

Marketing management



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Brand Equity - is the set of assets and liabilities linked to the brand. The conceptualization of brand equity, which occurred in the late 1980s was pivotal because it changed the way that marketing was perceived. Brand Awareness - is an asset that can be extremely durable thus sustainable. It can be very difficult to dislodge a brand that has achieved dominant awareness level. Brand Loyalty - An existing base of loyal customers provides enormous sustainable competitive advantages. It reduces the marketing costs of doing business, since existing customers usually are relatively easy to hold.

Warm when buying reading a hallmark card Self expressive benefits - reflect the ability of the purchase and use of an offering to provide a vehicle by which a person can express him or herself to illustrate, a person might express a self-concept of being The role of brand Identity into the strategy formulation process. The ultimate strategy is usually more precise and elaborated as a result. However, the brand identity and position have other, more explicit roles to play. Multiple Brand Identities - Arbitrarily insisting that a brand identity should apply to all products or market segments can be self-defeating.

Rather, consideration should be given to adapting to each context. One approach is to augment the brand identity to make it appropriate to a specific context. The Brand Position - The position represents the communication objectives-what parts of the identity are to be actively communicated to the target audience. The conceptualizing of a brand position independent of a brand identity frees the latter to become a rich, textured picture of the aspiration brand, The identity does not have to be a compact view appropriate to guide communication.