

Course Outline Brand Management

Course Description

They appear. Talk. Grab attention. Promise. Create Experience. Thrill. Mesmerize. Entice. And seduce. They are in your life forever. Brands!

Brands are gaining momentum and this is reflected from the fact that in 2014 the total value of top 100 global brands amounted to US \$ 2.2 trillion-65% of UK and nearly 10% of US GDP .Total value of top 500 brands was more than \$ 4.5 trillion.

The astronomical growth in the wealth and the culture influence of multinational corporations over the last 40 years can arguably be traced back to a single, seemingly innocuous idea developed by management theorist in the mid 80s': that successful companies must produce brands, as opposed to products.

Too often brands are examined through their component parts: the brand name, its logo, design or its packaging, advertising or sponsorship, the level of image and brand awareness, or most recently, in terms of financial valuation. Real brand management, however, begins much earlier, with a strategy and a consistent, integrated vision. Its central concept is brand "concept". This concept & perception must be defined and managed and is at the heart of brand management.

Brand management is still at its early stages in Pakistan. At present, in many cases, the tendency is to manage products which happen to have a name.

In part Brand is a set of promises. It implies trust, consistency and a set of expectations. The strongest brands in the world own a place in consumers' mind and when they are mentioned almost everyone thinks of the same thing. The basic objective of building powerful brands is primarily influencing purchasing behavior through creating an identity in the mind of consumers. And this requires a full program. This is what we'll learn in this course.

There is no pre-requisite for brand management. However, basic marketing management concepts should be clear. Exposure to Consumer behavior theories provides an added advantage in understanding the branding process.

Please remember that grades are not given. They are earned! You'll have to work hard and remain committed in learning and understanding the concepts and their application.

Business graduates will be required to make a comprehensive final group presentation before the final exam. The presentations will encompass the practical application of all the major concepts learned during the course. A guideline is attached for reference.

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Text Books:

1. **Brand Asset Management** by Scott M.Davis (BAM)
2. **The 22 immutable laws of Branding** by Al Ries & Laura Ries
3. **Positioning: The battle for your mind**-Al Ries & Trout (First 69 pages)-POS

Further Suggested Readings:

1. **No Logo** by Naomi Klien (Chapter 1 in particular for this course)
2. **Buiding strong brands and Brand Leadership** by David A.Aaker
(Ch.2-Brand Identity & Ch.4-The Brand Relationship Spectrum)
3. **Strategic Brand Management** by Jean-Noel Kapferer
(Ch.8 on Brand Extension)-SBM
4. **Lifestyle Brands:** Stefania Saviolo & Antonio Marazza
5. **Emotional Branding** by Marc Gobe
6. **BrandJam** by Marc Gobe
7. **How Brands become Icons**-The Principles of Cultural branding-D.B.Holt
8. **Brand Failures**-The truth about the 100 biggest branding Mistakes-Matt Haig
9. **The Power of Cult Branding:** Matthew W.Ragas & Bolivar J.Bueno
10. **Unconscious Branding** by Douglas Van Praet
11. **Buy.ology, Brand Sense, Brand Washed, and Brand Child**-Martin Lindstorm
12. **The Brand called You**-Peter Montoya.
13. **Brainfluence:** 100 ways to persuade consumers with Neurobranding-Roger Dooley
14. **The Cult of Luxury Brands:** Radha Chadha & Paul Husband

Some relevant sites:

www.interbrand.com
www.marketingteacher.com
www.millwardbrown.com

Grading Plan:

Term Exams:	20
Presentation:	20
Final:	60

Session 1-3

Introduction & Elements of a Brand Vision Ch.1 BAM

The new rules of Brand Management Ch.2 SBM

Topics: What is a Brand? Single idea in the minds of consumers. The Branding process. Misconceptions about brands. **Authority. Solution, Lifestyle & Cult Brands**

Brand Equity. **Interbrand. Millward Brown.** Calculation Methods.

Application in Pakistan. Brand Essence. Core Value. Brand Ownership.

Brand Vision. Financial growth gap.

