layout, noises, smells, temperature, shelf space and displays, sign, colours, and merchandise, affect consumers and serve as elements of apparel attributes which may in turn, affect consumer decision making satisfaction with the brand.

6. Promotion:

Promotion is a marketing mix component which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity.

Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It greatly affects consumers' images, beliefs and attitudes towards products and

brands, and in turn, influences their purchase behaviours. This shows that promotion, especially through advertising, can help establish ideas or perceptions in the consumers' minds as well as help differentiate products against other brands. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users.

7. Service Quality:

A common definition of service quality is that the service should correspond to the customers' expectations and satisfy their needs and requirements. Consumers like to shop at specific Stores because they like the services provided and are assured of certain service privileges. The impact of sales people-consumer relationships will generally result in long-term orientation of consumers towards the store or brand. Trust in

salespeople appears to relate to overall perceptions of the store's service quality, and results in the consumer being totally satisfied with the stores in the end.

Conclusion:-

Therefore, Brand loyalty is where an individual buys products from the same manufacturer repeatedly rather than from other suppliers. It is nothing but a result of consumer behaviour and is affected by a person's preferences. Loyal customers will consistently purchase products from their preferred brands, regardless of convenience or price. Not only this but Loyalty programs help to create an emotional bonding, thereby resulting in a lifelong customer relationship. They are now a key to revenue growth of any business and that is why it is said that "People buy from people they trust".



Brand Thought:

"Bring your brand and your customer closer"

Mumbai Dabawalas: The Brand Winners

Mr. Anuj Birla
BBA-III

Insight:



Brand building is one of the most integral part of business in today's world. 'BRAND' is the thing which gives business to our product/services. Every business is just know by its unique selling point and that unique selling point may prove as a 'BRAND' to their customer or instead customers can differentiate between a 'BRAND' and a 'BRRAANNDD' . There are many goods which are commonly sold by all the sellers but still we buy it from a particular seller.



"THATS BRAND BUILDING" Here, I have an excellent example of brand building, a case study which is learnt by top most business schools in the world and I.e. 'Mumbai ka dabawala' yaa they are an excellent example of perfect brand building by consistently doing their work with no errors and no strikes and further rewarded by various certificates and rewards by May renounced world class companies and institutes.

Keywords: Brand, Brand building, Mumbai Dabawalas

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Brand building is an integral aspect of personal and business development. It not only increases the voce and consumer awareness of a **brand**, but it also gives it an identity and worth. The advent of participatory and interactive platforms has given many businesses the chance to enhance **brand** awareness and equity.

Looking out into the world today, it's easy to see why brands are

more important now than at any time in the past 100 years. Brands are psychology and science brought together as a promise mark as opposed to a trademark. Products have life cycles. Brands outlive products. Brands convey a uniform quality, credibility and experience. Brands are valuable. Many companies put the value of their brand on their balance sheet.

Why? Well you don't have to look very far. When Tata Motors of India bought Jaguar and Range Rover from Ford, what did they buy? Factories? Raw Materials? Employees? No Goldman Sachs and Morgan Stanley helped Ford sell the brands to Tata for \$2.56 billion, and the brands were worth more than all other ingredients combined.

Four Seasons Hotels, Inc., a Canadian-based international luxury, five-star hotel management company, sold itself to Bill Gates and Prince Al-Waleed bin Talal of Saudi Arabia for \$3.8 billion what did they buy? Locations? Restaurants? Staff? Beach front property? No they bought the brand.

