



Brand Management Concepts Harvard Case Solution & Analysis



[CONCLUSION]

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PLAN

Introduction

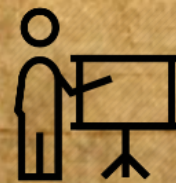
I. BRAND CONCEPT :

II. Role of brand manager :

III. Strategic Brand

Management Process :

Conclusion





INTRODUCTION

ROLEX
nutella
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Management is the process of reaching organizational goals by working with and through people and other organizational resources. When it comes to brand management, it includes developing a promise, making that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand.

The act or art of managing is supervising and conducting the company's brand, so without a good successful management the latter wouldn't be as big or well known.

When a company decides to set up a brand to be its public image, it must determine its brand identity, or how it wants to be viewed. The goal is to make the brand memorable and appealing to the consumer. The company usually consults a design firm or design team to come up with ideas for the visual aspects of a brand, such as the logo or symbol.

CONCEPT OF BRAND MANAGEMENT

Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time

In marketing, brand management is the analysis and planning on how that brand is perceived in the market. Developing a good relationship with the target market is necessary for brand management. Tangible elements of brand management include the product itself; look, price, the packaging, etc. The intangible elements are the experience that the consumer has had with the brand, and also the relationship that they have with that brand.



YORK "OFFICE"



When a company decides to settle on a brand to be its public image, it must first determine its brand identity, or how it wants to be viewed. The goal is to make the brand memorable and appealing to the consumer. The company usually consults a design firm or design team to come up with ideas for the visual aspects of a brand, such as the logo or symbol



The process of improving a brand so that the name is associated with positive results. Brand management involves a number of important aspects such as cost, customer satisfaction, and competition. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favorable to customers. Proper brand management can result in higher sales of not only one product, but on other products associated with that brand.



"OFF"



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