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**MARKETING :
BRANDING**

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• Brand Mantra :

- Brand Mantras are **short, three-to-five-word phrases** that capture the irrefutable **essence** or **spirit** of the brand positioning.
- Brand mantra is an articulation of the **heart** and **soul** of the brand.
- Closely related with concepts like **"brand essence"** and **"core brand promise."**
- Must **economically communicate** what the brand is and what it is not.

Examples :

- McDonald's brand philosophy is essentially captured by "Food, Folks and Fun."*
- Nike marketers adopted the three-word brand mantra, "authentic athletic performance," to guide their marketing efforts.*
- Disney adopted an internal brand mantra of "fun family entertainment" to serve as a screen for proposed ventures. Opportunities that were not consistent with the brand mantra-no matter how appealing-were rejected.*

❖ Designing a Brand Mantra :

- Brand Mantras are designed with **internal purposes** in mind.
- A **brand slogan** is an **external translation** that attempts to creatively engage consumers.
- Designed to **capture a brand's point-of-difference**, that is, what is unique about the brand.

Example : Nike's internal mantra is "authentic athletic performance", its external slogan was "Just Do It."

Three Key Criteria for a Brand Mantra

Communicate

A good brand mantra should define the category or (categories) of business for the brand and set the brand boundaries. It should also clarify what is unique about the brand.

Simplify

It should be short, crisp, memorable and vivid in meaning.

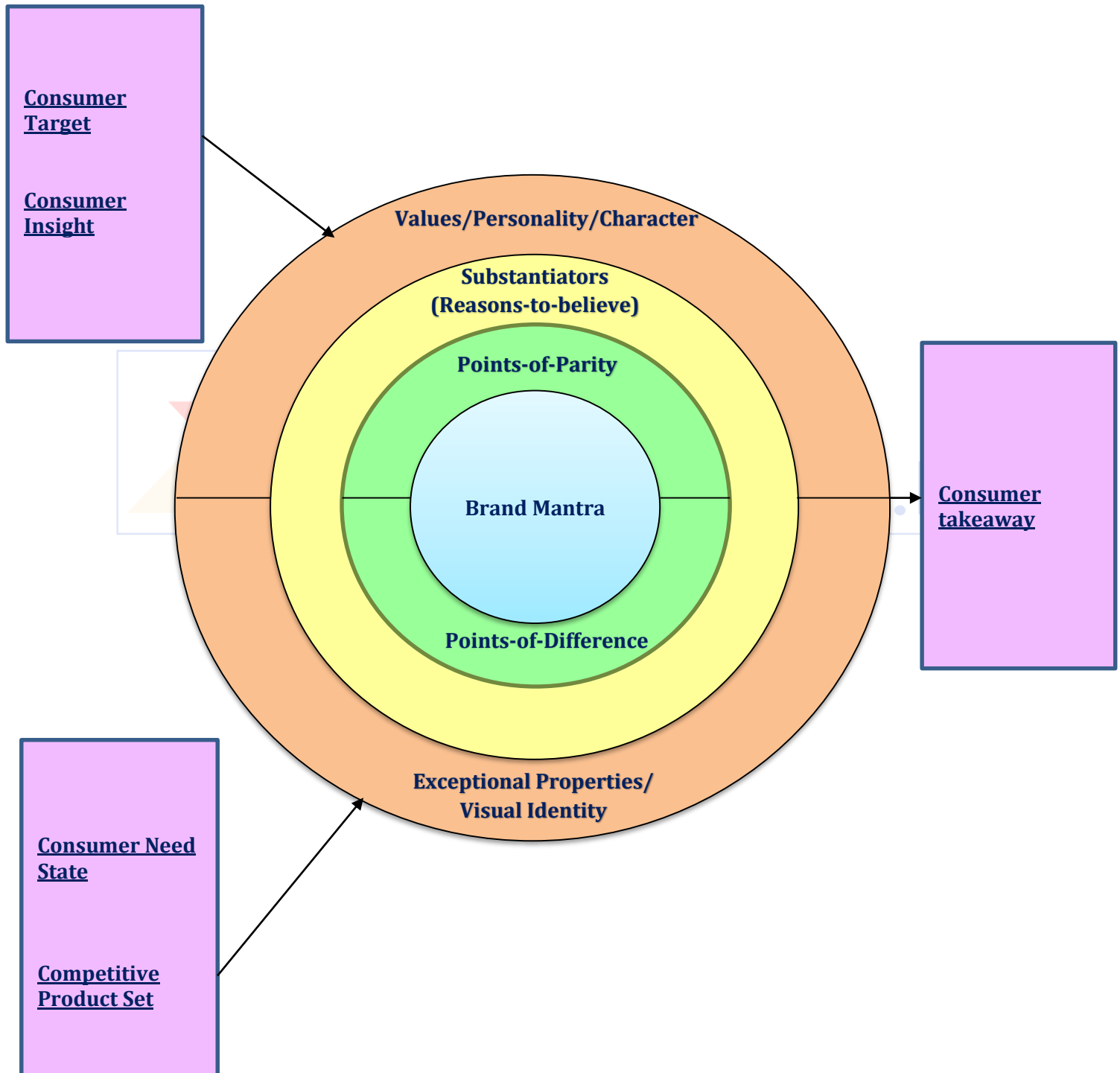
Inspire

Ideally, the brand mantra should also stake out the ground that is personally meaningful and relevant to as many as employees as possible.