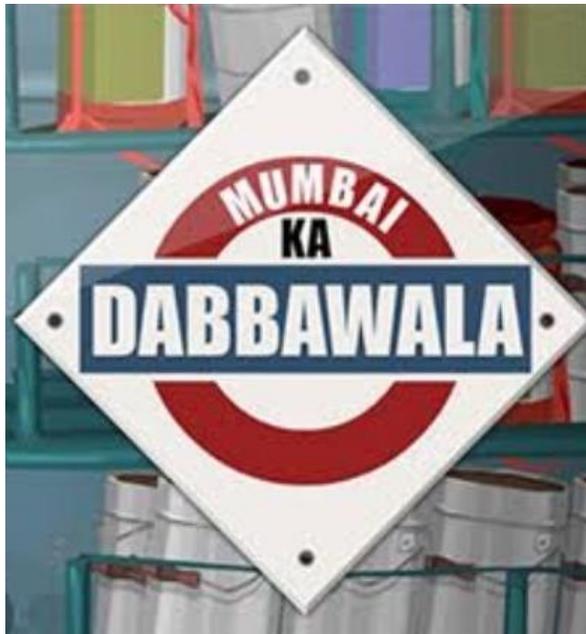
The sophisticated strategy is a cultural movement strategy. I believe that building brands now requires a cultural movement strategy as opposed to simply a brand building strategy. A cultural movement

strategy can accelerate your brand's rise to dominance. Once you have cultural movement, you can do anything in a fragmenting media environment, maximizing the power of social media and technology. The world has changed. We are now living in the age of uprisings and movements. Now building brands has become a lot less expensive and smart

brands can take advantage of new tools and rocket up there globally, very fast.

In the face of the current economic challenges, it's worth noting that brands do better in tough times compared to

unbranded products. Brands outlive product cycles. And in these challenging times, there are still great brands being built. Brand owners still recognise opportunity and their brands will thrive in the years ahead. Brands such as H&M of Sweden, or Tesla a great new car brand, as well as new names such as Tom's Shoes, Honest Tea, and a rising



brand from Florida called European Wax Center which Inc. Magazine named a company to watch.

No branding, no differentiation. No differentiation, no long-term profitability. People don't have relationships with products, they are loyal to brands. In a movement strategy, brands have a purpose that people can get behind. Brands can inspire millions of people to join a community. Brands can rally people for or against something. Products are one dimensional in a social media enabled world, brands are Russian dolls, with many layers, tenets and beliefs that can create great followings of people who find them relevant. Brands can activate a passionate group of people to do something like changing the world. Products can't really do that.

In today's world, branding is more important than ever. But you can't simply build a brand like they did in the old days. You need a cultural movement strategy to achieve kinetic growth for your brand. With that, the sky's the limit.

Sure, now everyone knows what a brand is. Coke, Pepsi, McDonald's. But that buzzword is getting thrown around a whole lot in

career and job search conversations these days, too. And you might be thinking to yourself, "why do I really have to care about this?"

And yes, those are all famous options, but the same basic principles apply for your own brand. Ready for your turn? Here are four simple steps to creating your mantra:

1. Determine Your Emotional Appeal Questions to Consider:

- How do I make people feel with my service and product
- How do people benefit with my product?
- What words do others use to describe me?

2. Determine Your Product Description

Questions to Consider:

- What field or industry am I in (or do I want to be in)?
- What are the words I would use to describe my service/product?
- Who is my target customers?

3. Determine Your Function

Questions to Consider:

- What service do I have to offer people?
- What do I do that makes me stand out from everyone else?

4. Put it All Together

Finally, look at your three lists of words, and see how you can combine

them into a short sentence or phrase – no more than five words. Your brand mantra should communicate clearly who you are, it should be simple and memorable, and it should feel inspiring to you. You might be a “dependable, strategic planner” or “a creative professional connector.” Or, your mantra might be something like, “motivating others to do their best.”

A **dabbawala**; also spelled as **dabbawalla** or **dabbawallah**; is a person in India, most commonly in Mumbai, who is part of a delivery system that collects hot food in lunch boxes from the residences of workers in the late morning, delivers the lunches to the workplace, predominantly using bicycles and the railway trains, and returns the empty boxes to the worker's residence that afternoon. They are also used by meal suppliers in Mumbai, where they ferry ready, cooked meals from central kitchens to the customers and back.

In Mumbai, most office workers prefer to eat home-cooked food in their workplace rather than eat outside at a food stand or at a local restaurant, usually for reasons of taste and hygiene, hence the concept. A

number of work-from-home women also supply such home-cooked meals, delivering through the dabbawala network

In 1890 Bombay, Mahadeo Havaji Bachche started a lunch delivery service with about a hundred men. In 1930, he informally attempted to unionize the dabbawallas. Later, a charitable trust was registered in 1956 under the name of *Nutan Mumbai Tiffin Box Suppliers Trust*. The commercial arm of this trust was registered in 1968 as *Mumbai Tiffin Box Supplier's Association*. The current president of the association is Raghunath Medge.

