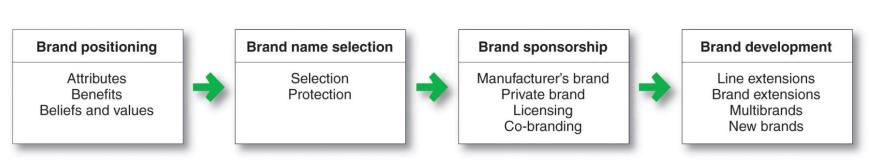
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Chapter Eight

Products, Services, and Brands: Building Customer Value



Brand represents the consumer's perceptions and feelings about a product and its performance. It is the company's promise to deliver a specific set of features, benefits, services, and experiences consistently to the buyers





Brand Positioning



Brand strategy decisions include:

- Product attributes
- Product benefits
- Product beliefs and values



Brand Name Selection

Desirable qualities

- 1. Suggest benefits and qualities
- 2. Easy to pronounce, recognize, and remember
- Distinctive
- 4. Extendable
- Translatable for the global economy
- 6. Capable of registration and legal protection



Brand Sponsorship

Manufacturer's brand
Private brand
Licensed brand
Co-brand





Brand Development Strategies

Product category

Existing

New

name	Existing
Brand	New

	Line extension	Brand extension
,	Multibrands	New brands



