



lifestyle
YOUR STYLE. YOUR STORE.



Retail Brand Management

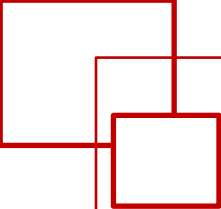


Endless Possibilities

Overview

- Introduction
- Concept
 - Branding
 - Retail Branding
- Growth
- Typology
- Brand Development Strategy
- Retail Value Chain
- Key Issues
 - Lookalike own brands
 - Brand Owner Verses Retailers

Contd.

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- New Developments in Own Brand Strategy
 - Own Brand and Its Impact on Retail Brand
 - Brand Equity
 - Brand Loyalty

Concept

- Branding

The intangible sum of product's attributes; its name, packaging, price, history, reputation and the way it's advertised

- David Ogilvy

- Retail Branding

Retail branding does not only focus only on creation of private label.

In multi-brand retailers the task become more difficult as the retailer needs to create a store identity which is different from that of brands, he sold within the store



Growth

- Growth of retail brand *aka* own brands, own labels, private labels and store brands, has paralleled growth esp. in grocery segment.

Typology

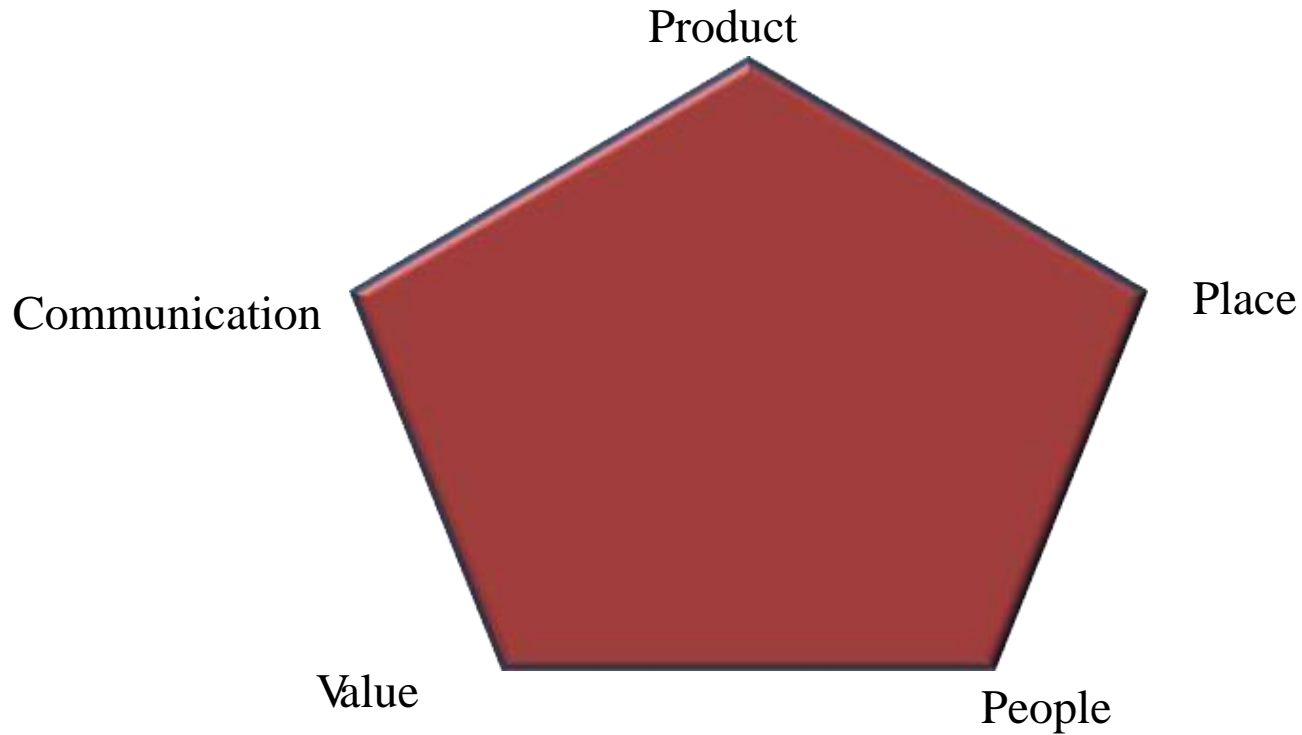
Own Brand Type	Description	Identification with in retailers	Positioning	Range of Products	Degree of backward integration	
1	Generics Non Branded merchandise Plain Packaging Low price positioning Replaced by budget town	Limited	Low	Limited	Low	
2	Controlled-brands Exclusive manufacturer brands	Owned by manufacturer Given to exclusive retailer	None	Low Medium	Limited Low	None
3	Counte rbrands Fighting	Owned by retailer Differentiated by category Identification with	None	Low Medium	Limited	Low
4	/ budget	retailers Stress on retail itself	strong	Medium	Limited	Low
Brands	Low price positioning				Contd.	