Supply Chain Management

A collecting dabbawala, usually on bicycle, collects dabbas either from a worker's home or from the dabba makers. As many of the carriers are of limited literacy (the average literacy of Dabbawallahs is that of 8th grade!), the dabbas (boxes) have some sort of distinguishing mark on them, such as a colour or group of symbols.

The dabbawala then takes them to a sorting place, where he and other collecting dabbawalas sort the lunch boxes into groups. The grouped boxes are put in the coaches of trains, with

markings to identify the destination of the box (usually there is a designated car for the boxes). The markings include the railway station to unload the boxes and the destination building delivery address.

At each station, boxes are handed over to a local dabbawala, who delivers them. The empty boxes are collected after lunch or the next day and sent back to the respective houses.

Appearance and coding

Lunch boxes are marked in several ways: (1) abbreviations for collection points, (2) colour code for starting station, (3) number for destination station and (4) markings for handling dabbawala at destination, building and floor.

It was estimated in 2007 that the dabbawala industry was growing by 5-10% per annum

The dabbawalas now allow for delivery requests through SMS. A colour-coding system identifies the destination and recipient. Each dabbawala is required to contribute a minimum capital in kind, in the form of two bicycles, a wooden crate for the tiffins, white cotton kurta-pyjamas, and the white Gandhi cap (topi). Each

month there is a division of the earnings of each unit.

Economic analysis

Each dabbawala, regardless of role, is paid around 8,000 rupees per month (about US\$131 in 2014). Between 175,000 and 200,000 lunch boxes are moved each day by 4,500 to 5,000 dabbawalas.

It is frequently claimed that dabbawalas make less than one mistake in every six million deliveries., however this is only an estimation from Ragunath Medge, the president of the Mumbai Tiffinmen's Association in 1998, and is not from a rigorous study. Medge told Subrata Chakravarty, the lead author of the 'Fast Food' article by Forbes where this claim first appeared, that dabbawalas make a mistake "almost never, maybe once every two months" and this statement was extrapolated by Subrata Chakravarty to be a rate of "one mistake in 8 million deliveries." Chakravarty recalled the affair in an interview and said:

"Forbes never certified the dabbawalas as being a six-sigma organization. In fact, I never used the term at all. As you know, six-sigma is a process, not a statistic. But it is commonly associated with a statistic

of 1.9 errors per billion operations, and that is what caused the confusion ...I was impressed by the efficiency and complexity of the process by which some 175,000 tiffin boxes were sorted, transported, delivered and returned each day by people who were mostly illiterate and unsophisticated. I asked the head of the organization how often they made a mistake. He said almost never, maybe once every two months. Any more than that would be unforgivable to customers. I did the math, which works out to one mistake in 8 million deliveries—or 16 million, since the tiffin carriers are returned home each day. That is the statistic I used. Apparently, at a conference in 2002, a reporter asked the president ... whether the tiffinwallahs were a six-sigma organization. He said he didn't know what that was. When told about the 1.9 error-per-billion statistic, I'm told he said: "Then we are. Just ask

In 2011 the members went on strike for the first time to promote and attend a rally by Azad Maidan to support Anna Hazare in his campaign against corruption.

Studies and accolades

- In 2001, Pawan G. Agrawal carried out his PhD research in " A Study & Logistics & Supply Chain Management of Dabbawala in Mumbai". He presents his results on the efficiency of Dabbawallas in various fora.
- In 2005, the Indian Institute of Management (Ahmedabad) featured a case study on the Mumbai Dabbawallas from a management perspective of logistics.
- In 2010, Harvard Business School added the case study *The Dabbawala System: On-Time Delivery, Every Time* to their compendium for its high level of service with a low-cost and simple operating system.



