



Brand Strategy

Dr Omar Merlo

Lecture 3 – Guest Lecture with
Tony Anderson

Module Schedule

	Week 1 w/c 11 th January 2020	Week 2 w/c 18 th January 2020	Week 3 w/c 25 th January 2020	Week 4 w/c 1 st February 2020	Week 5 w/c 8 th February 2020
Session 1	<u>Lecture 1</u> Title: Foundations of brand management Topics covered: Introduction to the module and brand management Case Study: Rose Guest lecture: Mark Radda	<u>Lecture 3</u> Title: The easyJet brand story Topics covered: How easyJet went from a small start up to one of Europe's most recognised brands Guest lecture: Tony Anderson	<u>Lecture 5</u> Title: Planning and implementing brand marketing programmes Topics covered: Choosing brand elements Case Study: And now a word from our sponsor	<u>Lecture 7</u> Title: Branding and marketing communications Topics covered: Branding and the integrated marketing communications mix Case Studies: Mountain Dew	<u>Lecture 9</u> Title: Measuring and interpreting brand performance Topics covered: Brand valuation methods Case Studies: Pets.com
Session 2	<u>Lecture 2</u> Title: Customer based brand equity Topics covered: Managing brand equity Case Study: New Coke	<u>Lecture 4</u> Title: Brand positioning and customer value Topics covered: The brand value proposition and positioning Case Study: Swatch	<u>Lecture 6</u> Title: The Swatch brand story Topics covered: The real story behind the global succes of the Swatch brand Guest lecture: Konstantin Theile	<u>Lecture 8</u> Title: Defeating customer apathy Topics covered: Customer apathy and how brands can deal with it Reading/Case Studies: Old Spice	<u>Lecture 10</u> Title: Managing brands over time Topics covered: Brand extensions, brand adjustments, and brand revitalisation. Title: Module revision and exam preparation

What have we done so far?

Summary of key topics

- Why brands matter
 - The customer perspective
 - The company perspective
- Brands and commoditisation
- The concept of brand equity
- The strategic brand management process
- Building brand equity
 - Awareness
 - Associations
- Branding and story-telling
- Brand archetypes
- The brand equity pyramid model

Identify and Establish
Brand Positioning and Values

Plan and Implement
Brand Marketing Programmes

Measure and Interpret
Brand Performance

Grow and Sustain
Brand Equity