

Deep and broad brand awareness marketing essay



**ASSIGN
BUSTER**

Initially from providing water treatment through purchase of traditional membrane technology from other companies, today Hyflux have moved to designing, manufacturing and selling its own membranes through intensive R&D and is considered a leading regional player in the water treatment industry and ranked by Forbes Global Magazine as the World's 200 Best Small Company in 2002 and is recognized as one of the world's largest desalination suppliers.

The water treatment plants consist of various sizes and functions, Kristal membranes being the stellar track record in membrane based seawater desalination plants. The manufacturing facilities and fabrication workshops stand-alone membrane modules and systems to the clients worldwide.

On conducting the brand inventory of Hyflux, the products and the associated brand elements, which are incorporated with proprietary and licensed technologies, membranes were found:

Consumer Products: The innovative "air to water" machine converting moisture to pure water, contemporary water filtration appliances, also portable outdoor devices for adventure, emergency and military use. With the entire engineering value chain process, Hyflux brands are the partner of choice for communities seeking integrated solutions for their water resource management needs.

Hyflux's membranes and systems have been installed in more than 1, 000 plants across 400 locations worldwide with its use being to yield substantial benefits over conventional methods of filtration, with lower environmental impact in terms of footprint and chemical use being the main advantage.

Kristal Polymer Hollow Fibre Membrane: Being an award winning membrane with one of the seven ultrafiltration membrane product in the world to receive the NSF mark of approval qualification, has applications in the treatment of aqua-based industrial waste streams, water purification, seawater desalination pre-treatment and wastewater recycling.

InoCep Ceramic Hollow Fibre Membrane: Award winning one again, Ideal for water and waste treatment, solving separation bottlenecks in industries such as chemical processing, food and beverage and bio pharmaceuticals which is designed to withstand high temperatures and pressures, extreme pH conditions and high solids content.

Hyflux's FerroCep: Can withstand elevated temperatures and pressures, concentrated solvents and extreme pH conditions which is ideal for handling difficult industrial streams.

Hyflux Advanced Membrane System: used to recover base oil from used oil. During the recycling of used oil into highgrade commercial base oil, it substantially reduces energy consumption.

Among the numerous awards and accolades that Hyflux brands have received are:

Global Water Awards 2010 : Desalination Company of the Year (Distinction) from Global Water Intelligence (GWI)

Asia Pacific Water Technology Company of the Year Award 2010 from Frost and Sullivan

Global Water Awards 2010: Desalination Deal of the Year (Highly Commended) from GWI

Global Water Awards 2010: Desalination Plant of the Year (Highly Commended) from GWI

Technology Innovation of the Year Award 2007, Desalination Technologies (Asia Pacific) from Frost and Sullivan

Global Water Awards 2006 : Water Company of the Year from GWI

Best Under A Billion 2005 & 2006 from Forbes Asia

Euromoney - Water Deal of the Year 2003 (Asia Pacific)

International Aquatech Innovation Awards 2006 - Category Winner

Frost and Sullivan - Technology Innovation of the Year Award 2007, Residential Water Treatment Equipment Market (Southeast Asia)

Asiamoney - Best Managed Companies 2009, Overall Best Managed Company in Singapore (Medium Cap)

Providing an integrated water management and environmental solutions, it engages in the desalination of seawater, purification of raw water, cleaning of wastewater, recycling and reclamation of water, and production of ultra pure water for municipal and industrial clients providing a home for consumer filtration and purification products. It engages in the membrane applications development in resource recovery, waste recycling, energy reclamation including oil recovery and recycling application and

development and commercialisation of speciality materials. It Offers separation, purification and concentration treatments for manufacturing process streams. Having its operations and projects in Singapore (headquarter), southeast Asia, China, India, Algeria, the Middle East, and north Africa. Hyflux Ltd. Also involving in the design, building, and sale of water treatment plants, seawater desalination plants, wastewater treatment plants, and water recycling plants under service concession arrangements, with its dedicated employees and with various prestigious awards and accolades, the Hyflux brands are well recognised and recalled and consumers are well aware of the brand.

STRONG, FAVORABLE AND UNIQUE BRAND ASSOCIATIONS

History

Hyflux and its brands, being started by Ms. Olivia Lum in 1989, was influenced by her life experiences where she was grew up in a hut with no running water and no proper sanitation. With past work experience where she came across the wastewater treatment from their production process, with issues like safety of water we consume, water scarcity and water pollution being around, was inspired to solve the world's problems regarding water, resulting in Hyflux and its brands. Starting on a very small scale with just 3 staffs and \$20, 000 working capital as a small water treatment company, Hyflux is now one of the world's fastest-growing technology-driven water solutions companies with key markets which include Southeast Asia, China, India and the Middle East and North Africa region as well as Singapore and southeast Asia. With 2000 staffs worldwide, with growing profits and sales over the last

8 years, being the first water treatment specialist brand to be listed on the Singapore Stock Exchange in 2001, a proven track record and ability to draw on comprehensive capabilities across entire value chain, the company and its brands provide the most effective and efficient environmental solutions to meet your needs.

