

PRINCIPLES OF
Marketing

Chapter Eight

Products, Services, and Brands: Building Customer Value



Branding Strategy: Building Strong Brands

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



Branding Strategy: Building Strong Brands

Brand Positioning



Brand strategy decisions include:

- Product attributes
- Product benefits
- Product beliefs and values



Branding Strategy: Building Strong Brands

Brand Name Selection

Desirable qualities

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



Branding Strategy: Building Strong Brands

Brand Sponsorship

- Manufacturer's brand
- Private brand
- Licensed brand
- Co-brand



Branding Strategy: Building Strong Brands

Brand Development Strategies

		Product category	
		Existing	New
Brand name	Existing	Line extension	Brand extension
	New	Multibrands	New brands