5	Copycat Brands					
A	Reengineered brands	Low cost-retailer owned	strong	Low	Wide	High
B	Lookalikes	Same functionally		Medium		
C	House brands	Similar quality	Medium	Medium	Limited	High
		Imitate visual features				
		Name of retailer appears	strong	Medium	Wide	High
	Exclusive	as separate brand				
6	D	Exclusively designed for	strong	High	Limited	High
	Label	retailers carry designer's name				
7	Fascia brands	Private labels	Very strong	Medium	Wide	High
		Retailer's name is strongly associated				
				High		
						7

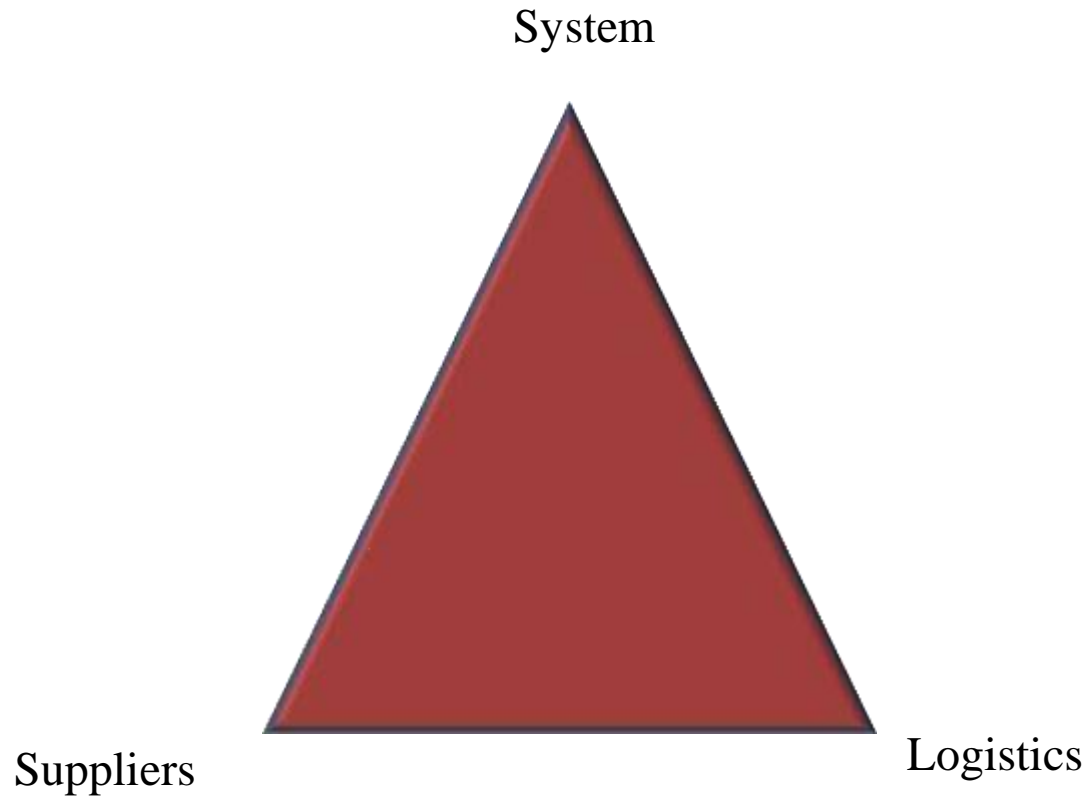
Brand Development Strategy

- A retail brand is a combination of company's heritage, merchandise mix, store ambience, service strategy, advertising and promotion.
- Three major questions
 - Can brand identified with lifestyle of customers?
 - Is there any perceptible difference between retailers?
 - Can a story be woven around the brand?

