UNIT-1

Basic Understanding of Brands – Definitions – Product vs Brand – History of Brands - Significance of Brands – Brand Manager: Roles, Responsibilities and Interfaces - Different Types of Brands – Branding Challenges and Opportunities.

Introduction

A brand is an identifying symbol, mark, logo, name, word, and/or sentence that companies use to distinguish their product from others Brands have been around from many years. They existed silently. Managers thought about branding once the product was developed, priced, and packaged. Branding was an after decision-not much significant for the marketers who felt that the product was more important. The tangible aspects caught more attention. Branding meant passively assigning names to pre-manufactured products. But in the last two decades the brands have got out of their slumber. They are the hot spots in total marketing process. Among the manager's chief concerns, brands reign at the top. Brands are not universally acknowledged as drivers of financial performance of a company. Not any more are they cynosures of marketing people; they constantly figure in financial strategy and valuations.

When brands are so important, branding becomes even more important. The star brands which rule the roost in the global markets are the objects of desire for marketers who still lack powerful brands. Brands like Marlboro, Sony, Kodak, Coca Cola, BMW leave the managers drooling. These brands are outcomes of careful and well-crafted branding strategies. To achieve this end, the managers need to approach branding cautiously and with dedication. But the process of branding cannot be approached correctly if confusion surrounds the concept of brand. The need is to confront the critical issue: What is a brand and what it is not.

Concept of Brand

The concept of brand in its present form is recent. Creating brand is the ultimate aim of marketing endeavor. The AMA defines it as: "A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors." There are three aspects of this definition. Firstly, it focuses on 'What', of the brand. Secondly, it emphasizes on what the brand 'does.

A brand can be any combination of name, symbol, logo or trade mark. Brands do not have fixed lifetimes. Under the trade mark law, the users are granted exclusive rights to use brand names in perpetuity. The economists view of branding "various brands of a certain article which in fact are almost exactly alike may be sold as different qualities under names and labels, which will induce rich and snobbish buyers to divide themselves from

poorer buyers." A brand name is used by the marketers because of the roles it can perform. It identifies the product or service.

This helps consumers to specify, reject or recommend brands. This is how string brands become part and parcel of a consumer's life. Secondly, brands help in communication. Brands communicate either overtly or subconsciously. For instance, the brand 'Fair and Lovely' communicates what the product does. Similarly, a brand like Johnson and Johnson is a symbol of expression of a mother's love. Finally, a brand becomes an asset or property which only the owner has the right to use. The brand property is legally protected. All the registered names are the valuable assets of the owners. Coca- Cola brand name is perhaps the most valued asset of Coca-Cola Corporation.

According to American Marketing Association (AMA) a **Brand** is a "name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitions".

A brand in short is an identifier of the seller or the maker. A brand name consists of words, letters and/or numbers that can be vocalized. A brand mark is the visual representation of the brand like a symbol, design, distinctive coloring or lettering.

Evaluation of the brand

Brand evolution has interesting history. In ancient Roman and Greek society, shopkeepers hung pictures above their shops of the products they sold. There was a high degree of illiteracy in those days; the pictorial representation did help the buyers.

Each retailer then started developing symbols to represent his speciality. This led to the development of brand logos. Logos are shorthand device indicating capability of a brand. The trend is continuous even now. In medieval times, craftsmen put their marks on products to indicate the skills which went in to making them. Branding based on the reputations of craftsmen has existed over the centuries. Thus, suppliers started distinguishing themselves.

Branding was used as a guarantee of the source of the product. Later it came to be used for legal protection against copying and imitation. Trademarks now include works, symbols and package design, and are registerable.

Branding was associated with the mark put on cattle by red hot iron as a proof of ownership, and this must have influenced Oxford English Dictionary's lexical meaning of a brand as an indelible mark as proof of ownership, as a sign of quality or for any other purpose. Ranchers in the old west used brands to identify their cattle. As fencing was not invented, this was the only way to mark their valuable property. Brands thus became differentiating devices, and remain so even today. They identify the products of one seller or group and competitors. Brands can be a name, term, sign, symbol or design or any combination of them. Classical brand management developed in the retail grocery stores.

Manufacturer-retailer relationship underwent transformation in the wake of the Industrial Revolution. Wholesalers were a dominant force then. Manufacturers sold unbranded products to the wholesalers and had little contact with the retailers.

