

Organization sony brand knowledge marketing essay



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In the minds of consumers, Sony is one of the worlds greatest brands. The brand has the positive association in the consumer minds. The company was once again rated the number one brand in the U. S. by the Harris poll. As noted, much of the brand equity Sony enjoys is rooted in product innovations. The brand is famous for its enhanced voice in the products like cassette recorder, cd players, decks and televisions.

STRONG BRAND MARKETING ELEMENT:

Sony has demonstrated an ability to capture the imagination and enhance people's lives. The company has been at the cutting edge of technology for more than 50 years, positively impacting the way we live. Further, few companies are as well positioned to drive the digital age into homes and businesses around the world for the next 50 years and beyond.

HOW TO MAKE A BRAND STRONG:

Today, Sony continues to fuel industry growth with the sales of innovative Sony products, as well as with the company's convergence strategy.

Examples include: VAIO notebooks that raise the bar in both form and function; digital cameras that capture pictures on a floppy disk, CD-R or Memory Stick; a handheld device that lets you store and view photos as well as moving photo; Minidisc recorders with a digital PC Link to marry high quality digital audio with downloadable music; DVD/CD multi-disc changers that playback both audio and video; digital network recorders that pause, rewind and fast-forward "live" television using a hard-disc drive; and Hi-Scan flat screen TVs that deliver near HDTV picture quality through Digital Reality Creation (DRC) circuitry.

DIFFERENTIATION:

Sony brings innovation to the world every time as history shows that the brand was the first one to introduce portable music player which was known as "SONY WALKMAN" and among many more like digital camera, digital frame, liquid crystal displays and many more.

CUSTOMER RESPONSE TO MARKETING:

Sony by delivering its superior value to customers is having a great value in consumer's heart. The consumers are attracted by the advertisement and promotions. The consumers are readily convinced to buy the product which matches their current needs and wants and helps company in building brand equity and brand loyalty. Their promise to deliver best services even after sales is their core asset for marketing their products.

SONY VS SAMSUNG

COMPARISON WITH THE BIGGEST RIVAL WITH RESPECT TO CONSUMERS

BRAND IMAGE:

SONY has the ability that makes its consumers able to recognize it in terms of a BRAND whenever they recall it in any environment and situation.

Whereas Samsung is known for the world's best leading brand in home appliances especially in televisions. Both the brands are having positive association with their consumers but SONY has an edge.

DIFFERENTIATION:

In countries like PAKISTAN the consumer are price conscious. The consumers want to get high features in a low price. Sony delivers its consumer wants by <https://assignbuster.com/organization-sony-brand-knowledge-marketing-essay/>

offering them high range of services in a low price. Moreover the company establishes a strong relationship bridge by offering them after sales services at only one call. SAMSUNG on the other hand is offering even more great services from SONY but the pricing factor makes the consumer to shift to other brands. Even Samsung is also offering after sales services at one call but the features offered by Samsung are way too expensive as compared to Sony.

CUSTOMER RESPONSE TO MARKETING:

When brand is able to achieve sense of oneness with its consumer then it can be said that strong brand has been created. Companies tend to benefit a lot, in terms loyalty as consumer will stick to the brand no matter what price premium they have to shell out. These consumers become sort of brand ambassador and recommending usage of brand. There by creating consumer based brand equity. Both SAMSUNG and SONY are able to create the loyalty but SONY itself does not need any merger but SAMSUNG to stay in the market has to merge with ORIENT in PAKISTAN which makes a negative impression over the consumers. Both companies are able to gain good response from their consumers.

BRAND EQUITY AS BRIDGE:

The term involves two things. One is past reflection and the other is investment vs. expense. The past reflection shows the past credibility of the brand which leads to future direction and stability of the brand and for investment and expense the investment should be in a feasible direction which leads to productivity and profit. For both the companies building brand equity is very important to use it as a bridge. The both companies are <https://assignbuster.com/organization-sony-brand-knowledge-marketing-essay/>

successful in managing brand equity. For consumers both the brands are able to deliver the superior value and quality. But SONY at this stage is less expensive and offered a variety of superior features as compared to SAMSUNG. SONY is now the first preference in PAKISTAN in LCD AND LED.

PYRAMID OF CONSUMER BASED BRAND EQUITY

<http://www.zibs.com/knowles5.gif>

PIRAMYD FOR SONY

The above pyramid explains how consumer based brand equity is built for SONY.

The pyramid of CBBE is used by the organizations in order to provide the road map and guidance in making a brand building. The model provides a benchmark by which brands can assess their progress in brand building efforts and guidance for marketing research initiatives. The application of the CBBE model also provides the quantitative measures in building brand efforts. It also involves planning, implementing and interpreting brand strategies.