



# Brand Management

## Unit Two – Consumer Choice: Loyalty, Preference and Brand Equity



# Course Layout and Overview

- ▶ Ten units
  - ▶ Unit One: The Principles of Strategic Brand Management
  - ▶ **Unit Two: Consumer Choice: Loyalty, Preference and Brand Equity**
  - ▶ Unit Three: The Brand Audit: Asset Development
  - ▶ Unit Four: Brand Portfolio Management
  - ▶ Unit Five: Sustainable Competitive Advantage
  - ▶ Unit Six: Brand Research and Macro Trends
  - ▶ Unit Seven: The Study of Brand Positioning Using Integrated Marketing Communications
  - ▶ Unit Eight: Consumer Relationship Management (CRM)
  - ▶ Unit Nine: User Experience (UX)
  - ▶ Unit Ten: Impact of Technology on Brand Management



# Unit Two Learning Outcomes

- ▶ Analyze how to best position for brand equity
- ▶ Evaluate the touchpoints along the consumer purchasing journey that lead to loyal consumer preference
- ▶ Analyze a gap analysis of the competitive landscape to understand brand growth opportunities
- ▶ Evaluate critical elements of consumer engagement and brand equity insights with use of data analytics
- ▶ Analyze the marketing ROI (return on investment) and productivity of brands



# Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



# Unit Two Overview Topics

- ▶ Brand equity positioning
- ▶ The consumer purchasing journey
- ▶ Gap analysis of the competitive landscape
- ▶ Consumer engagement, brand equity insights and data analytics
- ▶ Marketing ROI and brand productivity



# Consumer Choice Vocabulary

- Brand ambassadors
- Brand equity
- Brand equity insights
- Brand growth strategy
- Consumer engagement
- Data analytics
- Gap analysis
- Loyalty programs
- ROI (return on investment)



# Brand Equity Positioning

- ▶ Brand positioning
- ▶ Creating brand equity
- ▶ Brand strategy and awareness
- ▶ Company values and assets



# The Consumer Purchasing Journey

- ▶ Ways to build a brand
  - ▶ Brand ambassadors
  - ▶ Loyalty programs
  - ▶ Using loyal customers to promote the brand
- ▶ Build consumer preference
- ▶ Increasing consumer loyalty





# Gap Analysis of the Competitive Landscape

- ▶ Performing a gap analysis
- ▶ Reviewing the competition
- ▶ Brand growth strategy



# Gap Analysis

## Gap Analysis



Current State



Desired State



Action Plan

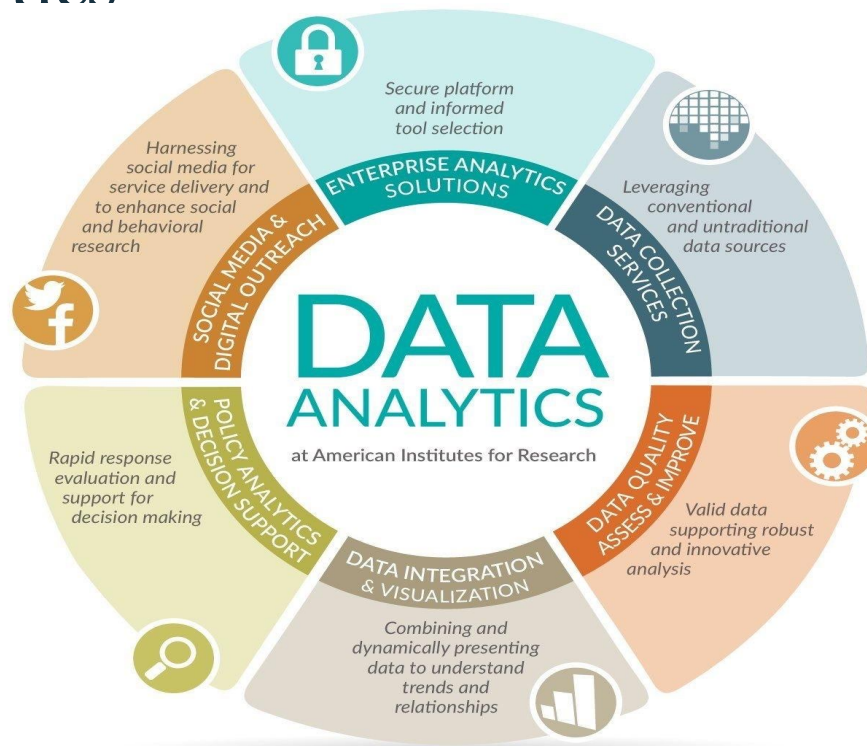


# Consumer Engagement, Brand Equity Insights, and Data Analysis

- ▶ Creating consumer engagement
- ▶ Why are data analytics important?
- ▶ How to discover brand equity insights



# Data Analytics



# Marketing ROI and Brand Productivity

- ▶ How is return on investment (ROI) important in marketing?
- ▶ How can brand productivity be measured?
- ▶ Increased sales = increased marketing



# Conclusion

- ▶ Unit Two Learning Outcomes
  - ▶ Analyze how to best position for brand equity
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  - ▶ Evaluate critical elements of consumer engagement and brand equity insights with use of data analytics
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# What's Next?

Unit Three: The Brand Audit: Asset Development