But technological advances enabled manufacturer to mass produce goods in anticipation of demand. They questioned their reliance on wholesalers. They tried to protect their investment by branding their products, and by patenting them. They tried to bypass the wholesalers by advertising these brands directly to the consumers. Advertising then focused on creating awareness of a brand, emphasizing its reliability, and guaranteeing that branded goods were of a consistent quality. Manufacturers also began to appoint their own salesmen to deal directly with the retailers.

All this happened by the second half of the 19th century. The power shifted from the wholesalers to the manufacturers thanks to the branding process. Manufacturers took efforts to create brand awareness, and to make their brands different from those of the competitors. They also strove to maintain a consistent quality level. Brands came to have three dimensions-differentiation, legal protection and functional communication.

Overview of evaluation of Brand

Characteristics of Brand

Brand can be considered in terms of four levels:

Generic: It is the commodity level which satisfies the basic needs such as transportation. It is so easy to imitate a generic product. A brand continues to add values so as to reach the expected level.

Expected: A generic is modified to satisfying some minimum buying conditions such as functional performance, pricing, availability, etc.

Augmented: Brand is refined further by adding non-functional values along with the functional ones. We may direct advertising to the social prestige, the possessor of the brand is likely to enjoy.

Potential: As brands evolve, we become more critical. Creativity plays an important role to grow up the brand to its full potential. If no creative effort is taken, there is danger of the brand relapsing to its augmented or expected level.

Objectives of a Brand

- To establish an identity for the product or a group of products.
- To protect the product or service legally for its unique features.
- To acquire place for the product in consumers' minds for high and consistent quality.
- To persuade the consumer to buy the product by promising to serve their needs in a unique way.
- To create and send the message of strong reliable business among consumers.

Difference Between Product and Brand

Brand and Product are two different terms, which are commonly encountered in marketing. These two differ in the sense that a **product** is created by the company while a **brand** is built by the people using them i.e. customers. Moreover, the former can be easily duplicated, whereas the latter is unique, and it cannot be copied. A product passes through a life cycle, but a brand is timeless.

Product

The product is a good or service or the combination of the two that is made available by the companies in the market for sale to the end consumer. It can be in physical or non- physical form.

The producers manufacture a product. The raw materials which are procured from the manufacturers, then they are converted into finished goods, which are offered by them for selling purposes. The cost of production is the investment made by the company in producing a product, and it is sold at a price known as a selling price.

The product has its own life years. After the expiry of that period, the product becomes obsolete. In such a case every product needs to be reinvented or regenerated, to attract the target audience. Sometimes, products are relaunched by the companies with some new or exciting features that will be able to grab the attention of more and more customers.

Every product is different in itself regarding size, color, brand name, shape, packaging, features, after sales services and much more. However, the difference in the product is psychological, not physical. These factors are more or less used by the companies to persuade customers to buy their product. **E.g. Handbags, sunglasses, jeans, shoes, belts,** etc.

Brand

The market is flooded with millions of products, the name, symbol, sign, product, service, logo, person, or any other entity that makes you distinguish a product from a clutter of products, is a Brand. It is something; that helps the customers to identify the product as well as the company behind it. Look it another way, a product that has a name, which we can recall and relate to, is a brand. A Brand can neither be seen nor touched; it can only be felt. The brand is not built in a day; it takes years and years to gain the trust of customers.

The brand is not just a name but an image in the minds of the customers. The image is associated with reliability, credibility, and quality that gives a sense of satisfaction to the customers. The legal identity of a brand is known as a trademark.

E.g. Gucci, Rolex, Nike, Reebok, Starbucks, Armani, RayBan, Apple, etc.

Comparison Chart

BASIS FOR COMPARISON	**PRODUCT**	**BRAND**
Meaning	A product is an item which is ready for sale in the market.	A brand is something which distinguishes a product from other products in the market.
What is it?	A product is What you need?	A brand is What you want?
Uniqueness	A product can be easily copied.	A brand has a distinguished identity, that cannot be copied.
Created by	Manufacturers	Customers
Can it be replaced?	Yes	No
What they do?	A product performs the functions.	A brand offers value.
Appearance	A product may be tangible or intangible in nature.	A brand is intangible.
Time Horizon	A product can be outdated after some time.	Brand remains forever

Significance of Brand:

- ***Significance of Brands to Consumers***
- **Significance of Brands to Firms**

Significance of Brands to Consumers:

1) Brands facilitate the identification of products at the point of purchase.
2) Brands offer a measure of protection to consumers because they usually identify the manufacturer or supplier.

