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Management It

involves the design

and implementation of

marketing programs

and activities to build,

measure, and manage

brand equity. The

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Strategic Brand Management Process is defined as involving four main steps: 1. Identifying and establishing brand positioning and values 2.

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Introduction A name becomes a brand when consumers associate it with a set of tangible and intangible benefits that they obtain from

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the product or service
It is the seller's
promise to deliver the
same bundle of
benefits/services
consistently to buyers
(Brand Promise Brand
Equity) 3. Steps in the
Strategic Brand
Management Process
1. 2. 3.

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The strategic brand

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management process involves the design and implementation of marketing programs and activities to build, measure, and message brand equity.

Developing a strategy that successfully sustains or improves brand awareness, strengthens brand associations, emphasizes brand quality and utilization, is a part of brand management.

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exploration of brands, brand equity, and strategic brand management combines a comprehensive theoretical foundation with numerous techniques and practical insights for making better day-to-day and long-term brand decisions-and thus improving the long-term profitability of specific brand strategies.

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Strategic Brand Management by Kevin Lane Keller

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