

Week 9
12

Corporate Brand Health Assessment - Part 1

- Large corporations live & die with their reputaⁿ. Their reputaⁿ affects them at several levels → govt. relations, attracting talent, channel support, bank loans, stock exchange, trust, etc. Large corporations track their reputaⁿ with a great deal of interest & involvement.
- Stakeholders are people or organizaⁿ who are associated affected by the corporate. → Customers, supplier, employees, channel, media, etc.

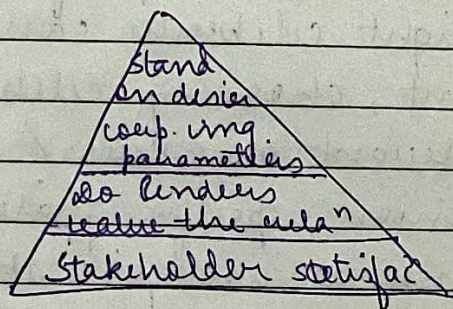
- Experience-based
customer, employee,
shareholders, support,
suppliers, neighbours

Percepⁿ - based
prospects, talent pool,
potential investors

Financial Analyst,
Business Journalists

- experience of the stakeholders, competitive context

Corporate
img.



- Possible img. params → ethical behaviour, socially responsible, conscious, humanity, financially strong, good returns, no controversy, dynamism, customer friendly, globally respected, etc. expectaⁿ

- features expected
- performance lvl.

experience

- satisfacⁿ loyal, advocacy

Stakeholder
Satisfacⁿ
(SS)

L3 Part 2

- SS can also be picked from customer / imp. sat. / brand health studies
- SOR (strength of relationship)
(proud associate, partners, etc.)
- SDI (standing on desired image parameters)

$$\text{Total Index} = \sqrt{SS + SOR + SDI}$$

L4Celebrity Brand Standing - Part 1

- using a celebrity to endorse a brand, helps -
 1. cut through ad clutter
 2. consumers trust the brand
 3. attaches brand to specific values
- using the right celebrity can help a brand to a great extent, choosing celebrity is crit.
- what are relevant measures? → recognition, famous, opinion, specific qualities
- fairly conventional analysis about the awareness, recogniⁿ & associaⁿ with desirable qualities. It builds a celebrity value index as a combinaⁿ of awareness & recogniⁿ, etc.

L5Part - 2

eg.