



Branding & Marketing Plan

Chapter 6

Establishing a Brand

- Establishing a Brand

- A brand is the set of attributes—positive or negative—that people associated with a company.
 - These attributes can be positive, such as trustworthy, dependable, or easy to deal with.
 - Or they can be negative, such as cheap, unreliable, or difficult to deal with.
- The customer loyalty a company creates through its brand is one of its most valuable assets.

- Brand Management

- Some companies monitor the integrity of their brands through a program called “brand management.”

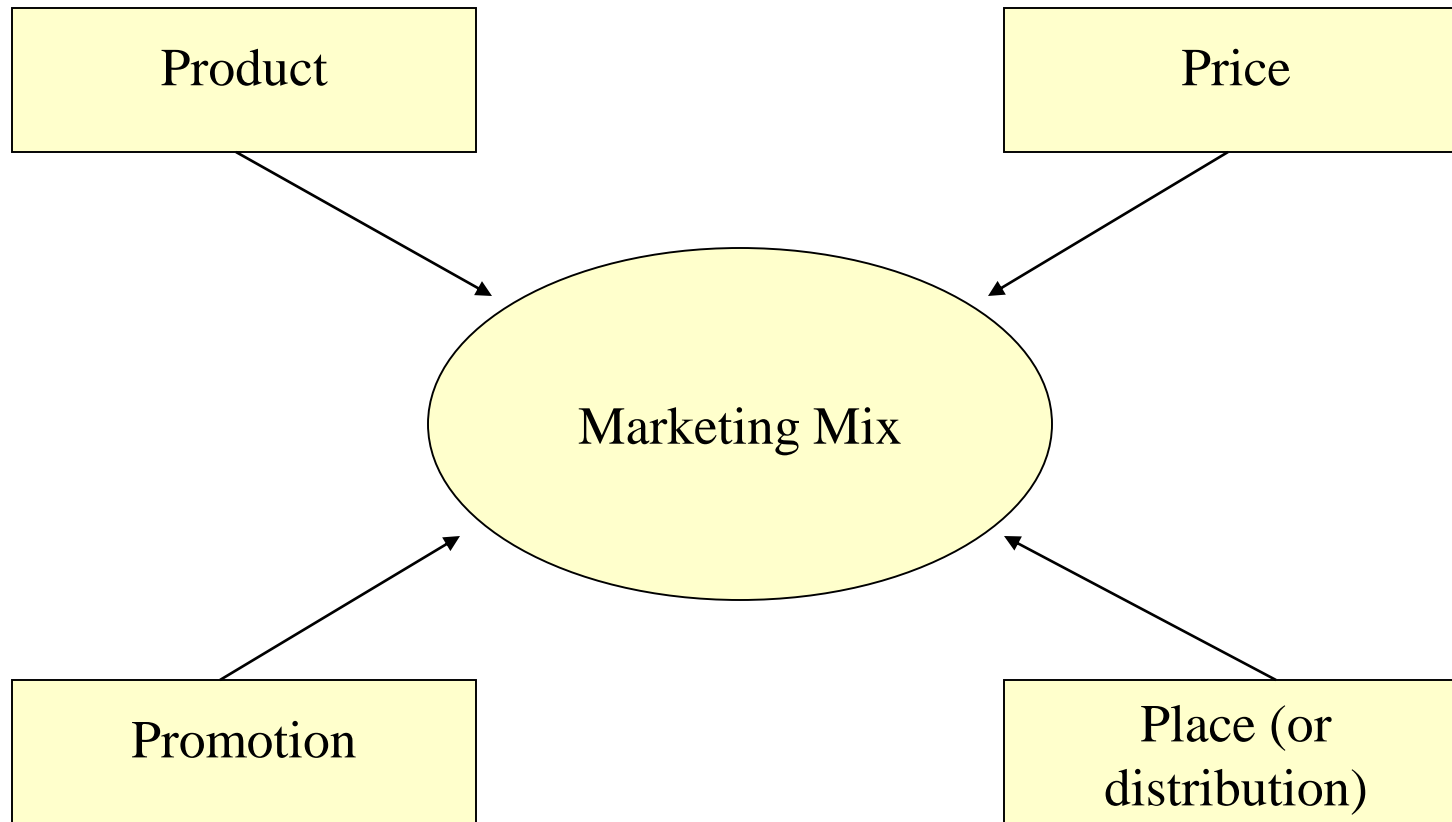
Establishing a Brand

- Establishing a Brand
 - So how does a firm establish a brand?
 - On a philosophical level, a firm must have meaning in its customer's lives. It must create value—something for which customers are willing to pay.
 - On a more practical level, brands are built through a number of techniques, including advertising, public relations, sponsorships, support of social causes, and good performance.
 - A firm's name, logo, Web site design, and even its letterhead are part of its brand.