Brand vision of **MILO & Herbal Essence**

BBC-Film-Brand Warfare

Session: 4-10

Ch.2, 3, 4

BAM

Determining your **Brand image**

Creating your **Brand Contract**

Crafting a **Brand- based customer model**

Topics: Understanding the status of Brands. Taking a Brand Picture.

Image. Persona. Brand Value Pyramid. **BVP of Fair & Lovely. Emirates**

Brand Contract, Promises. Why consumers buy a certain Brand?

Perceptual mapping: **United color of Benneton.** Consumer Profile: **Lipton**

If brands are built over years, why are they managed over quarters-HBR-08?

Session: 11-15

Ch.5—BAM

Positioning your Brand for Success

Ch.4, 5, 6—POS

Topics: Brand Positioning: Creating an image in the mind of consumers.

Brand wars are fought in the mind of consumers. **Lifestyle. Iconic & Cult** brands

Brand Positioning of **Cadbury, Reliance and Herbal Essence.**

Repositioning: Dettol-7 to 10% market share.

Veet, Lifebuoy, Pure life. B & H. Tarang-the Rs.13b brand. **Pepsi vs.**

Coke. Nike. Walmart. Apple-Lifestyle or Iconic positioning!

Unilever's Brand Key-9 factors for brand positioning. Brand/perceptual MAPPING.

Mapping your competitive positioning-HBR-Nov.2007

Brand Jam. Emotional Branding. Cultural branding: CDs by Marc Gobi

Mid-term

Session 16-18

Ch.6—BAM- **Extending your Brand**Ch.8- SBM- **Brand Extension**

Topics: What is Brand extension? Line & Range extensions.

Reasons of BE. Factors for consideration. Classical Brand Theory.vs Modern Brand Theory. Which way to go? Solution lies in bench marking by Nestle`.

Brand Relationship Spectrum. Brand architecture. Law of Siblings.

P&G.Nestle'.Hamdard Siemens.Dettol, Delve, Virgin

Are the **Strategic Stars aligned** for your **Corporate Brand-Article** from HBR?

Sessions 19-20

CH.7-BAM

**Communicating your Brand
Positioning**

Topics: Brand -based Communication. Understanding the brand.BVP.Positioning.
IMC. 360-degree implementation. Effective campaigns of successful
brands.**Dove.Olbers.Absolut.**

Brand Sense by Martin Lindstrom. Advertising appeals. Positioning
through celebrities.Suspended disbelief. **Reach. Frequency.GRP.**

CD-IMC &Brand Activation-**Coke, Lux, LG, Delights.**

Session
21

Ch.8--BAM

 Leveraging your brand to
maximize

Channel influence.

Topics: The changing landscape. Channel control. Building relationships.
Brand Power is channel power.**P&G Ferrari method.** Distribution
numerics.Weighted distribution. New options. Direct marketing. Key
Channel member "Hot Buttons". **General trade vs. Modern trade**
phenomenon in Pakistan-implications for Brand
managers.**Metro.Carrefour.Naheed.Imtiaz** Distributors or mere
transporters? How to transform them into partners? **Abu Dawood.**

Session
22

Ch.9—BAM
Pricing your brand at a premium

Topics: Brand-based pricing is premium pricing. Loyalty factors. Quality. Trust. Dependability. Consistency.

House of pricing. How **Sony & Honda** has maintained premium pricing despite Chinese onslaught? Law of Change. Cases of Surf, Lipton, Rolex and Thomas Cook. Decoy pricing.

Session:
23

Ch.10
BAM
ROBI

Topics: What is ROBI (Return on Brand Investment?)

8 basic parameters and matrix to gauge brand performance. Brand Audit.

Retail Audits by Nielsen. Tracker by TNS-Aftab. Consumer Panel by Unilever

Session:
24-25

Topic: **Neurobranding**. 95% decisions by consumers are based upon unconscious drives. Implications for brand managers.

Session: 26-28 **Laws of Branding**

Topics: Laws of Publicity, Advertising, Contraction, Word, Quality, Name, Shape. Color, Singularity. Credentials. Fellowship. Change. Category. +++++

Group Presentations:

Maximum 8 groups each comprising not more than 6 students.
Topics may be chosen from the presentation guidelines.

Final Exam