

# Google's equity



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Google Share's Brand Audit Report Executive summary: Brand audit:

Companies are beginning to recognize that brands are among their most valuable assets. Brands account for about one-third of the value of Fortune 500 companies. Companies that own brands in the BrandZ Top 100 have significantly outperformed the stock market when compared to the S&P 500.

Brand audit covers four major areas, brand knowledge, brand recognition, brand awareness and brand image. Brand knowledge means brand awareness whether and when consumers know the brand and brand image, what associations consumers have with the brand. Brand knowledge measures are sometimes called “customer mind-set” measures because they capture how the brand is perceived in the customers mind. Brand awareness measures the accessibility of the brand in the memory. Brand awareness can be measured through brand recall or brand recognition. Brand recognition reflects the ability of consumers to confirm prior exposure to the brand and recognizes that it is an “old” brand that they have been before and not a “new” brand that they are seeing for the first time. Brand image is defined as consumer perceptions of a brand and is measured as the brand associations held in consumer's memory.

Google has bagged a prominent place in the first 10 major brands in the world. It has dominated to expand in to software and video, mapping and web browsing its brand value had shot up by 43%, from \$17.8 billion to \$25.59 billion. (Top 100 Most Powerful Brand 08).

Top major brands in the world:

(Sterling).

Brand asset valuation:

Young and Rubicam developed a proprietary tool to measure brand asset

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value. It has four dimensions the four dimensions are (1) the brand's perceived differentiation (2) its relevance (3) its knowledge and (4) its esteem

Asset valuation of Google vs. its main competitor

Young and Rubicam method depends upon secondary data based on primary data collected through questionnaire for brand audit purposes.

Market Survey:

To evaluate the four parameters brand knowledge, brand recognition, brand awareness and brand image an international market survey was conducted in ten major countries using internet. The population of the survey included students, teachers, educational institutions, industrial establishments, banking and insurance industry the sample questionnaire is enclosed the survey revealed that Google occupies 10Th place among the major brands in the world in all types of the commercial and industrial activities and first place in internet services.

Conclusion:

The four major parameters of brand audit is supplemented by brand positioning statement. " A brand positioning statement describes the " mental space" a brand should occupy in the minds of a target audience. It serves as an internal document which guides most of a companys marketing communications strategies, programs and tactics." (Brand Glossary: Brand Positioning Statement).

Brand champions are internal and external story tellers who spread the brand vision, brand values and cultivate the brand in an organization. Every organization needs committed and passionate brand champions. The more

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employees the organization can turn into brand champions, the better will it be equipped to build and maintain strong brand equity.

We can find the strength of a brand by looking in to the following factors,

How big is the brand in comparison to its competitors?

How far does the brand reach geographically?

How is the brand sold, and how is it purchased?

Who are the brand's customers and channel partners?

Where is the brand in its lifecycle?

How is the brand doing?

(Smith and Jones).

Questionnaire:

General information

Name:

Occupation:

Age:

Sex:

Country:

1 which search engine you are choosing for information?

2 How often you use search engine every day?

(Less than 1hr less than 4hr more than 4hr)

3 Are you satisfied with their performance?

4 How long you are using the search engine?

5 when did you hear Google at first time?

6 when did you see the brand for first time?

7 When you think of search engine which brand comes in your mind first?

8 When you think of Google what comes in your mind?

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9 What does Google means to you?

10 When I say Google what kind of feeling does it evoke?

11 Please rank the search engine according to the performance?

(Google yahoo Rediff)

12 Are you extremely loyal to Google?

13 Are you fully satisfied with Google?

14 which factor in Google attracted you to prefer the brand?

#### Works Cited

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