

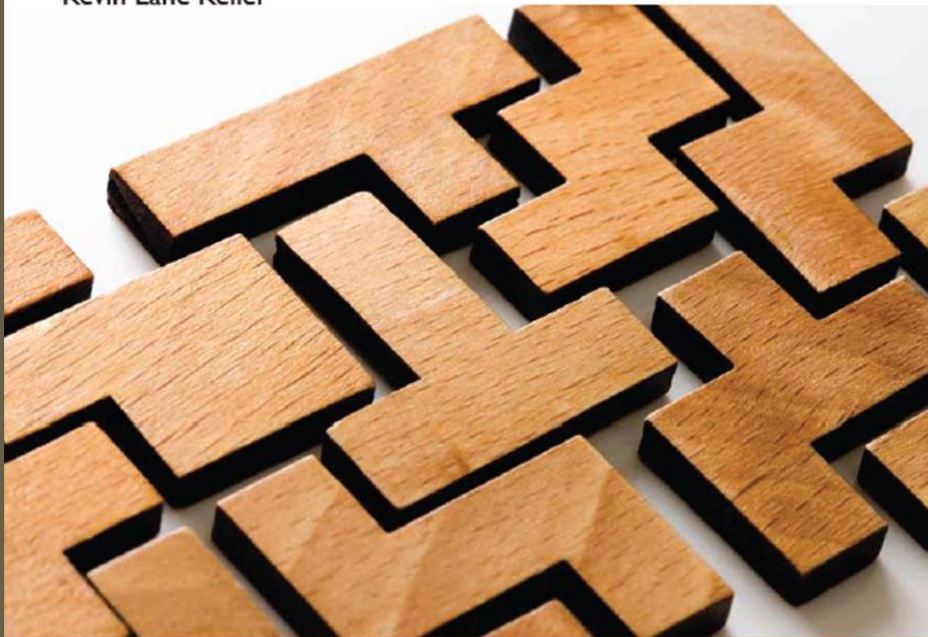
GLOBAL
EDITION 

Strategic Brand Management

Building, Measuring, and Managing Brand Equity

FOURTH EDITION

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ALWAYS LEARNING

PEARSON

CHAPTER: 8 DEVELOPING A BRAND EQUITY MEASUREMENT AND MANAGEMENT SYSTEM

Learning Objectives

- Describe the new accountability in terms of ROMI
- Outline the two steps in conducting a brand audit
- Describe how to design, conduct, and interpret a tracking study
- Identify the steps in implementing a brand equity management system

The New Accountability

Conducting Brand Audits

Brand Inventory

Brand Exploratory

Brand Positioning and the Supporting
Marketing Program

Conducting Brand Audits

- **Brand audit:** Comprehensive examination of a brand to discover its sources of brand equity
- **Marketing audit:** Independent examination of a company's marketing environment, objectives, strategies, and activities
 - ▣ agreement on objectives, scope, and approach
 - ▣ data collection
 - ▣ report preparation and presentation

Brand Inventory

- Comprehensive profile of how all the products and services of a company are marketed and branded
- Profiling requires marketers to catalogue:
 - Visual and written form for each product or service sold
 - The inherent product attributes or characteristics of the brand
 - Pricing, communications, and distribution policies

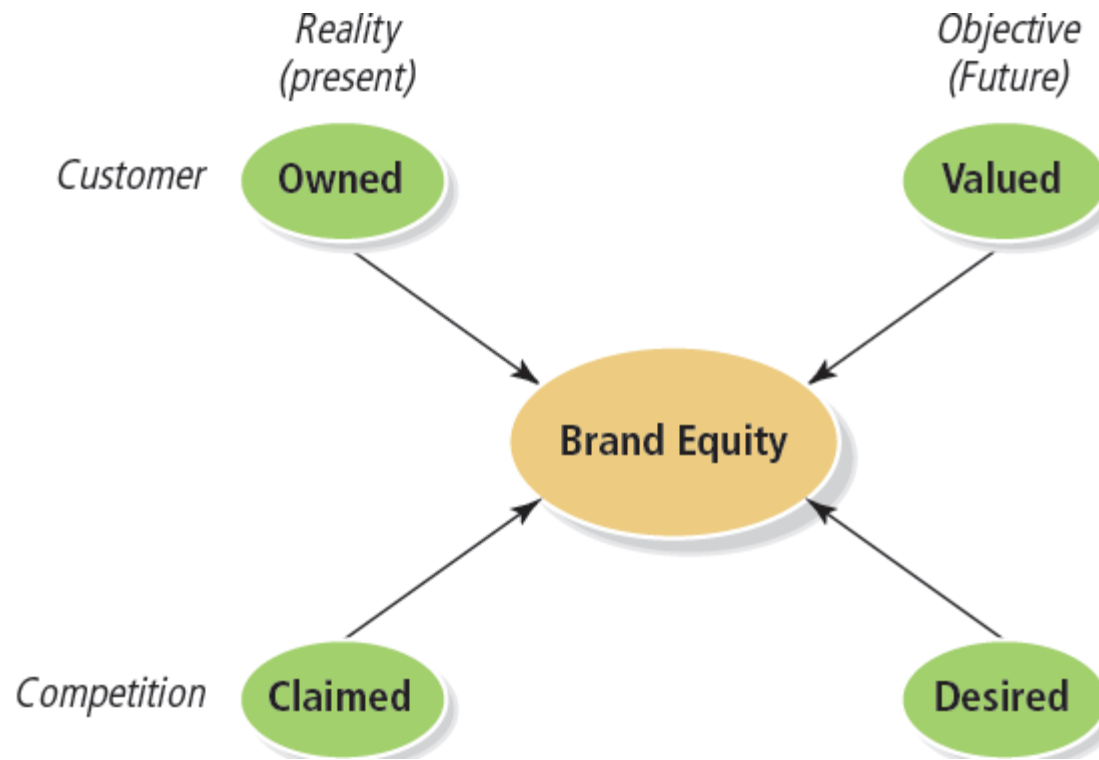
Brand Exploratory



Brand Positioning and the Supporting Marketing Program

- Ideal brand positioning aims to achieve congruence between:
 - What customers currently believe about the brand
 - What customers will value in the brand
 - What the firm is currently saying about the brand
 - Where the firm would like to take the brand

Figure 8.5 - John Roberts's Brand Positioning Considerations



Designing Brand Tracking Studies

What to Track

- Product- brand tracking
- Corporate or family brand tracking
- Global tracking

How to Conduct Tracking Studies

- Whom to track
- When and where to track

How to interpret Tracking Studies

- Important benchmarks
- Brand associations determining consumer behavior

Establishing a Brand Equity Management System

Brand Charter

Brand Equity Report

Brand Equity Responsibilities

Brand Charter

- Formalizes the company view of brand equity into a document
- Provides relevant guidelines to marketing managers and key marketing partners
- Should be updated on an annual basis to provide decision makers with a current brand profile

Brand Equity Report

Contents

Dashboards

Brand Equity Responsibilities

Overseeing Brand Equity

Organizational Design and Structures

Managing Marketing Partners

To Sum up...

- The company view of brand equity should be formalized into a document
- The results of the tracking surveys should be assembled into a brand equity report
- Senior management must be assigned to oversee brand equity within the organization



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