Establishing a Brand

- Power of a Strong Brand
 - Ultimately, a strong brand can be a very powerful asset for a firm.
- Cobranding
 - A technique that companies use to strengthen their brands is to enter into a cobranding arrangements with other firms.
 - Cobranding refers to a relationship between two or more firms where the firm's brands promote each another.

The Four Ps of Marketing for New Ventures



Malaysia's Top 10 Most Valuable Brands



01 2014: 1
Petronas
Brand Value:
\$9,479m +3%
Brand Rating:
AA



06 2014: 6
Sime Darby
Brand Value:
\$1,699m +14%
Brand Rating:
AA-



02 2014: 2
Genting
Brand Value:
\$2,917m +17%
Brand Rating:
AA-



07 2014: 8
Maxis
Brand Value:
\$1,315m -7%
Brand Rating:
AA



03 2014: 4
Maybank
Brand Value:
\$2,243m +10%
Brand Rating:
AA+



08 2014: 7
Tenaga Nasional
Brand Value:
\$1,244m -16%
Brand Rating:
AA-



04 2014: 3
CIMB
Brand Value:
\$1,964m -4%
Brand Rating:
AAA-



09 2014: 12
Digi
Brand Value:
\$1,108m +24%
Brand Rating:
AA



05 2014: 5
YTL
Brand Value:
\$1,914m +8%
Brand Rating:
A+



10 2014: 11
Telekom Malaysia
Brand Value:
\$1,094m +4%
Brand Rating:
AA

Product

- Product
 - Is the good or service a firm offers to its target market.
 - The initial rollout is one of the most critical times in the marketing of a new product.
 - All firms face the challenge that they are unknown and that it takes a leap of faith for the first customers to buy their products.
 - Some startups meet this challenge by using reference accounts.

Core Product vs. Actual Product

Core Product

The product itself, such as an antivirus software program.

Actual Product

The product plus all the attributes that come with it such as quality level, features, design, packaging, and warranty.

What is a Product?



A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or a need.

What is a Product?

- Physical objects
- Service
- Places
- Organizations
- Ideas
- System

The product or service

- One critical difference that many small business owners fail to appreciate is the difference between **product features** and **benefits**:
 - **Product feature:**
 - what a product or service is or does.
 - **Product benefit:**
 - the advantage that a consumer can receive by purchasing a good or service (really is more important to the customer than features).

Designing and Managing Products

- Accessibility: Location and hours of operation.
- Atmosphere, the physical environment: Appreciated through the senses (visual, aural, olfactory, and tactile).

Price

- Price
 - Price is the amount of money consumers pay to buy a product.
 - The price a company charges for its products sends an important message to its target market.
 - For example, Oakley positions its sunglasses as innovative, state-of-the-art products that are both high quality and visually appealing.
 - This position in the market suggests a premium price that Oakley charges.
 - Most entrepreneurs use one of two methods to set the price for their products, as shown on the next slide.

Price

Pricing strategies:

- Going rate
- Cost-plus
- Maximum (prestige)
- Perceived
- Loss
- Price lining (or price segmentation)

Price

- Product-Bundle Pricing
- Price-Adjustment Strategies
 - Volume Discounts
 - Discounts Based on Time of Purchase
 - Discriminatory Pricing

Psychological Pricing

- Price-quality relationship
- Reference prices
- Rounding $7.90 = 8.00$

New-Product Pricing Strategies

- Prestige Pricing
- Market-Skimming Pricing
- Market-Penetration Pricing

Setting Initial Product Prices

Market Skimming

- > Setting a high price for a new product to skim maximum revenues from the target market.
- > Results in fewer, more profitable sales.
- > Popular night club charges a high cover charge

Market Penetration

- > Setting a low price for a new product in order to attract a large number of customers.
- > Results in a larger market share.
- > Budget hotels/Airlines

Promotion

- Refers to the **activities** the firm takes to **communicate** the **merits of its product** to its **target market**.
- Common activities that entrepreneurs use to promote their products and services include:
 - **advertising**
 - **public relations**
 - **social media**