3) Brands give consumer greater freedom of choice in where they buy the product. For example, Panadol tablets will be the same at the same at all pharmacies.
4) Brands lead to improved products due to competition and continual product differentiation.
5) Brands simplify the purchasing transaction because consumers are familiar with the trademarks.
6) Brands can serve as a warning against repeat purchase if the first purchase and use of the product proved disappointing.
7) Brands simplify consumer problem-solving and information processing.

8) Brands help consumers feel good about their purchases. Brands have social benefits for consumers.
9) Brands improve consumer value (whether branding brings higher or lower prices, it still ensures value for money).
10) It provides consumers with choice (competition implies a variety from which consumers can make their individual selections to match their needs most closely).

2. *Significance of Brands to Firms:*

1. Products, and particularly the brands, have to be presold through advertising so that the consumer will recognize and select those products on retailers' shelves.
2. Brands facilitate the use of non-price competitive strategies, such as product differentiation, although of course, price competition can never be eliminated completely.
3. Brand trademarks facilitate product diversification is certain respects. A new product item can, e.g. be added with greater ease to a known product line as compared with one that has trademark.
4. Strong brands command higher price points and higher margin.
5. Strong brands embody a clear, valued, and sustainable point of difference.
6. Strong brands offer internal focus and clarity within an Organisation.

7. Brand strength is a lever for attracting the best employees and keeping satisfied employees.
8. Brands promote competition (consumers gain from brands competing strongly) for their patronage.

Brand/ Branding – Types:

On the basis of ownership:

- **Manufacturer's brand**
- **Middlemen's brand**

On the basis of Market area:

- **National brand**
- **Regional brand**
- **Provincial brand**
- **Local brand**

On the basis of product line:

- **Family brand**
- **Individual brand**
- **Separate family brand**
- **Mixed brand**

Brands can be classified as follows:

1. According to Ownership:

Manufacturer's Brand – When the name of the manufacturer of the product is used for branding the product, it is called manufacturer's brand. For example, using name of Samsung for branding its products like smartphones, TV, AC etc.

Middlemen's Brand – In this type of branding, instead of the manufacturer it is the middlemen whose name is used as brand. The middlemen may be wholesalers, retailers, etc. For example, wholesale stores such as Wal-Mart, Best Price, Metro, etc.

2. According to the Market Area:

Based on target market area there are 5 types of brands.

i. Local Brand – In this, the brands are decided keeping the local markets in mind. Thus, there are different local brands for different markets.

ii. Provincial Brand – In this, the brand name is decided for a particular State or province. Therefore, for a single product, different brand names exist in different provinces.

iii. Regional Brand – In this, the brand name is for a particular region. Different regions will thus have different brand names. The entire country may be divided into regions like North, South, East, West, Central, etc.

iv. National Brand – When a particular product is available with the same brand name throughout the country, it is referred as national brand. The product is only being nationally distributed and marketed. Moreover, the national brands are owned and advertised by a manufacturer. National brand also can differ from the local brand or regional brand. In marketing side, this type of brand is more difficult than the local brand. In order to market their product they have to know their consumer very well but it may take a long period of time.

v. International/Global Brand – When a particular product is available with the same brand name throughout the world, it is known as international brand. Nowadays there are many of the global brands that are sold in international markets. For example, Coca Cola.

Starbucks, apple, McDonald’s, Sony etc. These brands are selling the similar product in the international market (different countries).

3. According to the Number of Products:

A brand can also be classified on the basis of the number of products it covers. On this basis brands can be of following three types:

i. Family Brand – When all the products of a company are marketed with the same brand name in different market segments, it is called family brand. For example, the Reliance Group uses its parent name to brand various product lines like Reliance Petrochemicals, Reliance Communications, Reliance Retail, etc.

ii. Product Line Brand – When a company decides to give different names to different product lines then it follows product line branding. For example, Hindustan Unilever uses this strategy to brand its various product lines like soaps, beverages, detergents, etc.

iii. Individual Brand – When the company uses different names for the products in the same product line, it is called individual branding strategy. For example, different individual brands of soaps are used by HUL like Lifebuoy, Rexona, and Vivel etc.

4. According to Use:

Brands can also be categorized according to use.

This can be as follows:

i. Fighting Brand -These brands are launched in the market with a significant difference from the brands that are already being offered by the competitors of the company. In other words, these brands try to get a distinct positioning in the market vis-a-vis the competition. For example, ITC has launched a cigarette brand names “Now.”

ii. Competitive Brand – Competitive brands on the other hand fight for the same positioning in the market and do not have any significant differences. For example, Rexona, Lux, etc., are all examples of competitive brands.

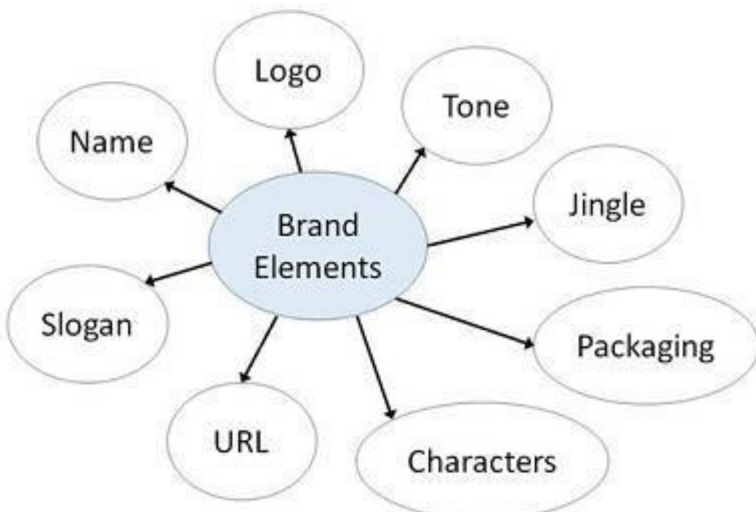
Elements of Branding

Branding isn't limited to just name and logo. It is a combination of characteristics and properties which have an effect on almost all of our senses to result in a uniform experience every time we have contact with it.

Elements of a Brand

There are eight essential elements of a brand as given below −

- **Brand Name** − This is what the people get to see everywhere. It must be as simple and memorable as possible, meaningful, easy to pronounce, and unique.
- **Logo** − This can be anything from a piece of text to the abstract designs. It may be entirely unrelated to the corporate activities. It must be relevant to the product or service, iconic, and attractive.
- **Tone** − This is how the seller communicates with the consumer. It can be professional, friendly, or formal. It builds consumer's perception about the brand.



- **Jingle** − It must be pleasant to hear and hum, relevant to the product, easy to remember, and easy to understand over a large age group to connect consumer with the brand.
- **Slogan** − It summarizes overall value proposition. It should be short, easy to remember, and catchy. For example, KFC's slogan is "Finger Lickin' Good" and Britannia's is "Eat Healthy, Think Better".

- **Packaging** − It needs to be catchy and advertising, drawing people to see the product inside. Also, it needs to be compact, yet attractive.

- **Universal Resource Locator** (URL) − It forms the domain name on the internet. A seller can register all prospective variations of brand name URLs or can buy the existing URL of a business.

- **Characters/Mascots** − It is a special symbol, either still, animated, or real life entity such as an animal or a human character. For example, Vodafone's Zoozoo characters are played in its various advertisements by humans wearing special white body suits.

Brand Essence

It is a single most compelling thing about a brand that differentiates it from the competing brands. The brand essence serves as a metric to evaluate the seller's marketing strategies. The most important brand essences arise from consumers' needs. Brand essence can be described in just a few words.

For example, Volvo − Safe travel. Disney − Fun family entertainment.
There are seven contributing elements of brand essence −

- **Authenticity** − If the brand makes a promise and fails to keep, then it is rejected. The consumers expect the sellers to be genuine and truthful.

- **Consistency** − The essence of a brand is lost if it is not consistent in providing what it promised to the consumer. Also, a brand should use its logo consistently over time.

- **Durability** − The brand essence remains same over time. Even if packaging and logos change, the essence does not change.

