

WHAT IS BRAND MANAGEMENT?  
WHAT ARE THE MAINS OF BRAND  
WHY DO PEOPLE CHOOSE BRANDS?  
BUILDING PROBLEMS?

# **The problem of brand building**



# Abstract

*Today is an era of globalization. The globalized markets have emerged. Marketers now realize that there is a global need to standardize the products, packaging, and communication. However, the problem faced by the brand managers is how to implement the strategies that can release the full potential of their brand. At the same time, globalization and technology has gifted the ability to create logos and other proprietary brand images.*



## Intoduction

*The art of marketing is largely brand building. If not a brand, it will be viewed as a commodity.*





FIRST



CURRENT

## Brief history of brands

McDonald's  
FAMOUS  
BARBECUE

FIRST



CURRENT



FIRST



CURRENT



FIRST



CURRENT

*Mazda*

FIRST



CURRENT



FIRST

**Canon**

CURRENT



FIRST



CURRENT

**Lay's**

FIRST



CURRENT

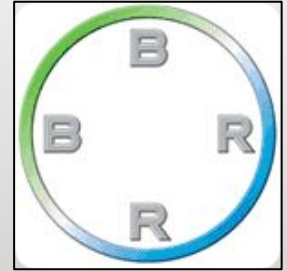
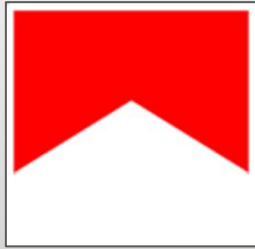
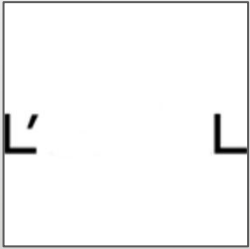
# Brand Management

*“Branding is everything; Companies live or die on the strength of their brand.”*



*Brand management begins with having a systematic knowledge of the word “brand”.*

# *Logo quiz !*



# Global brands

## *Advantages of Global Brand*

- *Achieving economies of scale in production and distribution*
- *Reduces marketing costs and brings uniformity in marketing practices*
- *Synergy is created by appropriate market expansion and collaboration, which would help in longterm growth*





# Global brand failures

GAP

Coca-Cola



GM



# Issues and challenges of branding in global markets

## Six Challenges in Global Branding

- *Economic Assistance*
- *Effect of Approving*
- *Emotional Appeal*
- *Effective Culture*
- *Economic, Legal and Political conditions*
- *Efficient distribution channel*

## Issues Branding In Global Markets

- *Language differences*
- *Colors have different meanings*
- *Own distinct set of customs and ethnicity*
- *Successful global brand team*
- *An organization cannot utilize the same brand features in all markets*





## Conclusion

*In general, technology and globalization have been wonderful for business. The ability to create logos and other proprietary brand images in electronic format has certainly increased the efficiency and lowered the cost distributing branded materials.*



**Thanks  
For  
Watching!**