Promotion

a. Advertising

- Advertising is making people **aware** of a product or service in hopes of **persuading them to buy it**.
- Major goals/**pluses**:
 - Raise customer **awareness** of a product (**especially for new product**)
 - Create **associations** between a product and a certain **lifestyle**

Promotional tools

- How will the business promote its product and let the marketplace know that it is available?
- Some options include:
 - Personal canvassing
 - Electronic tools
(see ICT chapter for more on this)
 - Print media advertising
 - Signage

Promotional tools (cont'd)

- Logos and business names
- Pamphlets
- Business cards
- Sponsorship
- Word of mouth
- Trade shows

Major Media for advertising

- Choosing Among Major Media Types
 - TV, Radio, Newspapers, Magazines, Internet, Outdoor & Transit
- Selecting Specific Media
 - TV: TV3, NTV7, TV8, TV9, RTM1 & 2
 - Radio: Hitz, MyFM, 988, AiFM, Mix FM
 - Magazines: Trade magazines
 - Newspapers: Star, NST, Nanyang, Sin Chew, Berita Harian, Utusan Melayu

Pluses and Minuses of Advertising

Pluses

- Raise customer awareness of a product.
- Explain a product's comparative features and benefits.
- Create associations between a product and a certain lifestyle.

Minuses

- Low credibility.
- The possibility that a high percentage of people who see the ad will not be interested .
- Message clutter.
- Relative costliness compared to other forms of promotion.
- Intrusiveness.

b. Public Relations (PR)

- PR refer to efforts to **establish and maintain** a company's **image** with the public.
- Major difference between public relations and advertising:
 - public relations is **not paid for** – at least **not directly**.
- Examples:
 - Press releases – **when launch new product**
 - Media coverage – **to cultivate positive coverage**
 - Articles in industry press and periodicals

Public Relations Techniques

Press release

Media coverage

Articles in industry
press and periodicals

Blogging

Monthly newsletter

News conference

Civic, social, and community
involvement

c. Social Media



Find us on:
facebook®

twitter 

You **Tube**



Social Media

- Face book
- Instagram
- WhatsApp/Wechat
- YouTube
- Twitter
- Snapchat
- Tik Tok

Sales Promotion Tools

- Samples
- Coupons
- Packages
- Patronage Rewards
- Premiums
- Straight discounts
- Point-of-Purchase Displays
- Contests, Sweepstakes, and Games

Developing the Sales Promotion Program

1. Decide on the size of the incentive
2. Set the conditions for participation
3. Decide how to promote and distribute
4. Set promotion dates
5. Decide on the sales promotion budget

Google Ad and AdSense Program

1 of 2

- Google Ad
 - Allows advertisers to buy keywords on the Google home page.
 - Triggers text-based ads to the side (and sometimes above) search results when the keyword is used.
 - The program includes local, national, and international distribution.
 - Advertisers pay a certain amount per click.
 - Advertisers benefit because they are able to place their ads in front of people who are already searching for information about their product.

Google Ad and AdSense Program

2 of 2

- AdSense
 - Allows advertisers to buy ads that will be shown on other Web sites instead of Google's home page.
 - Google selects sites of interest to the advertiser's customers.
 - Advertisers are charged on a pay-per-click or a per-thousand impression basis.
 - Advertisers benefit because the content of the ad is often relevant to the Web site.
 - Web site owners benefit by using the service to monetize their Web site.

Search Engine Optimization

- **SEO** is a **marketing** discipline focused on growing visibility in organic (non-paid) search engine results. **SEO** encompasses both the technical and creative elements required to improve rankings, drive traffic, and increase awareness in search engines.

Place (or Distribution)

- Place
 - Encompasses all the activities that move a firm's product from its place of origin to the consumer.
 - The first choice a firm has to make regarding distribution is whether to sell its products directly to consumers or through intermediaries (such as wholesalers and retailers).
 - Within most industries, both choices are available, so the decision typically depends on how a firm believes its target market wants to buy its product.

Selling Direct Vs. Selling Through an Intermediary

1 of 2

Approach to Distribution	Description
Selling Direct	Many firms sell direct to customer, maintaining control of the distribution and sales process.
Selling Through Intermediaries	Other firms sell through intermediaries and pass off their products to wholesalers who place them in retail outlets to be sold.

Selling Direct Versus Selling Through a Intermediary

2 of 2

Selling Direct



Selling Through Intermediaries



E-marketing

- E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet.