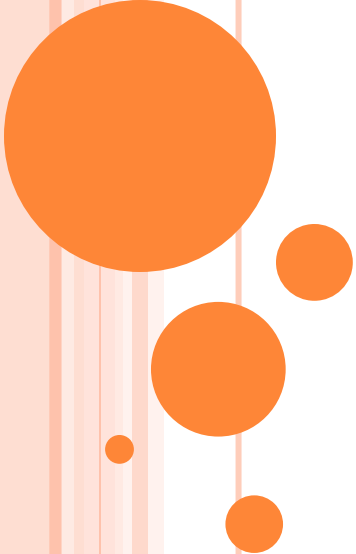


KEEPING BRANDS STRONG



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KEEPING BRANDS STRONG

- Great value of corporate name
- Google as an example of outstanding brand
- Brands damaged by strategic mistakes
- How brands cross borders
- Challenges and advantages of brands



CORPORATE BRANDS = HUMAN REPUTATION



But the reputation of the brand can be damaged easily if the company

- Reduces the quality of services and products
- or
- Stretches the brand unwisely.



GOOGLE'S SUCCESS

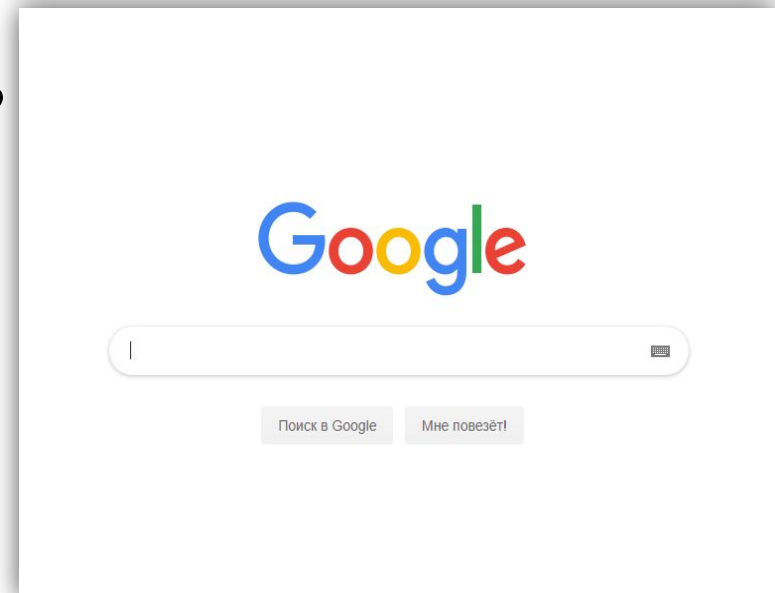
Google.com was registered in 1997.



What is the secret of its success?

□ There is no secret:

Google doesn't put any display advertisement on its homepage.



BRANDS DAMAGED BY STRATEGIC ERRORS

Levi's Company decided to produce suits.

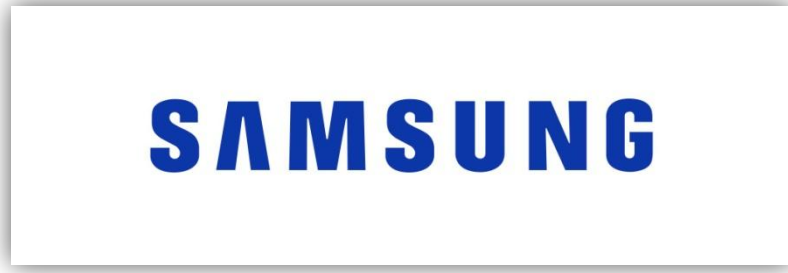


Apple moved into audio and visual products.
It saved the brand's reputation.



WHAT CAN HELP BRANDS CROSS BORDERS?

- Globalization
- Lowering of trade barriers
- Advances in technology



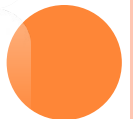
CHALLENGES

Certainly all brands face challenges. What are they?

Challenges can be:

- Global: pirating of brand products

Phone, motor, textile companies, film and entertainment companies can't stop their products being illegally copied



CHALLENGES

- Local: generic competition

This kind of challenge is extremely painful for food and pharmaceutical industries



STRONG BRANDS MEAN BIG ADVANTAGES

- ❑ To increase profit
- ❑ To recruit the best graduates from universities and business schools
- ❑ To make use of the innovations



CONCLUSION

- In the modern world the reputation of corporate brands is more important than ever before.
- It really protects companies from illegal generic competition and global challenges.



Thank you for your attention.