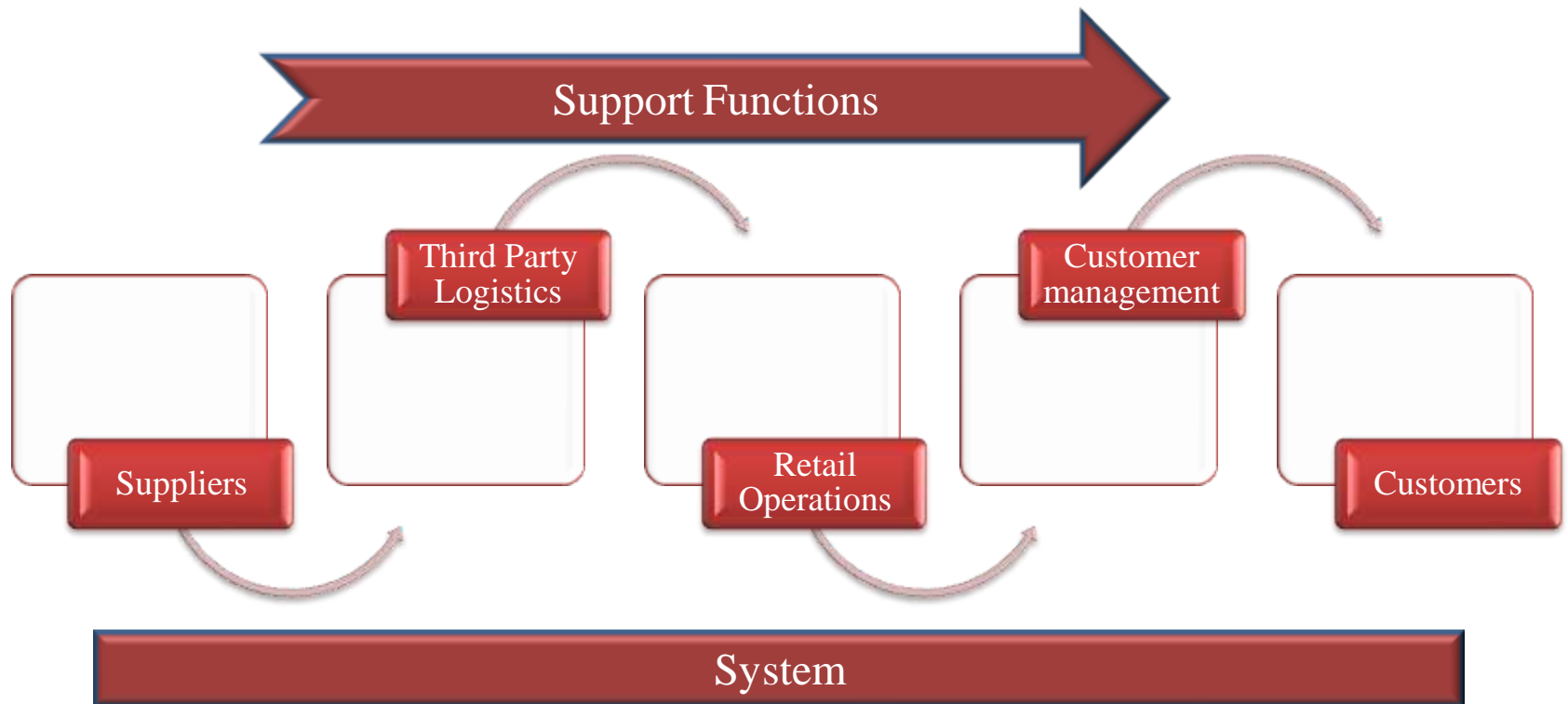
Pentagon Strategy



Triangle Strategy



Retail value chain



Key Issues

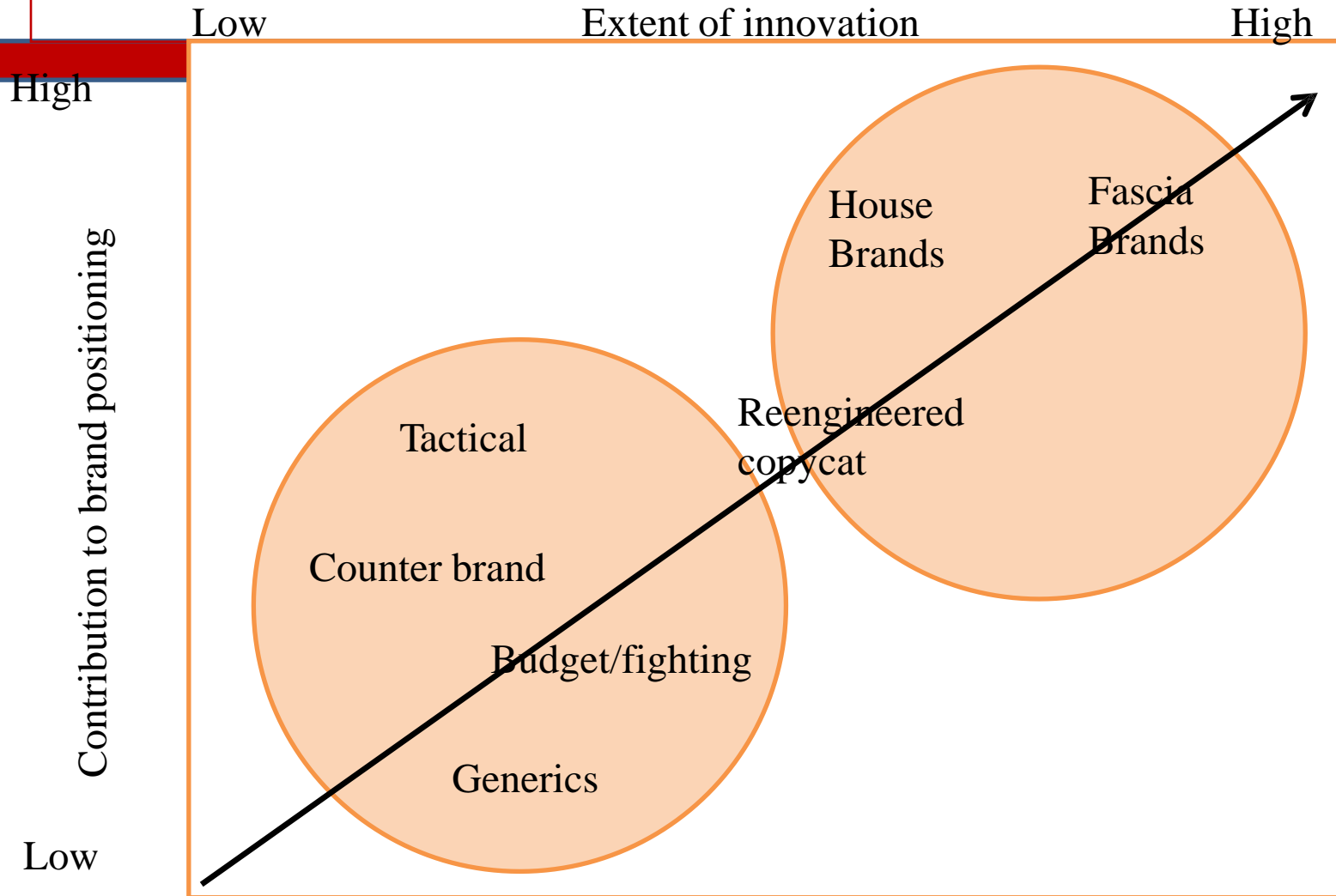
- Look alike own brands

Not only imitate trade marks, graphics, colours, lettering, words and packaging but also name of branded products.

