

and Management & Consumer Behavior – Session 2

Learning Objectives:

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

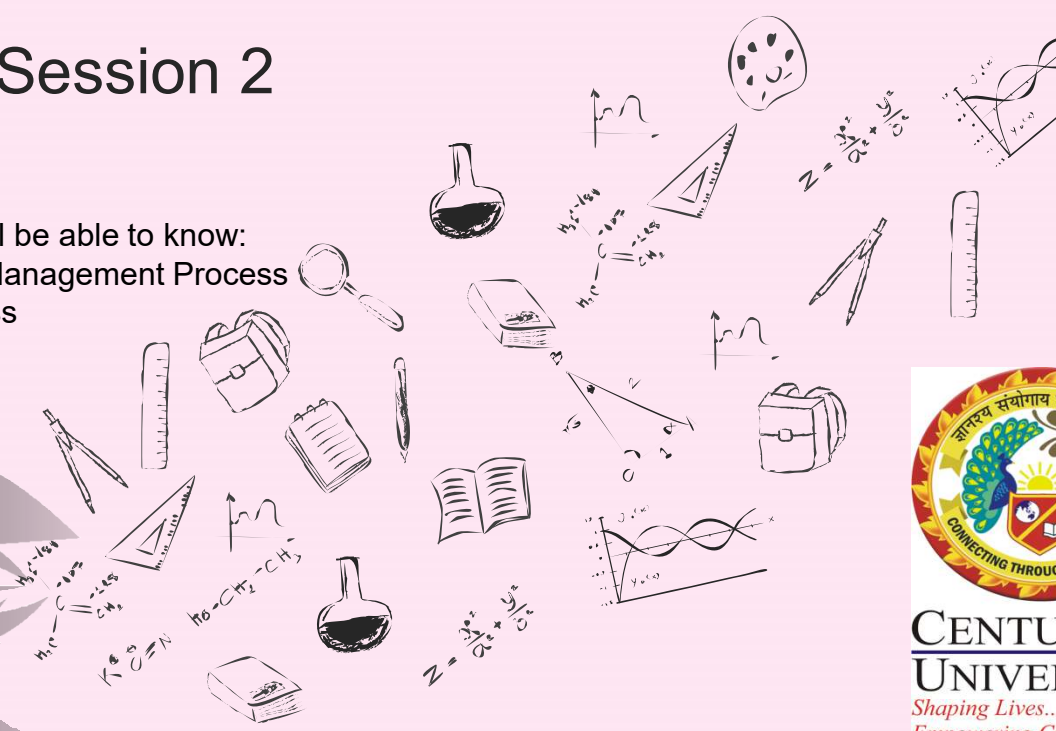
- Meaning and Importance of Strategic Brand Management Process
- Steps of Strategic Brand Management Process



Strategic Brand Management Process

Topics to be Covered:

- Strategic Brand Management Process
- Identifying and developing brand plans
- Designing and implementing brand marketing program
- Measuring and interpreting brand performance



Dr. Sisir Ranjan
School of Marketing

What is a **strategic brand management process**?

Strategic brand management involves the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

- We define the strategic brand management process in four main steps:
- Identifying and developing brand plans
- Designing and implementing brand marketing programs
- Measuring and interpreting brand performance
- Growing and sustaining brand equity



Identifying and Developing Brand Plans

01

The strategic brand management process starts with a clear understanding of what the brand is to represent and how it should be positioned with respect to competitors.

02

The true substance of the brand is just like the unseen part of the iceberg that remains below water but keeps the strength even to sink a huge ship like Titanic.



Antiseptic Liquid Soap Plaster Liquid Handwash Shaving Cream H Sa



Designing and Implementing Brand Marketing Program

There are three factors which needs to be considered in this step:

- Choosing Brand Elements
- Integrating the Brand into Marketing Activities and the Supporting Marketing Program
- Leveraging Secondary Associations.

Choosing brand elements

The most common brand elements are brand names, URLs, logos, symbols, characters, packaging, and slogans.

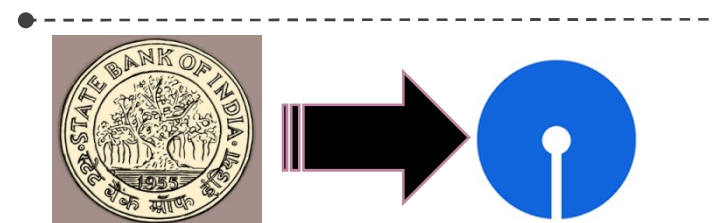
Integrating the Brand into Marketing Activities and the Supporting Marketing Program

The biggest contribution comes from marketing activities related to the brand like: product strategy, pricing strategy, channel strategy and communication strategy.

