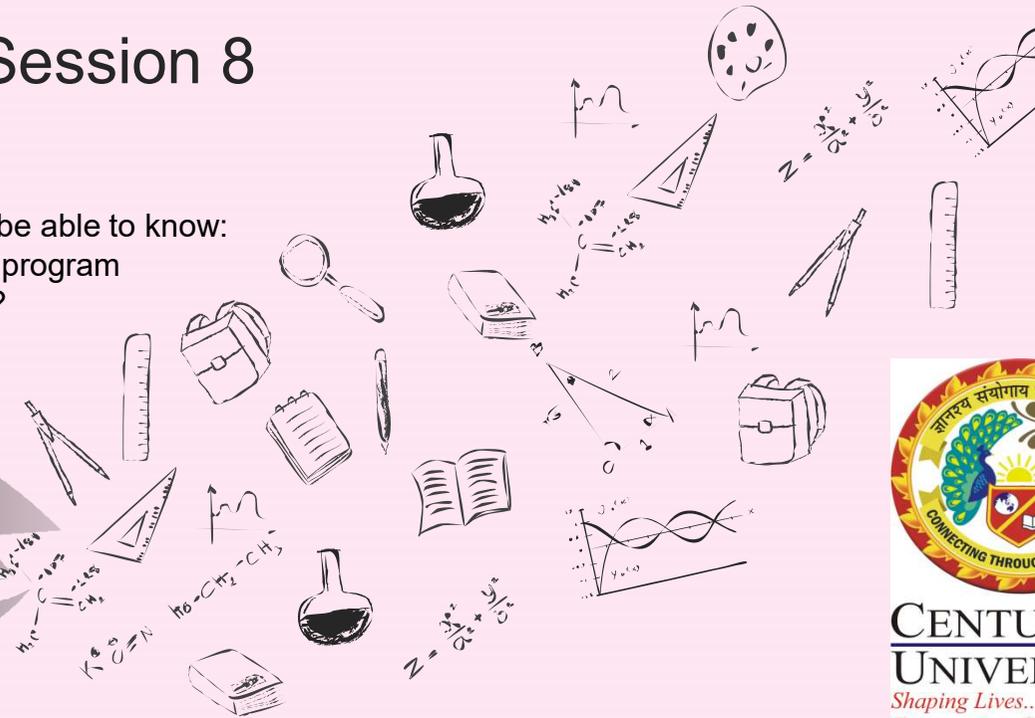


and Management & Consumer Behavior – Session 8

Learning Objectives:

After completion of this session, the learner will be able to know:

- How to design and implement brand marketing program
- What is integrated marketing communications?



Designing and Implementing Brand Marketing Program & IMC

Topics to be Covered:

- Brand Marketing Program
- Integrated Marketing Communications



Dr. Sisir Ranjan
School of Marketing

What is a **brand marketing program**?

Brand marketing program is simply the consideration of product, pricing and distribution strategies in particular for building brand equity.

- How can marketers integrate these activities to enhance brand awareness, improve the brand image, elicit positive brand responses, and increase brand resonance?
- The focus of brand marketing program is on designing marketing activities from a branding perspective.
- It considers how the brand itself can be effectively integrated into the marketing program to create brand equity.



Integrating Marketing

Product Strategy

Designing and delivering a product or service that fully satisfies consumer needs and wants is a prerequisite for successful marketing, regardless of whether the product is a tangible good, a service, or an organization. For brand loyalty to exist, consumers' experiences with the product must at least meet, if not actually surpass, their expectations.

Pricing Strategy

Price is the one revenue-generating element of the traditional marketing mix, and price premiums are among the most important benefits of building a strong brand. Pricing strategy considers the different kinds of price perceptions that consumers might form, and different pricing strategies that the firm might adopt to build brand equity.

Channel Strategy

Marketing channels are defined as "sets of interdependent organizations involved in the process of making a product or service available for use or consumption." Channel strategy includes the design and management of intermediaries such as wholesalers, distributors, brokers, and retailers.



SHOW
YOU'RE
JOCKEY.

JOCKEY



Basic Premises of CBBE Concept



1 In particular, marketers face two fundamentally important questions:
•What do different brands mean to consumers? and
•How does the brand knowledge of consumers affect their response to marketing activity?
•The basic premise of the CBBE concept is that the power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time.
In other words, the power of a brand lies in what resides in the minds and hearts of customers.