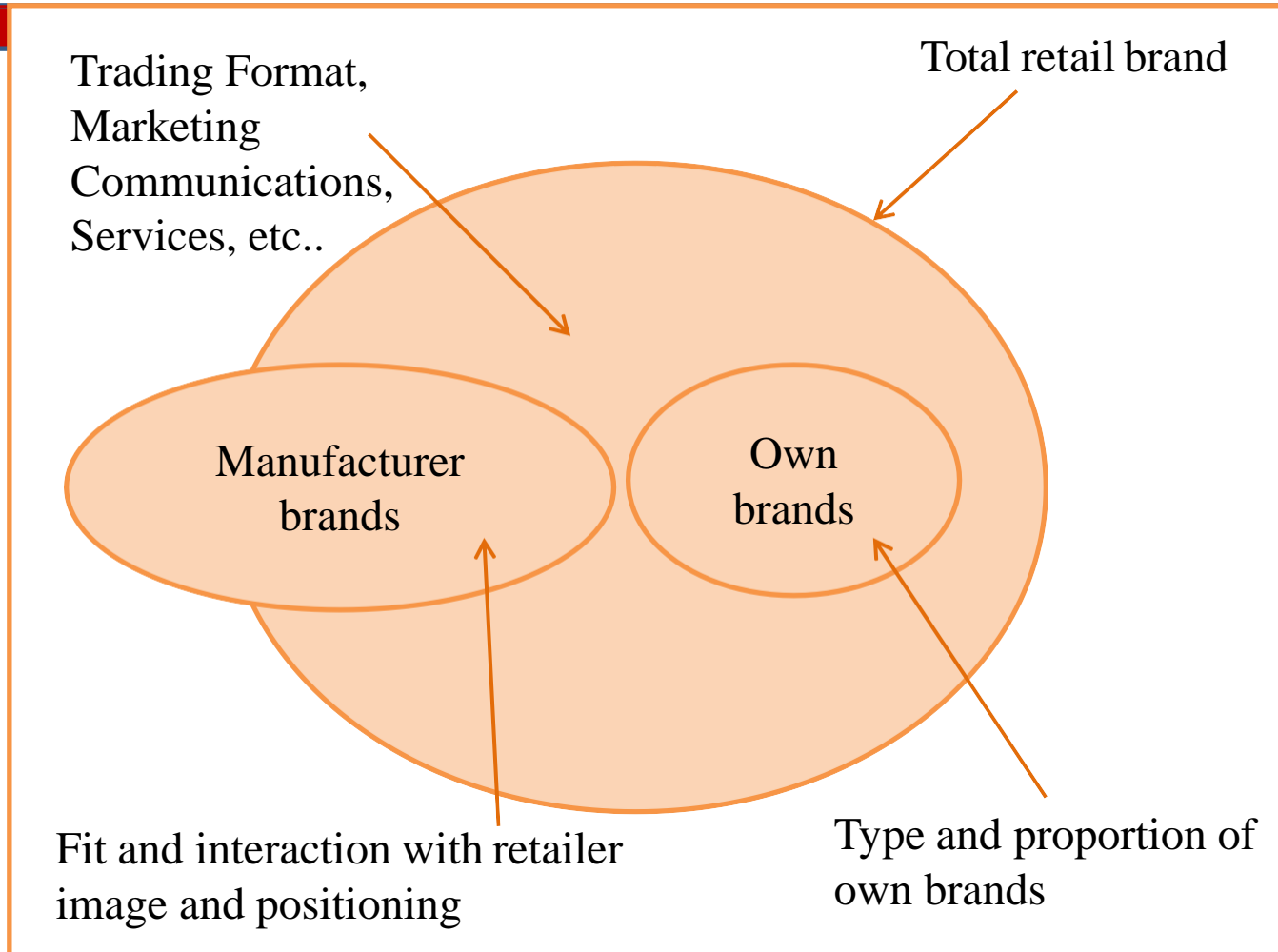
- Brand owner verses retailers

- Lookalike steals goodwill
- Gimmick to position
- Diminish consumer choice

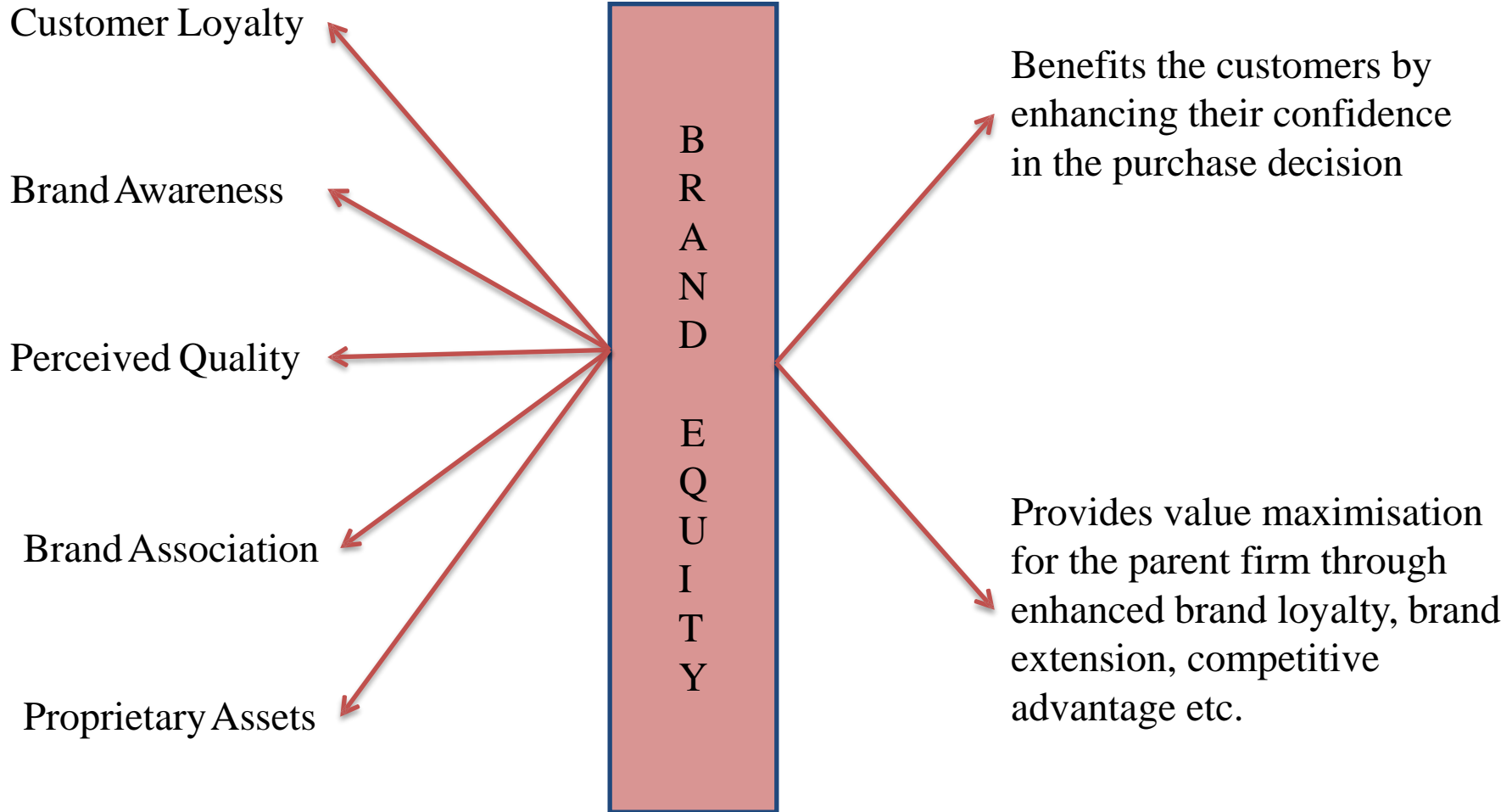
New Developments in Own Brand Strategy



Own brands and its impact



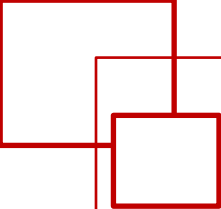
Managing Brand Equity



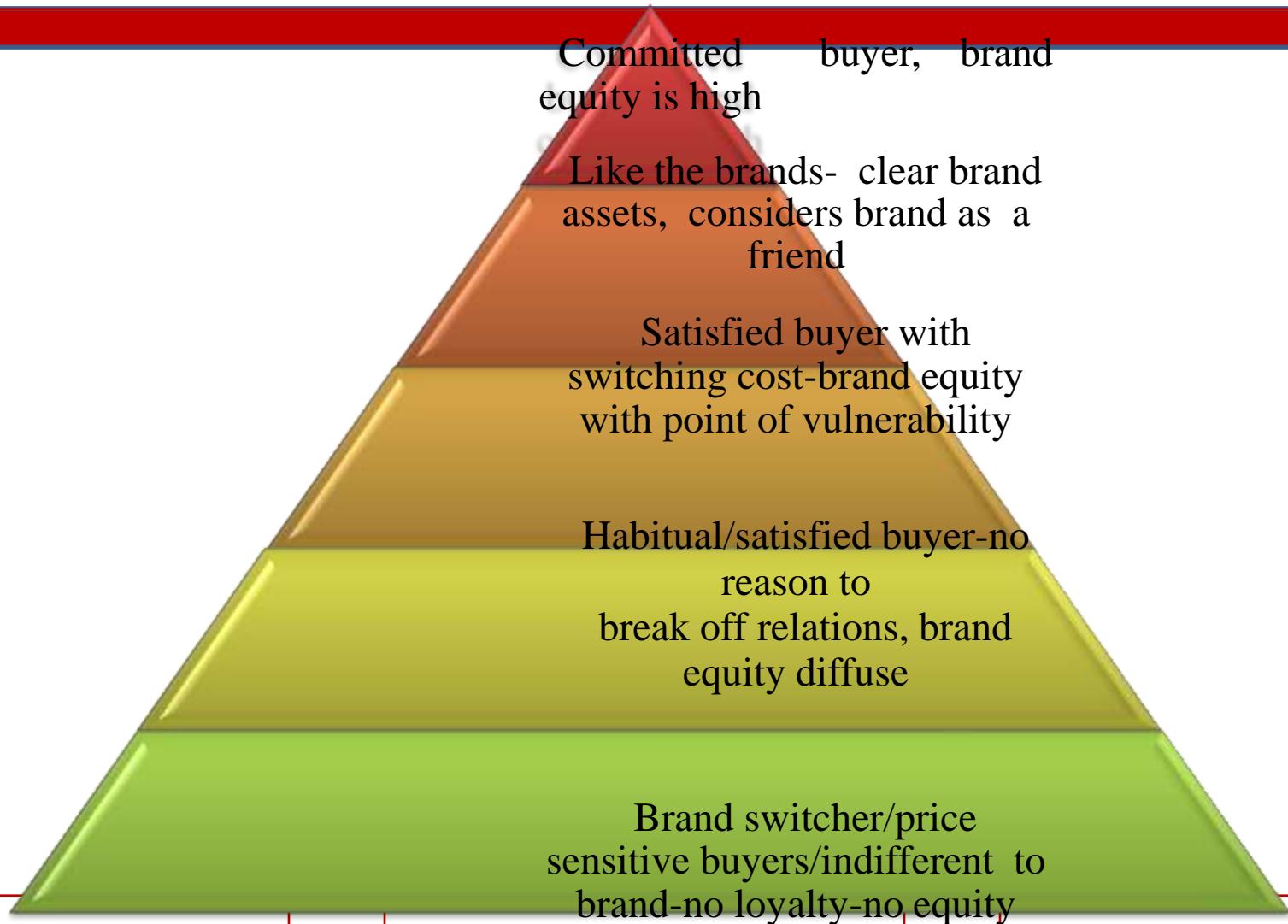
Brand Loyalty

- Develop a positive disposition towards the brands on the basis of a positive brand attitude
- Develop a store or brand preference
- Continue to patronise the retail outlet or brand over a period of time

Contd.

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- Monopoly loyalty
 - Inertia loyalty
 - Convenience loyalty
 - Price loyalty
 - Incentivised loyalty
 - Emotional loyalty

The pyramid of brand loyalty



Key terms

- Brand Value
- Brand Equity
- Brand Loyalty
- Brand Awareness
- Brand Association
- Perceived Quality