- **Experience** − It is the consumers experience with the brand.
- **Uniqueness** − It is how different a brand is from its competitors.
- **Relevance** − It is the relevance of a brand to the consumer.
- **Single mindedness** − It is sticking to only one thing about the brand which keeps the brand focused.

Qualities of Good Branding

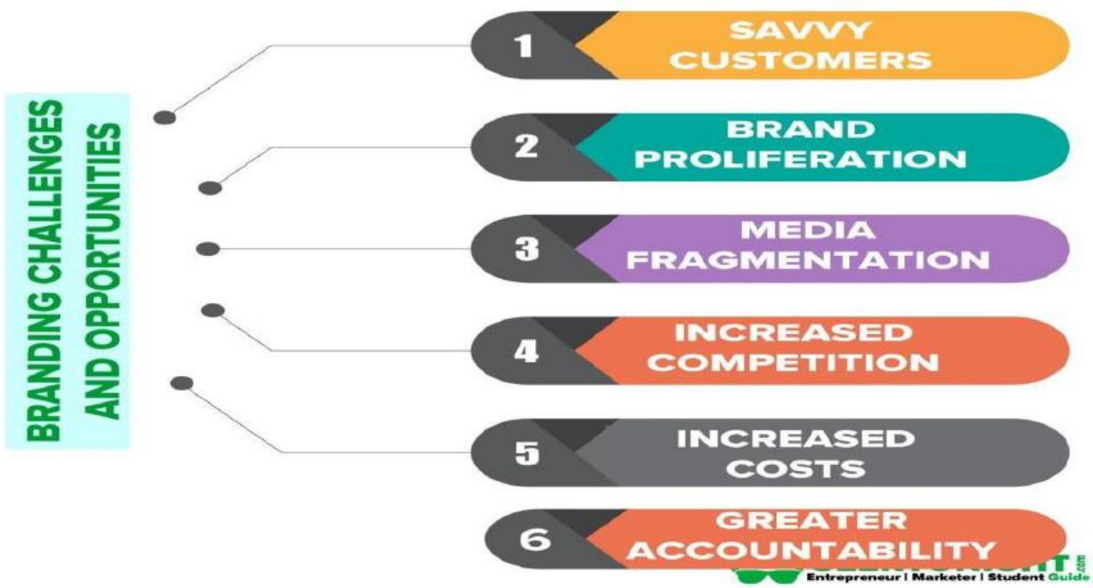
1) Easy to Pronounce
2) Short and Sweet:
3) Memorable:
4) Projects qualities:
5) Easy to promote
6) Legally protectable:
7) Expansion of product line:
8) Distinctive:
9) Clear and attractive

Brand Management

Brand Management is the application of marketing techniques to a specific product, product line, or brand. It seeks to increase the product's perceived value to the customer and thereby increase brand franchise and brand equity. Marketers see a brand as an implied promise that the level of quality people have come to expect from a brand will continue with future purchases of the same product. This may increase sales by making a comparison with competing products more favorable. It may also enable the manufacturer to charge more for the product. The value of the brand is determined by the amount of profit it generates for the manufacturer. This can result from a combination of increased sales and increased price, and/or reduced COGS (cost of goods sold), and/or reduced or more efficient marketing investment. All of these enhancements may improve the profitability of a brand, and thus, "Brand Managers" often carry line management accountability for a brand's P&L profitability, in contrast to marketing staff manager roles, which are allocated budgets from above, to manage and execute. In this regard, Brand Management is often viewed in organizations as a broader and more strategic role than Marketing alone.

Branding Challenges and Opportunities

Although brands may be important as ever to consumers, brand management may be more difficult than ever. The **challenges for brand managers** are discussed below:



Branding Challenges

1. Savvy Customers:

Increasingly, consumers and business have become more experienced with marketing and more knowledgeable about how it works. A well-developed media market has resulted in increased attention paid to the marketing actions and motivations of companies. Many believe that it is more difficult to persuade consumers with traditional communications than it was in years gone by. Other marketers believe that what consumers want from products and services and brands has changed. For example, Kevin Roberts of Saatchi and Saatchi argues that companies must transcend brands to create “trust marks”- a name or symbol that emotionally binds a company with the desires and aspirations of its customers.