Design, Quality, Reliability, Pricing, Personality, Logo, Brand Architecture and Brand Image

The brand has attained various third party certifications from ISO, BizSafe, NSF International Standards for safe drinking water for its commitment to Quality, Environment, Health and safety standards and Practices. The brand offers a wide range of products to suit home water filtration need with its proprietary hollow-fibre membrane technology which filters to 0.01 micron, removing most of the virus and bacteria, retaining beneficial minerals which are naturally present in water, also eliminating the bad taste and odour through the filtration process for a refreshing mouthful every time. The brands are designed in a way which is easy to install, operate and maintain, system removing the drinking water contaminants and bacteria.

Aiming at enhancing its quality, features and deliverability, it differentiates itself from its competitors by focussing on process applications, attention to precision, quality control and reducing production, been awarded ISO 9001:2000 quality award. Developing its own membranes, not using subcontractors, the brand retains better control of raw materials, manufacturing costs, quality of products as well as turnaround time. With its competitive advantage of in house development of cheaper components, and its competitive products and services, Hyflux brands are able to

successfully offer at a competitive pricing and rates. Initially targeting at original equipment manufacturers, the brand offers customers a wide range of quality industrial products from Hyflux's proprietary Kristal ultrafiltration membranes to reverse osmosis membranes, pumps, test kits and accessories, valves and accessories, as well as pipes and fittings at competitive prices.

The entire logo conveys the meaning intended and avoid tarnishing or misrepresenting the intended image, used to identify the brand with a subject of public interest, having its significance to help the reader identify the brand illustrating the intended branding message in a way which words alone could not convey.

Brand Architecture is an integrated process of building a brand by establishing brand relations from branding options in a competitive environment. Hyflux brands practically is not having any sort of brand architecture as company is one, and due to successful business around Singapore city,

Consumer Perception - Consumers all over are very satisfied with the Hyflux products which was noted in the growing profits and sales and also the feedbacks in forums. Most consumers prefer the brand due to its maintenance being economical in long run, being a good proposition if it's just filtration, is the most cost-efficient water filter giving micro-clustered water, product filters being used for ultrafiltration ensuring clean and safe water, a Singapore Brand being simply good and cheap. Also customers view

is that the brand is said to be believed, trusted and enjoyed by all for every drop of water that they drink.

Services

As part of service quality, it offers reliable plumbers to assist in any required installation for the range of products retailed, which provides our consumers an assurance of quality. The brand provides a comprehensive suite of integrated services in water and renewable resources to suit the myriad needs of our customers, from R&D, membrane manufacturing, process engineering, engineering, procurement and construction to operations and maintenance. Various services of the brand also includes:

Laundry wastewater recycling and treatment, membrane bioreactor technology

Acid and caustic purification

Emulsified oily water separation

Beer clarification

Cold sterilisation of skim milk

Seawater desalination

Wastewater treatment and membrane bioreactor technology

Potable water treatment

Design and development of plants

Manufacturing of membranes

Systems assembly and installation

Project management

Plant testing and commissioning

Development of pilot test plants

Manufacturing of components and modular skids

In-house system control programming

The various services of the brand are tailored to individual needs providing many operations and maintenance advantages:

High plant availability

Reliable water quantity and quality

Cost efficiency and effectiveness

Compliance with laws and regulations, with special emphasis on health, safety and environmental aspects

Advice on plant improvements

POSITIVE AND ACCESSIBLE BRAND EVALUATIONS

Brand Value, Credibility, Social Approval and Self Respect

The brand contributes the world's leading technology-driven environmental companies, having its operations and projects in Southeast Asia, China, India, the Middle East and North Africa.

Hyflux has put its heart and soul to build up its water business over the years, and has many international partnerships in place.

Hyflux on the other hand, have a good understanding of customers' requirements and are able to apply and integrate technologies into practical solutions.

Year over Year, Hyflux has seen increase in the sale and profits of its products, plunging a revenue of 15. 4% in FY11 while its earnings fell a further 40. 1%. Its annual report 2011 reported an earning of \$0. 04 per share as on feb 22nd 2012. Shares rose by 7% when the company announced it has been chosen the preferred bidder for the \$890 million project.

The brand's mission being delivering clean, safe, affordable and accessible to all, it gives more importance to the Corporate Social Responsibility which is essential to operate and behave as a corporate body contributing to the success and sustainability of the brand.

Hyflux is listed on the Singapore Exchange with a current market capitalisation of about S\$2 billion.

Technology, financial standing, human resource, customized products, reputation and production time being a strength to the brand with consumer market and the growing demand for purified water being its major opportunity and its weakness lies in its possible leadership gap and lack of mass production capabilities with its youth as a company being the threat. The brand overall contributes as a promising company in a niche industry with plenty of opportunities to expand.

Brand Credibility and Rank Standing:

Rank 2011

Rank 2010

Brand

Brand Value 2011

Brand Rating 2011

Enterprise Value

Brand Value/enterprise Value (%)

63

52

Hyflux

89

AA+

1588

6%

Presence throughout entire value chain enables the optimisation of the entire plant and tighter control over timelines

Involvement in Operations & Maintenance provides incentive to minimise life-cycle costs.

Consumer products stand at 1% of their interest. It's branding exercise is to improve public awareness, where the majority will get their attention and minority considered unwanted and the company need not introduce or collaborate with other firms.

The brand recognised as a key source of life as it creates cleaner, healthier and better tasting drinking water, having which in mind, many innovative lifestyle products were provided for homes and offices, standing on the leading-edge water filtration and purification technologies.

The brand's image is on top, innovation being the heart and hallmark proving energy clean water to the consumers and satisfy them.

The brand also tops the technological advancements in membranes, commercialisation of applications, project management, and operations and maintenance with its spirit of innovation and entrepreneurship and is been selected by the PUB as the bidder for largest desalination plant in Singapore.

The brand plays a vital role in the development of Singapore's water resources sustainability.

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INTENSE AND ACTIVE BRAND LOYALTY

Loyalty and sense of community

The sustainability of the communities in which it's operated is the main focus of Hyflux where they concentrate on three main areas: Education, Entrepreneurship and the Environment. As a technology and environmental sector based company, Hyflux appreciates the value of education and wants to make it available to all, and being aware of the impact environmental damage causes, it appreciates the importance of protecting the environment as well. Through on going corporate volunteerism, financial support and partnerships with governmental, educational and non-profit organisations, Hyflux addresses many challenging issues in the communities that it operates.

Apart from its business operations, the brand also becomes well recognised and is built through these, where they run helping hands to provide financial assistance, scholarships and bursaries to employees with financial difficulties.

Environment- makes a positive difference reducing negative impact on the environment by improving the efficiency of water treatment methods through innovative design, layout and processes so that it limits the effects of its activities on the surrounding. High quality water for domestic and industrial use at better energy efficiency, smaller plant footprint, lower chemical requirements, and lower costs by enhancing the performance of membrane products and plants, being able to deliver high quality. They are also working with several environmental organisations such as the National Environmental Agency (NEA) and the Singapore Institute of International
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Affairs (SIIA) to share our insights with the public and help raise awareness on climate change and renewable resource management.

Community- supports variety of initiatives including social development and community investment projects playing a part towards sustainable and secure water future. Partnered with a non-profit social venture, it brings safe, clean and affordable water to rural villages through customised water filtration system drawing on its technical expertise and membrane technology. They support fund raising events which benefit the senior citizen's home, childcare and in-patient care organisations by laying a strong foundation for these CSR programmes and are well positioned for deeper and even more meaningful engagement to improve the well-being of the community.

Education- By working with Singapore polytechnics and educational institutions to provide awards and scholarships for outstanding students in the fields of Business, Chemistry and Environmental Studies, some of which also includes attachment and internship opportunities at the Hyflux headquarters.

Entrepreneurship- Actively support several global student entrepreneurship programmes, where the senior managers take some time to share the insights they gained on road to entrepreneurial success with students from all over the world.

Engagement and its Landmark Projects

iPhone app ' MyWaters' launched by PUB which features introduction of active, beautiful and clean water sites that users can visit and calendar of

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community events. Also features including access to CCTV cameras to view the situation at selected flood prone areas. Useful and timely information on water-related topics provided, also engaging users through the free application from the national water agency. The users can also go on a 'water trivia' pursuit and learn more about the Singapore's water story, also can embark on self-guided informative tour 'e-tour' at the marina barrage. The app also includes a sharing feature to upload photos of waterscapes around the island onto a public gallery, a dedicated feedback channel where users can send their feedback or suggestions to PUB. Through MyWaters, users can also gain easy access to the latest on flash flood situations by checking water level information in key drain and canals, as well as road conditions at selected areas via CCTV images during rainstorms.

Hyflux is currently seeking Middle East contracts worth around US \$400 million, according to Bloomberg.

Hyflux, another environmental company secured Singapore's first 30 million gallons of desalinated seawater desalination project worth S\$250 million.

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Dutch Technology Foundation (STW) and Hyflux Ltd. sign Memorandum of Understanding to partner in and co-fund membrane research program which focuses on creating technological breakthroughs in in-organic membrane separation technologies in enabling applications at extreme pH range, temperatures and pressures.

The firm in March 2012, together with Hitachi and Itochu Corporation, signed a co-developer's agreement for the development of a desalination project at the Dahej Special Economic Zone in India's Gujarat state.

World's Largest Membrane-based Desalination Plant located in Algeria

Singapore's Largest Membrane Bioreactor Plant

China's Largest Membrane-based Desalination Plant

One of Asia's Largest Seawater Reverse Osmosis Plants and Singapore's first Public-Private-Partnership (PPP) project

SingSpring Seawater Desalination Plant, Singapore

The S\$200 million plant was completed in September 2005, and supplies some 136,380 m³/day of desalinated water to meet approximately 10 percent of Singapore's water needs.

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Commitment to making desalination technology affordable to countries suffering water scarcity.