



STRATEGIC BRAND MANAGEMENT: BRAND DRIVERS AND FACTORS RESPONSIBLE FOR BUILDING FRUITFUL BRANDS

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ABSTRACT

Branding has emerged as a best management need in the most recent decade because of the developing acknowledgment that brands are a standout amongst the most significant impalpable resources that organizations have. Brands serve a few important capacities. Brands are methods for separating an organization's goods and managements from those of its rivals. Key brand management is the idea of overseeing brand in its totality and it is having a unique part in present day business condition since mark is the most recognizing and vital part of an organization. The way to branding is that the customer's must feel that marked items are extraordinary. The chain of command of brand value clarifies each level of brand improvement and it is exceptionally useful for organizations to define suitable brand systems at each phase of brand advancement. For the accomplishment of a brand, the organization should focus on each level of the brand value chain of command.

Keywords: -Brand, Strategic Brand Management, Brand value, Brand Awareness, Customer Satisfaction

I. INTRODUCTION

Customers will pay a significant value premium for an honorable brand and stay faithful to that brand. Consequently, it is essential to comprehend what brands and why they are imperative for consumers branding advances acknowledgment of goods and management. A worthy key brand management is vital for accomplishment of the brand. Key brand management implies basically characterizing your image and guaranteeing that your symbolism and practices are steady with your image definition. Strategic brand management is the following stage in the marking procedure. It enables the organization to separate itself from its rivals, and convey its message and market position in a predictable and all-encompassing way. Aaker and Joachimsthaler (2000) anticipated a pattern from singular brands, through embraced and sub brands, towards corporate marking structures. Various strengthening factor drive this pattern: developing business sector complexities, focused weights, channel flow, and globalization. Advance Simoes and Dibb (2001), included that the globalization, different nature of customer and in addition partner intrigue, new media (long range interpersonal communication destinations and web) and other outer and inside flow constrain organizations to pick and receive a more perplexing type of marking system. (Aaker, 1990) keep up that brand esteem consolidates the greater part of the accompanying factors:



acknowledgment saw quality, symbolism, devotion and patent quality. Note that as indicated by this definition – and rather than the past definition – the item is incorporated into mark value on account of the licenses that make it unique or even prevalent. Adopting an exceptionally subjective strategy (Keller, 1998), see the brand as an accumulation of memory affiliations that create an alternate response to the brand.

II. BRAND

American Marketing Association (1960) has characterized brand as "A name, term, sign, image or outline or a blend of them, imagined to classify the products or managements of one merchant or gathering of sellers and to recognize them from those of contenders." Once a brand has influenced positive idea among its proposed enthusiasm to gathering, the firm is said to have built stamp esteem. A recognizing personality that separates a correlated, enduring, and reliable confirmation of significant worth aligned with a product, organization, or association. Organizations are utilizing marking as a methodology in the present business condition with expanded normality (Rooney, 1995). One definition for a brand has been offered in the Diary of Advertising Administration by Teacher Subside Doyle of Warwick College: "A name, image, plan, or some blend which identifies the result of a specific association as having a considerable, separated preferred standpoint" (O'Malley, 1991). Associations create brands as an approach to pull in and keep customers by advancing quality, picture, glory, or way of life. By utilizing a specific brand, a buyer can bond a positive picture (Ginden, 1993). Brands can likewise lessen the apparent hazard customer's face when purchasing something that they know minimal about (Montgomery and Wernerfelt, 1992). Branding is a method to manufacture a supportable, differential preferred standpoint by playing on the idea of people. Basically the reason for unique branding is to construct the item's picture among the buyers (Cleary, 1981).

III. BRANDING STRATEGY

According to Keller (2003) – "Branding Strategy of an organization imitates various numbers of collective and distinct brand components useful to the diverse products sold by the organization". In other words, a branding strategy includes determining which brand names, logos, signs, and so on should be useful to which specific product, and the nature of innovative and surviving brand components realistic to the new products so that it could be distinctively and purposely distinguished in the attention of the customer. A branding strategy of any organization can be described according to its brand-product affiliation and brand extension approach.

IV. STRATEGIC BRAND MANAGEMENT

Jean-Noel Kapferer in his book "Key Brand Management: Creating and Sustaining Brand Equity Long term" (published in 1997) as that branch of brand management that look after the overall creativity and uniqueness of brand entirely. The Key Brand Management process increases the value of the organization's items and administrations by making a novel personality in the commercial center. It enables the organization to separate itself from its rivals, and convey its message and market position in a predictable and comprehensive way.

Strategic brand management is very vital in contemporary business world as brand is the utmost distinctive part of an organization. It has been perceived that in the present scenario business world it is relatively problematic to make a



suitable strategic brand management strategy. Prominence of Strategic Brand Management in various brands plays an essential part in such an existing competitive. The brands are ultimately significant to the consumers and also to business by unique strategy of companies which differentiate it from other competitor's.

V. THE BRAND DRIVERS

The eventual objective of brand building is to divert the consumer from brand awareness to brand insistence. The brand insistence comprises of five essential drivers that drive a consumer to demand specific brand to meet requirements— brand awareness, accessibility, value, relevant differentiation, and emotional connection.



5.1 Awareness

This is very first component in brand insistence model. Consumers must be attentive that there are different brands in the product classifications and they must aware of specific features of each brand. The organization should implement diverse and attractive branding strategies which will lead to a condition that the certain brand should be the leading one that comes to their attention within specific product categories and accompanying with key consumer benefits

5.2 Relevant Differentiation

This is the most imperative thing brand can convey. Relevant differentiation today is a main edge pointer of productivity and market share tomorrow. The product ought to have the capacity to give exceptional and acceptable advantages to buyers which are obviously unmistakable from contenders.