Leveraging Secondary Associations

Brand associations may themselves be linked to other entities that have their own associations, creating these secondary associations.

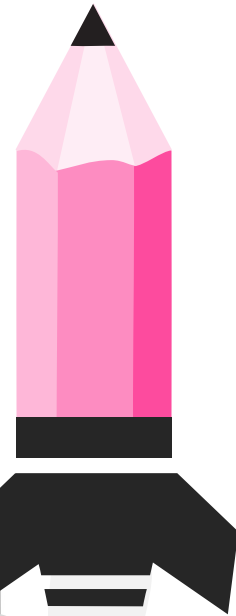
01



02



03



“

Goods = Physical objects that satisfy needs or wants.
Services = Actions or activities that one person performs for another
However, one of the most important difference between goods and services is that:
'goods are first produced and then consumed'
'Services are produced and consumed simultaneously'

”



Application of Marketing Mix

Edmund Jerome McCarthy proposed the concept of the 4 Ps

Marketing Mix for Goods



Product

er Coffee Powder
(pure or blended) for
eholds/restaurants,
sted Beans, Coffee
Apparatus.



Price

Economical

For household segment prices for Cothas
Coffee products range
between Rs. 100 to Rs. 2000.
It means it is an affordable
South Indian eatery filter coffee
brand.



Place

Intensive Distribution

Cothas Coffee products are distributed through both offline and
online cannels.
Offline distribution is done through stores. Online distribution
happens through internet in websites like
www.amazon.in



Promotion

Point of purchases
displays and word of
mouth
No heavy
advertisements like
Nescafe or

Marketing Mix for Services



Product

Wide range of food products targeted to Indian coffee and snack lovers.

Price

Value for Money Pricing

Place

Intensive Distribution

Promotion

Communication tools include
Advertisements
Tie-ups
Product placement in movies
Sales promotion

Physical Evidence

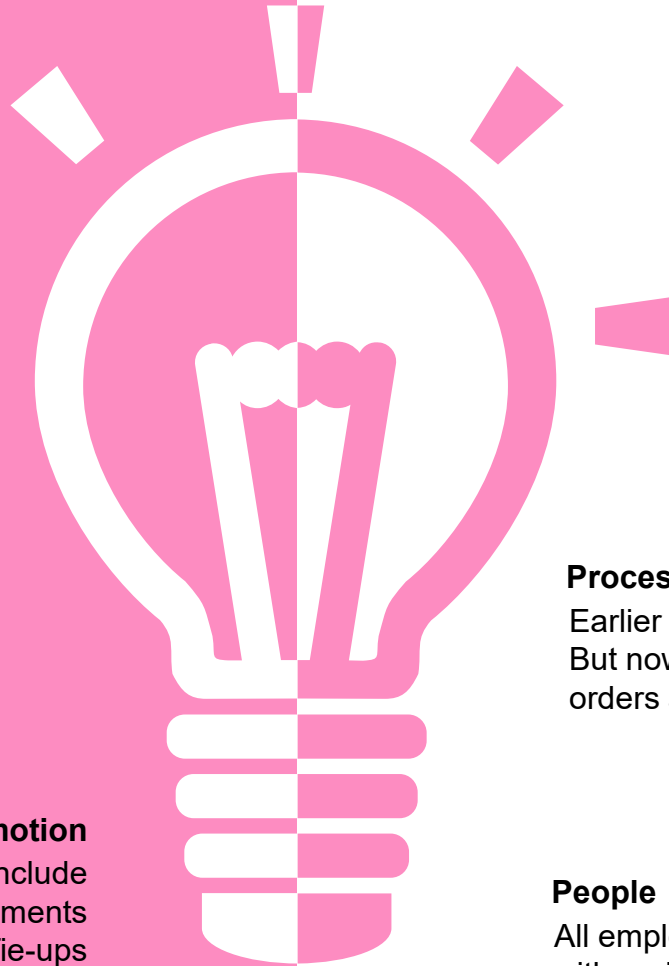
CCD outlets' architecture and decor are with uniform and distinctive look

Process

Earlier the ordering process was in 'self service mode'
But now in most of the outlets waiters are dedicated by CCD to take orders and process them just like full service restaurants

People

All employees are strictly fluent in English along with regional language.



Thank You



My Curiosity is all Yours