2. Brand Proliferation:

Another important change in the branding environment is the proliferation of new brands and products, by the rise in line and brand extensions. As a result, a brand name may now be identified with a number of different products of varying degrees of similarity. Procter &

Gamble's original Crest toothpaste, has been joined by a series of line extensions such as Crest Mint, Crest for kids, Crest Baking Soda, Crest Multi care Advanced Cleaning.

3. Media Fragmentation:

An important change in the marketing environment is the fragmentation of traditional advertising media and the emergence of interactive and nontraditional media, promotion and other communication alternatives. The commercial breaks on network TV have become more cluttered as advertisers increasingly have decided to advertise with 15 second spots rather than the traditional 30 or 60 second spots. Marketers are spending more on nontraditional forms of communication and new emerging forms of communication such as interactive, electronic media, sports and events sponsorship, in -store advertising, mini bill boards in transit vehicles and in other locations.

4. Increased Competition:

Both demand side and supply side factors have contributed to the increase in competitive intensity. On the demand side, consumption for many products and services has fattened and hit the maturity stage, or even the decline stage of the product life cycle. As a result, sales growth for brands can only be achieved at the expense of competing brands by taking away some of their market share.

5. Increased Costs:

As the competition is increasing, the cost of introducing a new product has also increased. It makes it difficult to match the investment and level of support that brands were able to receive in previous years.

6. Greater Accountability:

Stock analysts' value strong and consistent earnings reports as an indication of the long- term financial health of a firm. As a result, marketing managers may find themselves in the dilemma of having to make decisions with short-term benefits but long-term costs. Moreover, many of these same managers have experienced rapid job turn over and promotions and may not anticipate being in their current positions for very long. These different organizational pressures may encourage quick-fix solutions with perhaps adverse long-run consequences.

Branding Opportunities

1: Social media presence

Where do your customers spend most of their free time? So, where should you target the audience the most? Yep, Social media.

Pay attention to building a solid social media presence. Use this opportunity to create creative, crisp campaigns targeting your prey audience.

Many tools are available to help you analyze your ads, the reach, and much more. Think of social media as a sales door opportunity in the digital world. You can bring in a flood of offers with a perfect marketing strategy.

2: Customer services

Amazon has nailed the customer service aspect of the business. Why do we prefer ordering from Amazon? Because you know your problems will be prioritized here.

Good customer service can help you get better repeat customers and boost sales. Studies show that 86% of the population will pay more for better customer service.

A smooth customer experience can help you build trust and gain a reputation in the market. It is an intangible asset that can help you in the long run.

3: Take accountability

If you think people will connect with you only if you are prim, poised, and precise, then you are wrong. Everyone loves a good story, and what is branding and marketing, if not a storytelling competition?

If you have goofed up in the past or compromised on your products, come clean! Show your good, bad, and worse. Give the audience a chance to forgive you rather than sweeping the dirt under the rug.

The best example is a famous YouTuber–Tanmay Bhat. He not only rebuilt his brand but made it ten times more potent. We will leave it up to you to figure out the how.

Don't think your audience is not up to date or that they will never find it out. There is nothing classier than owing up to your mistakes. Tell your audience you are not perfect; chances are they'll relate.

4: Be creative

Sometimes walking on the paved path is good, but often you must take a different route if you want unlikely results. Change is the only constant in this industry. So, you needn't join the bandwagon at every chance you get.

Think out of the box, and take inspiration from other projects or ideas. Take a risk now and then if you want rewards. Find a perfect balance between following trends and setting them. And visit that rabbit hole whenever inspiration does not strike.

A great book to learn creativity from is Steal Like An Artist, by Austin Kleon.

5.Target audience

Don’t sell your product to every Tom, Dick and Harry because you want to make a profit. Just as you decide your brand value, voice and goals, be mindful to determine who your target audience is.

Always have a niche in mind to achieve your goals faster. You can design better campaigns and earn the right rewards if you stick to them.

Take Starbucks as an example. They don’t serve just coffee; they serve a premium experience for people who can afford it. People don’t come to them for the coffee; they go to them for the status.

Nescafé, on the other hand, is a coffee brand that is economical, reliable, and gives just what you want. Both these brands sell the same stuff, but their audience is different. And hence, their results are different, and nobody tries to switch their lane for obvious reasons.