➤ Brand Positioning Bull's Eye :

- ✚ A brand bull's eye provides content and context to improve everyone's understanding of the position of the brand in the organization.





➤ Category Membership :

- ✚ For an established brand positioning, consumers need to understand in which **category or categories it competes** and its **points-of-parity** and **points-of-difference** with respect to those competitors.

Example : 1. Consumers are aware that **Lakme** is a leading of cosmetics
2. **Raymond** is a leading brand of men's formal wear.

❖ Communicating Category Membership :

Announcing Category Benefits

- Reassuring consumers that the brand will deliver
- **Example :** 1. Industrial tools might claim to have durability
2. Antacids might announce their efficacy

Comparing to Exemplars

- Well-known noteworthy brands in a category can also help a brand specify its category membership.
- **Example :** **Tommy Hilfiger** associating him with Calvin klein and Perry Ellis

Relying on the product descriptor

- The product descriptor that follows the brand is often a concise means of conveying category origin
- **Example :** **Ford Motor Co.** invested more than \$1 billion on a radical new 2004 model called the X-trainer , designating it as a "sports wagon".

- All marketing strategy is built on **segmentation, targeting, and positioning (STP)**.
- A company discovers different needs and groups in the marketplace, targets those it can satisfy in a superior way, and then positions its offerings so that the target market recognizes the company's distinctive offerings and images.



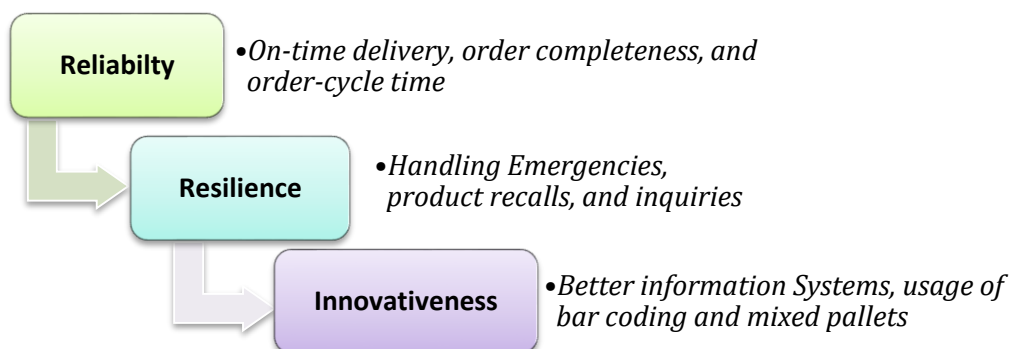
➤ Differentiation Strategies :

- **Competitive Advantage** is a company's ability to perform in one or more ways that competitors cannot or will not match. Michael Porter urged companies to build a sustainable competitive advantage.
- But few competitive advantages are sustainable. At best, they are leverageable.
- A leverageable advantage is one that a company can use as a springboard to new advantages.
- **Example : Microsoft** has leveraged its operating system to Microsoft Office and then to networking applications.

• Means of Differentiation :

DIFFERENTIATION			
<p>Employee Differentiation :</p> <p>Companies can have better-trained employees who provide superior customer service.</p> <p>Example : Singapore Airlines is well regarded in large part because of its flight attendants.</p>	<p>Channel Differentiation :</p> <p>Companies can more effectively and efficiently design their distribution channel's coverage, expertise, and performance.</p> <p>Example : Eureka Forbes competing through its direct-to-home channel</p>	<p>Image Differentiation :</p> <p>Companies can craft powerful, compelling images that appeal to consumer's social and psychological needs.</p> <p>Example : Marlboro's macho cowboy ; Park Avenue, Van Huesen, Allen Solly's distinctive images.</p>	<p>Services Differentiation :</p> <p>A service company can differentiate itself by designing a better and faster delivery system that provides more effective and efficient solutions to consumers.</p>

• Levels of Differentiation :





➤ Emotional Branding :

- ✦ A **good positioning** should contain **PODs and POPs** that appeal both to the head and to the heart.
- ✦ Strong brands often seek to build on their performance advantages to strike an **emotional chord with their customers.**
- ✦ Brands that are lovemarks, command both **respect and love.** It results from a brand's ability to achieve the following :



➤ Alternative Approaches to Branding :

APPROACHES		
<p>Brand Narratives & Storytelling :</p> <p>Positioning a brand as telling a narrative or story.</p>	<p>Brand Journalism :</p> <p>Marketers should communicate different messages to different market segments , as long as they broadly fit within the basic broad image of the brand.</p>	<p>Cultural Branding :</p> <p>For companies to build iconic brands, they must assemble cultural knowledge strategize accordingly to cultural branding principles, and hire and train cultural experts.</p>