



Brand Management

Unit Five – Sustainable Competitive Advantage



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 Five Learning Outcomes

- ▶ Evaluate the growth potential of a large industry
- ▶ Analyze how a mature brand sustains its relevancy and extends into a new product category
- ▶ Analyze the players in an oversaturated consumer category
- ▶ Evaluate the impact of financial metrics on a brand portfolio analysis
- ▶ Analyze an underdeveloped product category for global potential



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 Five Overview Topics

- ▶ Large industry growth potential
- ▶ How a mature brand remains relevant
- ▶ An oversaturated consumer category
- ▶ Brand portfolio analysis financial metrics
- ▶ Underdeveloped product categories



Sustainable Competitive Advantage Vocabulary

- Brand portfolio analysis
- Financial metrics
- Large industry growth potential
- Market saturation
- Underdeveloped product categories



How a Mature Brand Remains Relevant

- ▶ Blockbuster Video mature brand that could not stay relevant
- ▶ Large industry's growth potential may be determined by
 - ▶ Sales
 - ▶ Profits
 - ▶ Competition
 - ▶ Innovation
 - ▶ Industry productivity
- ▶ Nike is an example of a mature brand that stays relevant



Mature Successful Brands



BRANDING

is the way that your customer perceives you



Brand Stretching at a Multi-Tiered Global Company

- ▶ Mature brands
- ▶ Brand stretching
 - ▶ developing or selling new products
 - ▶ creating new product categories
- ▶ Home Depot or Lowe's



An Oversaturated Consumer Category

- ▶ Market saturation
 - ▶ declining or flat sales
 - ▶ declining numbers of customers
- ▶ Create an action plan
 - ▶ complete research
 - ▶ before eliminating products or product lines



Reviewing Market Opportunities

STRATEGIC OPPORTUNITY MATRIX



Brand Portfolio Analysis Financial Metrics

- ▶ Financial metrics Indicators
 - ▶ cash flow
 - ▶ profits
 - ▶ market share
- ▶ Complete a brand portfolio analysis



Underdeveloped Product Categories

- ▶ How to determine what products are underdeveloped
- ▶ Underdeveloped product categories
 - ▶ new products
 - ▶ new product categories
 - ▶ revamping old products for modernization



Conclusion

- ▶ Unit Five Learning Outcomes
 - ▶ Evaluate the growth potential of a large industry
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What's Next?

Unit Six: Brand Research and Macro Trends

