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| **Reviewer Feedback** | **Required or Suggested** | **Authors revision** |
| **CRITICAL INCIDENT** |  |  |
| Add a hook in the beginning | Requirement | A hook has been added: “Datsun was back, but would the brand strategy resonate with consumers in India today?” |
| Need a protagonist | Suggestion | Charles Ghosn, President and CEO was added as the protagonist. |
| Label tables correctly | Requirement | Tables are no longer relevant in the re-written CI so this is no longer required. |
| Remove photographs | Requirement | Photographs at the end of the CI have been removed. |
| Edit section on page 1 where it read, “Datsun name was important…” | Suggestion | This was reference was removed. It had to do with an inconsistency later in the sentence that also has been removed. |
| Edit sentence on page 3 where it read, “Datsun had no meaning…” | Suggestions | This reference was removed. |
| Concentrate on global market or one country market | Suggestions | Authors have focused the CI on the India market. For context, we also included data from the U.S, but the CI is focused on the brand launch in India. |
| Add historical and heritage information from the Teaching Note into the CI. | Suggestions | Historical information from the teaching note is now included in the CI. |
| Add a closing hook or call to action at the end | Requirement | Authors added a closing hook using the suggestion from the reviewer to take part of the content in the General Comments section and add it to the CI. |
| Clarify what the role of a brand is in a market | Suggestion | Authors have adding more branding content in the crucial incident. We didn’t feel this was a learning objective of the case. Students should already know the definition of brand and understand why brands are used for marketing purposes. |
| Distinguish between the *corporate* brand and *product* brand | Suggestion | Authors have clarified the difference between the Nissan corporate brand and the Datsun product brand. The authors felt that corporate and product branding are not part of the learning objectives. Students should already know the difference between a corporate and product brand before reading this case. |

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| **TEACHING NOTE** |  |  |
| Match Leaning Objectives to questions | Requirement | An (LO) acronym has been added to each Learning Objective and also added to the Discussion Question section of the teaching note and the Answer to the Discussion Question section. It should be easy to see how each LOs maps to the questions now. |
| Felt the case and the teaching note were not aligned it look like it came from two different authors | Required | The CI was re-written to align more with the teaching note. The content now focuses more on brand history and launch of Datsun and not on specific details such as competition, engine size and product details. |
| Adapt architecture diagrams to the automotive brands as well as consumer brands. | Suggestion | The brand architecture diagrams have been removed because they would require permissions. Authors used text to describe the brand architecture and now refer to GM, Mini Cooper, and Nissan. |
| Some reviewers felt question 2 and 3 could be answered without reading the CI and questions 2 and 3 could be combined | Suggestion | Authors did not want to combine questions 2 and 3 because they are distinct and different. Combining these questions would make this question complex and lengthy and students would miss the key learning. |
| Some reviewers felt that the CI should discuss the difference between a corporate and product branding | Suggestions | While it is important to make this distinction, the focus of the case is not on corporate versus product branding. The focus is on a revising a brand that had equity in the past. |
| Delete the word *abolished* in the title because abolish sounds like the government action | Suggestion | The title was revised to read: Datsun Returns: Reviving a Brand |