Brand Thought:

"Your brand is so much more than what you sell or what you do"- It's who you are"

Brand Reinforcement: New ways for aligning brands

Ms. Anusha Vadhariya
BBA-III

Insight:



Reassuring current beliefs or attitudes towards a brand. This is often a common advertising objective. Reinforcing a brand is commonly explored by creating more or greater brand awareness. Marketers study and expand buyer's established brand recall and recognition, with the aim to improving the strength, favourability, and uniqueness of their customer's brand associations. Brand reinforcement is majorly concerned with maintaining brand equity. It makes sure that the consumers have desired knowledge structures in place so that the brand continues to have its necessary sources of equity.



Key Words: Brand, Brand Equity, Brand Value, customer recognition, and brand consistency.

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A brand is not a logo. A brand is not an image. A brand is not a product.

So what exactly is a brand?

A brand is a person's gut feeling about a product, service or organisation. It is a person's gut feeling, because brands are defined by individuals, not companies, markets or public. "It's not what you say it is. It's what they say it is."

Introduction

Brand reinforcement refers to an activity associated with getting those consumers who have tried a particular

brand to become repeat purchasers along with attracting new users. 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 a brand in terms of:

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

- unique and favourable association in their minds?

Brand Reinforcement in Product Lifecycle

Brand reinforcement is a key objective of the growth stage of the product's life cycle.

It includes regular monitoring of a product 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 lasted benefits. Brand reinforcement helps to remind folks of something so simple it's frequently forgotten!



How to reinforce a brand?

In order to keep the brand in the minds of customer, several innovations in product design, packaging, researches and creative marketing programs are made in line with changing marketing trends.

Example- Dabur, Lays, Tropicana, KFC.

Brand reinforcement can be done through various marketing programs which are-

1) Advertising:

Advertising is one of the most common and easy tool of brand reinforcement. By showing the ads frequently on television, internet and radio can make the brand deep rooted in the minds of customer.

Example- Nescafe, Amazon, Airtel 4G, Garnier's Hair colour, Quaker Oats, etc.

2) Exhibition:

Exhibition provides a vital platform to the brands where the product with any new feature can be demonstrated to the customer.

Products seen live give an experience to the customers and some image gets created in their minds.

Example- Electro, Trade fairs

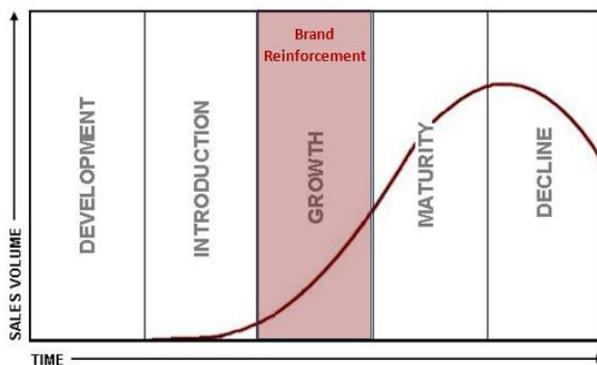
3) Event and Sponsorship:

Events and sponsorships act as an aid to brand reinforcement. The companies sponsor big events like sports, arts & culture, music and entertainment, education, community festivals and broadcast, etc. with the objective of reminding

customers about their products and creating the positive image in the minds of new prospects.

Example- Renault and Gionee are sponsors of Sunburn Goa 2015, Snapdeal is a sponsor of reality show Big Boss 9. Paytm is a sponsor of Indian Cricket.

4) Merchandising:



Merchandising helps in strengthening the brand image. The way the brands are placed in the retail stores reminds the customer about the product and also influences new users through its appeal.

5) Promotion:

Promotion is most frequently used tool of brand reinforcement. Several companies adopt this strategy where some special offers, 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.

Example- Domino's

Key attributes which call for Brand Reinforcement

There are some attributes which are important to achieve high reach, getting noticed, building brand familiarity and liking, interactions that build memory structures, etc. The attributes include-

1) Shareable:

The content of the brand must not only be shareable but also trustworthy. Customers seek out content for inspiration and education and if a brand can do both, it has got a winning combination. The more someone learns from brand content, the more it is trusted and shared.

2) Discoverable:

Today's consumers are digital. They shop online, play online and socialize online. This creates more opportunities and touch points for a brand to connect with a consumer. It is all about digital media channels for maximum integrated exposure and reach to new users.

3) Consistent:

Brand communicates what you do, what you stand for and what makes you special which should be applied consistently across everything you do. When consumers come back to a business for repeat sales, they usually expect to receive the same level of quality as they did the first time.

Example- McDonald's, Apple, Ford.

4) Continuous presence:

Another big part of being recognized as a distinctive, successful brand is the ability to reach consumers through multiple channels. By developing a presence on networks like Facebook, Twitter, Google+ etc. anyone is able to reach almost any consumer.

5) Innovative:

Creating an identity simply needs to have one special thing that separates it from the competition. When you're innovative, consumers are more trusting, because they think you really know what you're doing.

6) Insightful:

Consumer insights are where user internet meets brand values. Insights reveal more about how

people want to feel, than what they think. Brands built on insights about desired lifestyle include Nike, Starbucks and BMW.

7) Impactful:

Impactful brand is the brand's content which gets noticed by customers. Coke is a good example. Coke keeps pushing for creative content. Their 'Share a Coke' campaign was a standout campaign of 2014 and it is still going strong this year.

8) Creative:

The brand content which people love is a creative brand. Creative contents inspire and increase brand preference and likeability.

Example- M & M- "Melts in Your Mouth, Not in Your Hands"

Conclusion:

To get your brand to stick with people you need to constantly reinforce the message you are trying to send. The key to building up a solid brand message is repetition. So it's time to rethink the responsibility of a brand.

***Brand Thought:***

*"Turn your brand
into an asset"*

“BRAND POSITIONING: PEEPING IN CONSUMER’S MIND”

Ms. Neha Vadhariya

BBA-II

“If people like you, they will listen to you. But if they trust you, they will do business with you.”



Insight:

Positioning is a marketing method for creating the perception of a product, brand, or company identity. Positioning is not what you do to a product, it is something you do the mind of the prospect. Positioning is the technique in which marketers try to create an image or identity for a product, brand, or company in the perception of the target market. What matters is how potential buyers see the product. It is expressed relative to the position of competitors. Positioning and the creation of brand personality are becoming important to companies as they try and reach out to customers. As competition becomes harder for nearly all companies and organizations it is becoming more and more important to have that “little extra”, which makes you different from your competitors.



Keywords: Positioning, Perception, Competition, Potential buyers

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Introduction:

A brand is no longer what we tell the consumer it is. In fact a brand is what consumers tell each other it is. A brand is not just a logo, or website, or business cards. It is an experience. For a successful brand, it should be first well positioned. It should have some level in the market. Your brand should be positioned in such a way that it should come in the customer’s mind first. For example, when it

comes to pizza we think of pizza hut, coffee – starbucks, cellphones – apple, laptop – HP, shoes – Nike etc. These brands have acquired certain positions in the market and so they have never failed to fulfil the needs and wants of their customers.

Brand Positioning:

Brand positioning is the process of positioning your brand in the mind of your customers. Brand positioning

is also referred to as a positioning strategy, or a brand positioning statement. The idea is to identify and attempt to own a marketing position for a brand, product, or service using various strategies including pricing, promotions, distribution, packaging and competition. The goal is to create a unique impression in the customer's mind so that the customers associate something specific and desirable with your brand that is distinct for the rest of the market place. Positioning is not what you do to a product. Positioning is what you do to the mind of the prospect. That is you position the product in the mind of the prospect.

“Brand Positioning is not just about being seen as better than the competition. It's about being seen as the only solution to your audience's problem.”

To be successful today, you must touch base with reality. And the reality that really counts is what's already in the prospect's mind. The basic approach of positioning is not to create something new and different.

But to manipulate what's already there in the mind.

“Positioning stands for that one benefit that your product provides apart from your competitors.”

POSITIONING INVOLVES PERCEPTION -

Truth is irrelevant. What matters are the perceptions that exist in the mind. The essence of positioning thinking is to accept the perceptions as reality and then restructure those perceptions to create the position you desire. Better not to



communicate unless you are able to position for the long term.