2 The challenge for marketers in building a strong brand is ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs so that the desired thoughts, feelings, images, beliefs, perceptions, opinions, and experiences become linked to the brand.



Three Key Ingredients of CBBE

Let's look at the three key ingredients of CBBE:

- (1) "differential effect,"
- (2) "brand knowledge," and
- (3) "consumer response to marketing."

Differential Effect

- First, brand equity arises from differences in consumer response. If no differences occur, then the brand-name product can essentially be classified as a commodity or a generic version of the product.
- Competition, most likely, would then just be based on price.

Brand Knowledge

- Second, these differences in response are a result of consumers' knowledge about the brand, that is, what they have learned, felt, seen, and heard about the brand as a result of their experiences over time.
- Thus, although strongly influenced by the marketing activity of the firm, brand equity ultimately depends on what resides in the minds and hearts of consumers.

Consumer Response to Marketing

- Third, customers' differential responses, which make up brand equity, are reflected in perceptions, preferences, and behavior related to all aspects of brand marketing,

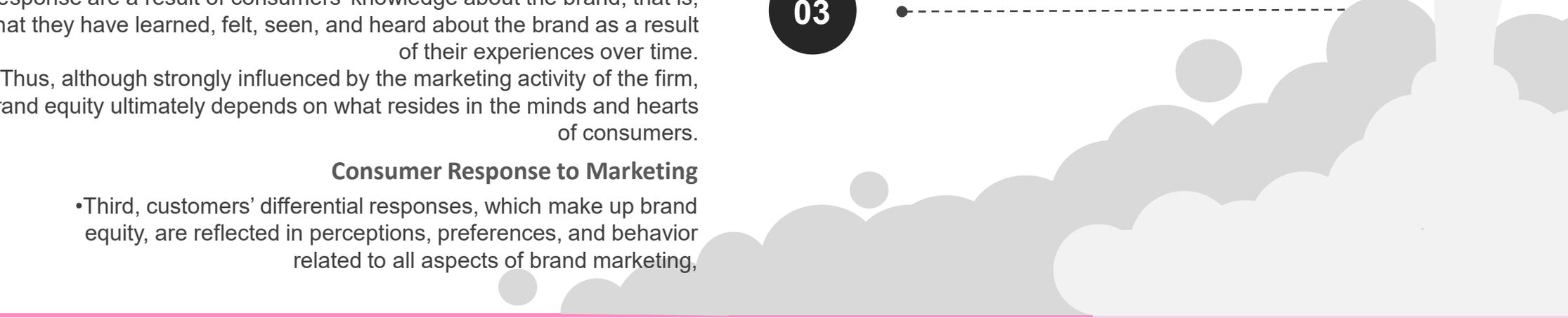
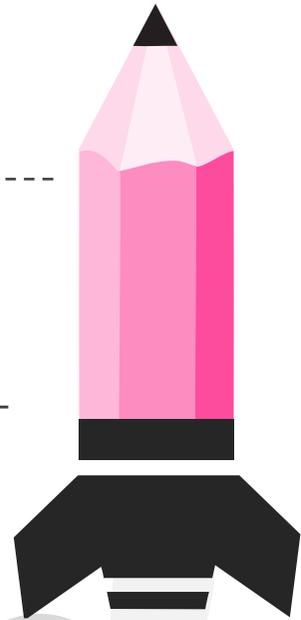
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02



03





Level – 1 : Brand Identity or Who you are?

Level – 2 : Brand Meaning or What are you?

Level – 3 : Brand Response or What are the feelings for the brand?

Level – 4 : Brand Resonance or A strong relationship



CBBE PYRAMID



Keller's Brand Equity Model

Summary of CBBE Process



Reliance
Industries Limited



Step 1

Brand identification
Identify the customers to
whom you are through
breadth and depth of brand
awareness.



Step 2

Provide brand meaning on what you are all
about, through both tangible/performing
and intangible/imagery associations, that
are both strong, favorable and preferably
also unique.



Step 3

Elicit positive and accessible brand
responses from your customers
both in terms of rational judgments
and personal emotions so they
know what it is about you that
makes you special.



Step 4

Establish, grow and
maintain intense and
active brand
relationships by making
your brand resonate
with your customers.

Thank You



My Curiosity is all Yours