
PRESENTATION ON BRAND MANAGEMENT PROCES



1. Identifying and establishing brand positioning.

Brand Positioning is defined as the act of designing the company's offer and image so

Key Concepts:

- **Points of difference:** convinces consumers about the advantages and differences o
- **Mental Map:** visual depiction of the various associations linked to the brand in the m
- **Core Brand Associations:** subset of associations i.e. both benefits and attributes v
- **Brand Mantra:** that is the brand essence or the core brand promise also known as

2.Planning and Implementation of Brand Marketing Programs

Key Concepts:

- **Choosing Brand Elements:** Different brand elements here are logos, images, pack
- **Integrating the Brand into Marketing Activities and the Support Marketin**
- **Leveraging Secondary Associations:** Brands may be linked to certain source fac

3. Measuring and Interpreting Brand Performance

Key Concepts:

- **Brand Audit:** Is assessment of the source of equity of the brand and to suggest ways
- **Brand Value chain:** Helps to better understand the financial impacts of the brand
- **Brand Equity Measurement System:** Is a set of tools and procedures using which

4. Growing and Sustaining Brand Equity:

Key Concepts:

- **Defining the brand strategy:** Captures the branding relationship between the various products and services.
- **Managing Brand Equity over time:** Requires taking a long -term view as well as a short-term view.
- **Managing Brand Equity over Geographic boundaries, Market segments and Cultural differences:**