5.3 Value



The brand ought to provide a good value for the price despite whether it is costly or cheap, top of the line or low end, it must convey no less than a decent esteem. Organization's prosperity relies on purchaser's persuasion. The customer trust that the specific brand offers them enough esteem or worth for their cash, it will prompt to brand insistence and company's success.

5.4 Accessibility

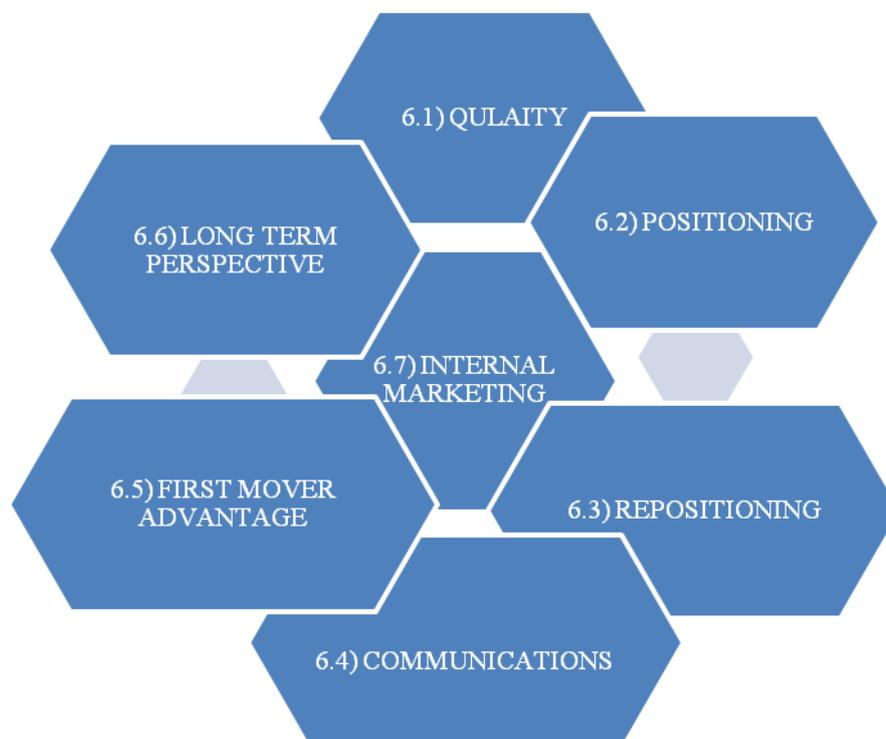
The significance of accessibility cannot be undervalued in today's world. The brand must be accessible where consumers acquisition. Accessibility is an imperative factor which leads the consumers to brand insistence and brand swapping.

5.5 Emotional Connection

For having demonstrative association with a brand, first the purchaser must know and like the brand. After that they will trust and feel a passionate association with it. There are numerous inventive approaches to accomplish this passionate association from promoting to customer relationship management.

VI. FACTORS RESPONSIBLE IN BUILDING FRUITFUL BRANDS

A brand is created by amplifying a core product with distinguishing values and beliefs that differentiate it from rivalry. Brand building implicates profound understanding of both practical and expressive values that customers use when selecting among various brands. According to Prof. David Jobber there are seven main factors in building fruitful brands.





6.1 Quality

Quality is a fundamental element of a brand. Organization should focus on the core advantages of the product which each buyer anticipates from that particular product. These must convey well and reliably. The brands that offering unrivaled quality can accomplish higher market portion than mediocre contenders.

6.2 Positioning

Positioning is about the position a brand occupies in a market in the minds of consumers. In target market, brands which are strong enough have inimitable place. Positioning can be accomplished through numerous resources comprising brand label, sign, image, excellence, and packaging.

6.3 Repositioning

Repositioning ascends when exertions by brand so as to amend its market position to imitate a change in consumer's perceptions. It means altering a brand's prestige in association to that of the competing brands. Repositioning is prompted generally through varying the marketing mix in response to variations in the market place, or due to a letdown to reach the brand's marketing goals.

6.4 Communications

Communications play a vital role in constructing an efficacious brand. Effective communication is important to build attentiveness, to develop brand personality and to strengthen the perception.

6.5 First Mover Advantage

First mover advantage means that it is potential for the first effective brand in a market to build a clear positioning in the knowledge of target customers formerly the competition enters the market.

6.6 Long Term Perspective

The decisions relating to brands should be in a long term perspective. After introducing a brand, building customer awareness, communicating the brands message and creating brand loyalty takes time.

6.7 Internal Marketing

Management should certify that the brand is marketed internally as well as externally. It means that the whole business should understand the brand values and positioning.

VII. CONCLUSION

In such a competitive situation branding is crucial for success of the any company. Companies should take utmost care from introduction of the product to its acceptance by the consumers. The main objective of the brand strategy is to provide tool that make interactive a brand image potential. In instigating the new brand strategy the primacies essential to be kept in cognizance at all times. The first primacy is to comprehend the brand, its position and its values. Associated to this primacy is to communicate and build a uniform perception on the brand internally, during the entire company. Branding aids to upsurge consumer's saffection to a product to certain extent. Management must implementsuitable strategies at each level of the branding process. Brand drivers are responsible to choose the specific brand to meet requirements of customers and factors creates value to customers by developing successful brands.



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