



# Brand Management

## Unit Three – The Brand Audit: Asset Development



# 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 Three Learning Outcomes

- ▶ Evaluate strategic recommendations for an iconic brand's architecture
- ▶ Analyze brand awareness among loyal consumers
- ▶ Evaluate the core brand value proposition statement for a line extension
- ▶ Evaluate how external information from public secondary sources and company websites drive consumer choice
- ▶ Analyze a brand's vision, including its product, pricing, channel and communication strategies



# 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 Three Overview Topics

- ▶ Strategy for an iconic brand's architecture
- ▶ Brand awareness for loyal consumers
- ▶ Core brand value proposition statement
- ▶ Public secondary sources that drive consumer choice
- ▶ A brand's vision: product, pricing, channel and communication strategies



# Asset Development Vocabulary

- Brand awareness
- Branded house
- Brand's vision
- Core brand value proposition
- Endorsed brands
- House of brands
- Hybrid brand
- Loyal consumers
- Line extension
- Secondary sources



# Strategy for an Iconic Brand's Architecture

- ▶ Branded house or umbrella house
- ▶ A house of brands
- ▶ Endorsed brand
- ▶ Hybrid brand



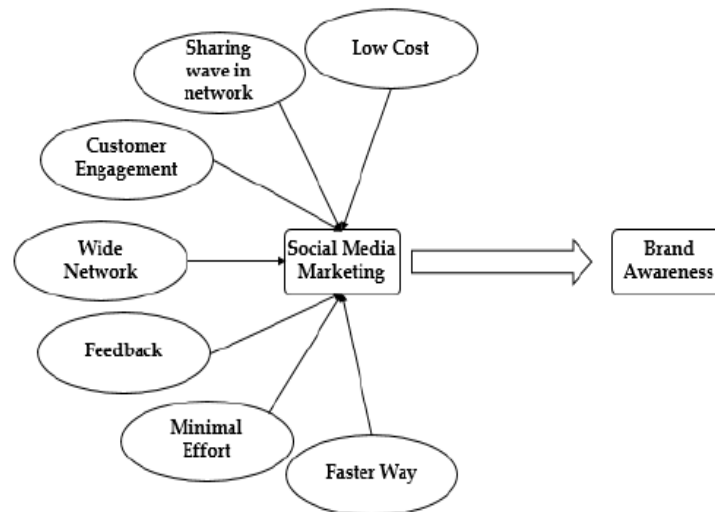
# Brand Awareness for Loyal Customers

- ▶ Brand awareness
  - ▶ Marketing
  - ▶ A friend mentions a product they like
  - ▶ Watching an infomercial
- ▶ Understanding how to create loyal customers





# Brand Awareness and Social Media



**FIGURE 1**  
**INFLUENCE OF SOCIAL MEDIA MARKETING FACTORS ON BRAND AWARENESS**



# Core Brand Value Proposition Statement

- ▶ An example of a core brand value proposition statement
  - ▶ How a brand may stand out from competition
- ▶ What is a line extension?

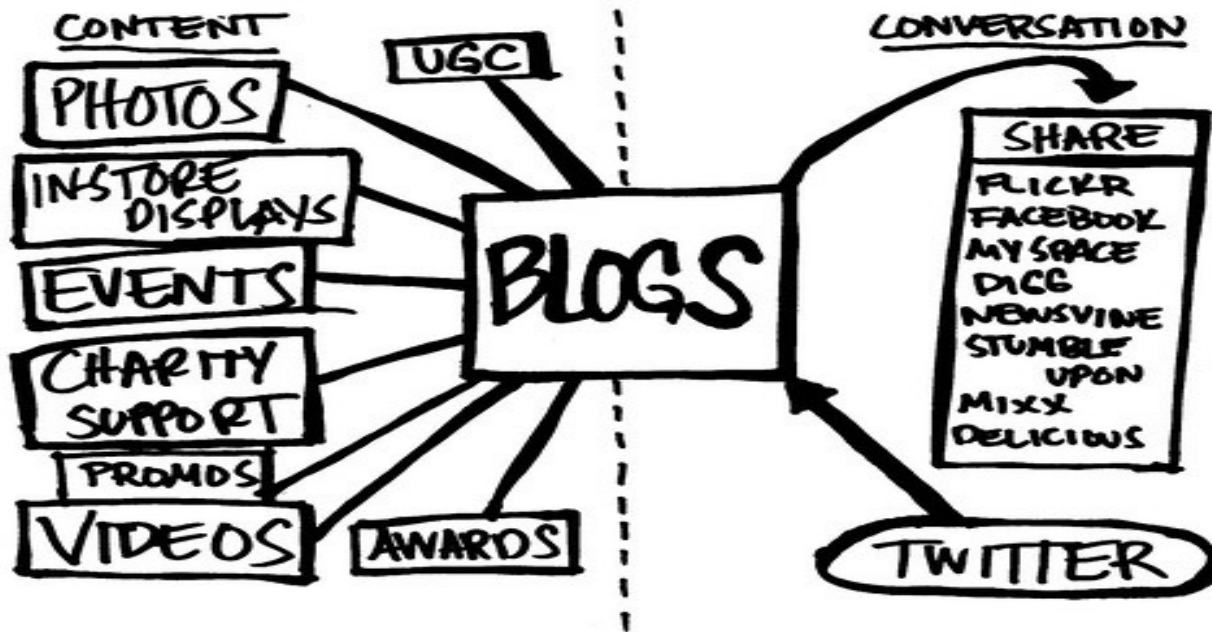


# A Brand's Vision: Product, Pricing, Channel and Communication Strategies

- ▶ A brand's vision
- ▶ Product differences
- ▶ Pricing and competition
- ▶ Possible marketing channels
- ▶ Developing communication strategies



# Brand Communication



# Conclusion

- ▶ Unit Three Learning Outcomes
  - ▶ Evaluate strategic recommendations for an iconic brand's architecture
  - ▶ Analyze brand awareness among loyal consumers
  - ▶ Evaluate the core brand value proposition statement for a line extension
  - ▶ Evaluate how external information from public secondary sources and company websites drive consumer choice
  - ▶ Analyze a brand's vision, including its product, pricing, channel and communication strategies



# What's Next?

Unit Four: Brand Portfolio Management

