

A. ASSIGNMENT RECAP

- Choose a global brand
- Identify brand equity performance
- Analyze internationalization strategies

Here are suggested structure

I/ Introduction

II/ Brand equity performance

1. Brand equity performance 1
2. Brand equity performance 2
3. Brand equity performance 3

III/ Brand internationalization

1. Standardization strategy
 - a. Target Segment
 - b. Positioning
2. Adaptation strategy

IV/ Conclusion

TIPS: You should choose a well-known brand, as this kind of brand has higher possibilities to expand into many countries, which is easier to write.

B. KEY TERM DEFINITION

Brand equity has 4 aspects: Brand loyalty, Brand awareness, Brand associations and Perceived value:

- Brand loyalty:
 - Occurs when consumers make repeat purchases of a brand
 - Can enable reduced marketing costs since consumers are already loyal.

- Loyal customers demand their preferred brands, regardless of convenience or price.
- Brand awareness:
 - The first stage of brand experience
 - Strength of brand in consumer's memory
 - The degree to which consumers precisely associate a brand with a specific product
 - Strong brand awareness leads to high sales and high market share
- Brand associations
 - Brand associations are images and symbols associated with a brand or a brand benefit.
 - Brand associations are key factors that drive the development of brand relationships because brand associations produce brand loyalty.
- Perceived value
 - Customers' perceptions of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives.
 - Perceived quality is an overall feeling about a brand, though typically based on underlying dimensions including product characteristics, such as reliability and performance.
- Standardization: Global standardization is the ability to use standard marketing internationally – from one country to the next, and across various cultures.
- Adaptation means tailoring marketing to appeal to the cultural or demographic particulars of customers in the new market