“You never get a second chance to make a first impression.”

eg -Chevrolet was the most heavily advertised product in the world. US \$130 million to promote. However one did not know much about it.

The easy way to get into a person's mind is to be first. You get in the mind first and be careful not to

give a reason to switch. People don't remember the second. Find something to be first in.

“It's better to be a big fish in a small pond than to be a small fish in a big pond.”

BRAND POSITIONING EXAMPLES

-Positioning can be based on certain factors. Such as size, shape, toughness and endurance, low price, high price, quality, certain time of the day, substitution, gender of the consumer, age, athletic approach, cultural symbols, etc.

Based on size: E.g. Nokia, Nano, Clothing brand.

Based on shape: Tropicana, Pepsi, Parachute Body Lotion

Based on toughness and endurance: Toyota, Woodland.

Based on low price: Walmart, Nirma, Telenor.

Based on high price: Rolex, Mercedes Benz, Apple

Based on quality: Sony, Philips, Cannon, Zara, Armani

Based on time of the day: Tang, Kellogg's Cornflakes

Based on substitution: Sugar Free, Nestle Everyday.

Based on the gender of consumer: Gillette Mach 3 Turbo, Axe, Fog, Avon, Clean & Clear, Femina, Garnier Men Face wash.

Based on age: Ponds Age Miracle, Johnson & Johnson

Based on athletic approach: Boost, Reebok, Nike, mountain dew

Based on cultural symbols: McDonalds, Vodafone, Asian Paints.

Brand positioning is an important step in helping customers and prospects understand why your products and services are valuable to them. So to add real strength to your brand, devote time and effort in strong positioning strategy and then start using the numerous communication channels available to for success.



Brand Thought:

“A strong brand is best guarantee of future earnings”

Brand Failure and Lessons

Mr. Hariom Katwe
BBA-I



Insight:

Brand Failure means market needs redefinition, new technology, demand for totally new type of products. There must be fit between market requirements and company's capability. And also to establish emotional ties with their customers, once the brand has created the necessary bond, it has to handle with care, one step out of line and the customer may not willing to forgive. This is ultimately a brand failure. Brands fail due to several reasons- It may be due to the company's offerings not relevant to current market needs, poor communication, positioning, etc.



Keywords: Brand failure, positioning, emotional ties.

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A brand is a name, term, sign, symbol, or design or combination of them, intended to identify the goods and services of one seller and to differentiate them from other competitors.

WHY BRAND FAIL?

Brands fail due to several reasons. It may be due to the company's offerings not relevant to current market needs, poor communication, positioning, etc.

1. No USP/JND

It is the one which helps the brand to occupy the mind space of the

consumers by using the brand's Unique Selling Proposition (USP) or Just Noticeable Difference (JND).

USP or JND help the brand to communicate its unique attributes and differentiate itself from the other rival brands in the market.

Lipton's Noodles "Super Mum" in 1980s failed in the market as its position didn't clearly differentiate itself from the Nestle's "Maggi". It failed not only because of poor positioning strategy against Maggi but also not able to convince the consumers that it is a healthy alternative to Indian meal - Rice and

Rohti. How “Maggi” could succeed? Simple its communication positioned the brand clearly. Positioning - “2 minutes Noodles” i.e., it can be prepared in just 2 minutes and as a good, evening-snack for the children, which contains proteins and calcium (see Figure

2) As time went on, its positioning changed as “Taste Bhi – Health Bhi” to convince the growing Health conscious moma who want to avoid junk food to be offered to their kids.

IRRELEVANT PRODUCT CONCEPTS

Irrelevant product concepts are also one of the key reasons for failure of new brands in the market place. Brooke Bond, a major player in beverages market in India, attempted to launch different flavours of coffee in South India. In spite of several repeated attempts, it failed to succeed. But the same company could succeed in flavoured tea offerings.

HUL’s Surf Excel 2005 campaign focused on the core issue - ‘the water’, which is relevant to the market . The campaign’s positioning of brand was

“save 2 buckets of water at every wash”. It clearly compares how there would be less foam while washing clothes in surf Excel compared to other brands and thus would be in need of less water rinse the clothes. Thus positioning using USP used to be done in two dimensions. One to differentiate our brand from the competing rivals and two clearly states the benefits of using our brand in the place of others. This will lead to brand preferences in the market. This

was not in case of Brooke Bond’s Flavoured coffees. Thus it ended up in failure.



POOR TIMING OF LAUNCH OF A PRODUCT

A movie is also a brand which needs proper timing of launch. If a movie is released during the Examinations, its chances for making box - office collection would be low. A movie released at the time of cricket or football world cup and so on. This is just an example to understand the importance of timing of launch of a brand, be it a newly launched brand’s positioning or repositioning of an already existing brand.

OMISSION OF CULTURAL DIMENSIONS

Omission of cultural dimensions while branding and positioning is one of the biggest blunders the brand managers do. Culture reflects people's religious beliefs, race, social norms and language. Culture does influence consumer's brand preference.

General Motors launched Chevrolet or Chevy Nova in Latin America; it didn't do well in the market. The reason, the language and how it has been construed in that market. In Latin, 'NOVA' means 'No Go', which means a car that 'won't go'.

Rolls Royce once was seriously considering naming one of their cars as "Silver Mist", but when they found that 'Mist' in German language means 'Manure', they dropped that idea

immediately. It is not just language, it could even be colours. Say for instance, Red in India or Asia means 'Danger' but in Russia, it also denotes 'Beautiful'. White in India means 'Peace'; in China it denotes 'Death'; in USA it represents 'Purity'.

Let's go back to 1989 Hamara Bajaj campaign where the scooter was positioned in such a way where it

makes emotional and cultural representation of South, North, East and West, urban, rural, Hindu, Muslim, modern lady, modern man, cinema loving person, grandma (Grandma used to be part of our family during 1980s and 1990s hence relevant at that time) and the kids of India. "Unity in Diversity" being beautifully conceptualized and brought to the screen.

BENEFITS OF THE BRAND NOT COMMUNICATED CLEARLY

I often see some brands don't communicate their benefits clearly. One must learn from the ad campaigns of Fevicol on how to communicate its benefits in short and simple manner. It must be creative, succinct and crisp. Remember 1980s Fevicol Campaign "Dham Lagak e Aisha...", where even an elephant could not separate two pieces of woods which were pasted together using Fevicol.



Brand Thought:

"A brand is worthless if it doesn't connect the right audience"

Brand Rejuvenation: Rise Up With Restoration

Ms. Mausam Shah
BBA-III



Insight:

Brand rejuvenation involves adding value to an existing brand by improving product attributes and enhancing its overall appeal. It is intended to re-focus the attention of consumers on an existing brand.

Brand rejuvenation helps overcome the consumer's boredom in seeing the same product on the shelves year after year. A consumer's psychological desire for changing is one key factor behind brand rejuvenation.



Keywords: Brand Rejuvenation, Value and Attributes.

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Brand rejuvenation involves adding value to an existing brand by improving product attributes and enhancing its overall appeal. It is intended to re-focus the attention of consumers on an existing brand. Brand rejuvenation helps overcome the consumer's boredom in seeing the same product on the shelves year after year. A consumer's psychological desire for changing is one key factor behind brand rejuvenation.

Quite often, we see ongoing brands appearing as; 'new', 'super', 'special' 'premium,' deluxe, 'extra

strong' and 'fresh',. They appear in new shapes, new pack sizes, new containers, new colors and flavors. Basically what happens here is an updating of brands.

E.g- Corn Products reintroduced Rex Jam with pieces of fruit in it and packed them in new containers.

Cadbury's 5 star chocolate bars received a fill up through a new creamier and smoother version of the same company, dairy milk has come up with caramel filling.

Brands reappearing with the tag "New"

New Horlicks: New Horlicks claimed more nourishment through additional

protein and calcium, eight essential vitamins and iron and taste.

New Nescafe: Nestle rejuvenated Nescafe and brought in the New Nescafe. New Nescafe was made using the new agglomeration coffee process, instead of the fine powder form and the coffee now came in small round goblets.

New Vicks Vapour: P&G's 100 year old Vicks Vaporub has almost become a generic name for cold cure.

When to Revitalize the Mature Brands?

Mature brand which needs to be revitalized are those which have been in the market for some time. They may not be earning profits and due to marketing and brand managers negligence they have lost their customer base.

The following are the situations when the mature brand can be revitalized:

- Outdated technology:
- Narrowing down of brand awareness

Brand Revitalization



- Eroding unique point-of-differentiation
- Long held heritage
- Weakening brand association with the target market Price Dimension
- Moderate to premium priced
- Under advertised and under Sales Dimension
- Stagnating or declining sales and sales velocity

- Wide distribution network

- Inability to generate the profits

- Brand losing the loyal customer base Technology and Investment Dimension

- Tapping new geographic markets: A maturing brand in

one market can be launched afresh in another market.

- Regaining its lost market share: Brands are also revitalized to regain the lost market share and market position. As Bajaj two wheeler divisions did by launching the new Bajaj motor bikes to regain it market over took by MNC brands.

- Brand growth had become stagnant: When brand growth becomes stagnant then also brand needs to be revitalized.

Brand Revitalization Strategies-

1) Expanding Brand Awareness of Brand:

With a fading brand, often it is not the depth of brand awareness that is a problem consumers can still recognize or recall the brand under certain circumstances. Rather, the breadth of brand awareness is the stumbling block consumers only tend to think of the brand in very narrow ways.

2) Increasing the level or quantity of consumption:

Consumption amount is more likely to be a function of the particular belief that the consumer holds as to how the product is best consumed. Nutrella Nuggets increased the level of consumption by initially positioning the brand to be added as a supplement in the main dish and then they came up with the recipes in which it had been used as the main ingredient for the dish.

3) Increasing the frequency of consumption:

Increasing frequency of use, on the other hand, involves either

identifying additional or new opportunities to use the brand in the same basic way or identifying completely new and different ways to use the brand. Various toothpaste were used to clean the teeth in the morning then, they increased to the night by saying clean the teeth before sleep and then after the lunch in the afternoon. Hence the frequency of the consumption increased.

4) Identifying additional or new usage opportunities:

To identify additional or new opportunities for consumers to use the brand more -a marketing program should be designed to communicate the advantages of using the brand more and the reminder to the situations for using the brand. After years of sales declines of 3% to 4% annually, sales of Cheese-Whiz rose 35% when the brand was backed by a new ad campaign promoting the product as a cheese sauce accompaniment to be used in the microwave oven.

5) Identifying new and completely different ways to use the brand:

The second approach to increase frequency of use for a brand is to identify completely new and different usage applications. For example, food product companies have long

advertised new recipes that use their branded products in entirely different ways. Dettol introduced the Liquid Hand Wash in 1994. It was known that many consumers use Dettol soap for cleaning hands. Dettol Liquid Soap gave the consumers a soap in a more modern and convenient format for hand wash. In hand washing, the need for germ protection is top most on consumer's mind. Due to its early and continued efforts in building the segment and given the strength of the parent brand Dettol, this segment was historically dominated by Dettol Liquid Hand wash.

6) Few examples of great social media customer focus that has created value for companies across industries:

Domino's: A disastrous YouTube video posted in 2009 showed two Domino's employees mishandling a pizza. After the video went viral, the company launched a massive campaign to analyze public opinion across all social media. After receiving negative feedback, Domino's made company-wide changes including altering their pizza recipe, aggressively reaching out to customers on social media, and launching marketing campaign acknowledging mistakes and

promising a better product. Domino's saw a 14% increase in sales the quarter immediately following the campaign. The stock price took off, and Domino's has never looked back.

Other Examples are Fair n Lovely, Pudinvara lemon fizz and Maggie etc.

Conclusion:

Brand loyalty was the norm when none or hardly a few alternatives existed. Rapid industrialization, technology diffusion and growing globalization mean that choice for customer is ever expanding. Very few brands manages to continue renew their association with the customers on an ongoing basis. Hence revitalizing is necessary.



Brand Thought:

“Great brand starts from inside”

SAMSUNG

Coca-Cola

twitter

intel

Unilever

VISA



BBC

Microsoft



BRAND

Google

LinkedIn



facebook

ebay



Disney



WWF