Branding

Branding is the business process of managing your trademark portfolio so as to maximize the value of the experiences associated with it, to the benefit of your key stakeholders, especially current and prospective:

1. Employees
2. Customers
3. Stock/share holders
4. Suppliers
5. Intermediaries
6. Opinion leaders
7. Local communities
8. Purchasers and licensees

Experts argue as to which stakeholders should be the main focus of the branding process, but this is probably the wrong question as their experiences are all interrelated:

Employees: The more your employees value your brands and understand what to do to build them, the more your customers, suppliers, local communities and opinion leaders will value them. The more attractive your brands are to potential employees, the more they are likely to want to work for you.

Customers: The more your customers value your brand, the more they will buy your products and services, and recommend them to other people. They will also pay a premium for them and make the lives of your employees easier. This, in turn, will enhance the value of your brands to prospective purchasers and licensees. Research has shown that strong brands are more resistant to crises of reputation.

Stock/shareholders: Strong brands multiply the asset value of your company (90% of the asset value of some major corporations lies in their intellectual property), and assure them that your company has a profitable future. They also allow you to afford to give competitive dividends to your current stock/shareholders.

Suppliers: Suppliers like to be associated with strong brands as this benefits their own reputation in the eyes of other current or potential customers. You are therefore likely to get better service at a lower total acquisition cost.

Intermediaries: Retailers, distributors and wholesalers' value strong brands as they improve their own profit margins. They are likely to give you more "air time" and shelf space, thus enhancing further the value of your brands in the eyes of your current and prospective customers.

Opinion Leaders: The media, politicians and non-government organisations are more respectful of strong brands.

Local Communities: Supportive local authorities can make your life easier in many ways, and offer you better deals, if you have prestigious brands. Your local communities provide you with your work force and can be highly disruptive if they perceive you as damaging their environment.

Purchasers and Licensees: The question prospective purchasers and licensees ask is "how much more profit can I get for my products and services sold under this brand than under any brand I might build?" Strong brands can be spectacularly valuable.

Role of a Brand Manager

A brand manager is accountable for the overall image of a product or person. Key elements of the job are researching the marketplace to determine where the product or client fits in (i.e., analyzing competitive positioning, products, brands and spending); developing marketing and advertising strategies and managing those budgets; helping create designs and layouts for print and digital advertising concepts signage and collateral; overseeing promotional activities;

analyzing pricing and sales; and (re)evaluating how the brand can appear to a wider consumer base.

1. Protect the brand

Brand managers are the guardians of the brand and are responsible for ensuring that the products, services and product lines that fall under their brand resonate with current and potential customers.

2. Work with several departments within the company

They work tirelessly with the marketing department on making sure that every aspect of the brand strategy is just right. Brand Managers also need to be in contact with other departments such as finance, marketing communications, sales and product development to ensure a strategic overview of the business and future market opportunities.

3. Coordinate several marketing agencies

They also work with marketing and advertising agencies to make sure they're respecting the brand purpose and guidelines throughout every communication.

4. Focus on the consumer

Brand Managers need to be able to draw on the consumer research and monitor market trends (think about the recent craze with Pokémon Go). Therefore, having a grasp of the target market and also potential target markets is the key. What are their reactions to the marketing campaigns? What's being said on social media and how are people talking about the brand. How is the brand manager, managing or monitoring this process?

5. Make important business decisions

The brand manager can also play a pivotal role within senior management teams when providing feedback and analysis on key brand activity. For example, what return on investment has been seen from particular campaigns? What has worked well for specific products of the brand and what lessons can be learnt from others. Furthermore, helping to provide input into future activity as well as feed into help support corporate strategy and direction.

For many companies their brand manager is the most important person there. Because for many they are the ones responsible for overseeing the entire creative process.

Key responsibilities of Brand manager

Typical responsibilities of a brand manager include:

- Carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends
- Developing strategies and managing marketing campaigns across print, broadcast and online platforms to ensure that products and services meet customers’ expectations and to build the credibility of brands
- Analyzing the success of marketing campaigns and creating reports
- Supervising advertising, product design and other forms of marketing to maintain consistency in branding
- Meeting with clients and working with colleagues across multiple departments (such as marketing assistants, marketing managers and chief marketing officers)
- Managing budgets and a team of junior assistants
- Organizing events such as product launches, exhibitions and photo shoots.