

# **BRANDING STRATEGY**

---

**Building Strong Brands**

# Best Global Brand Value

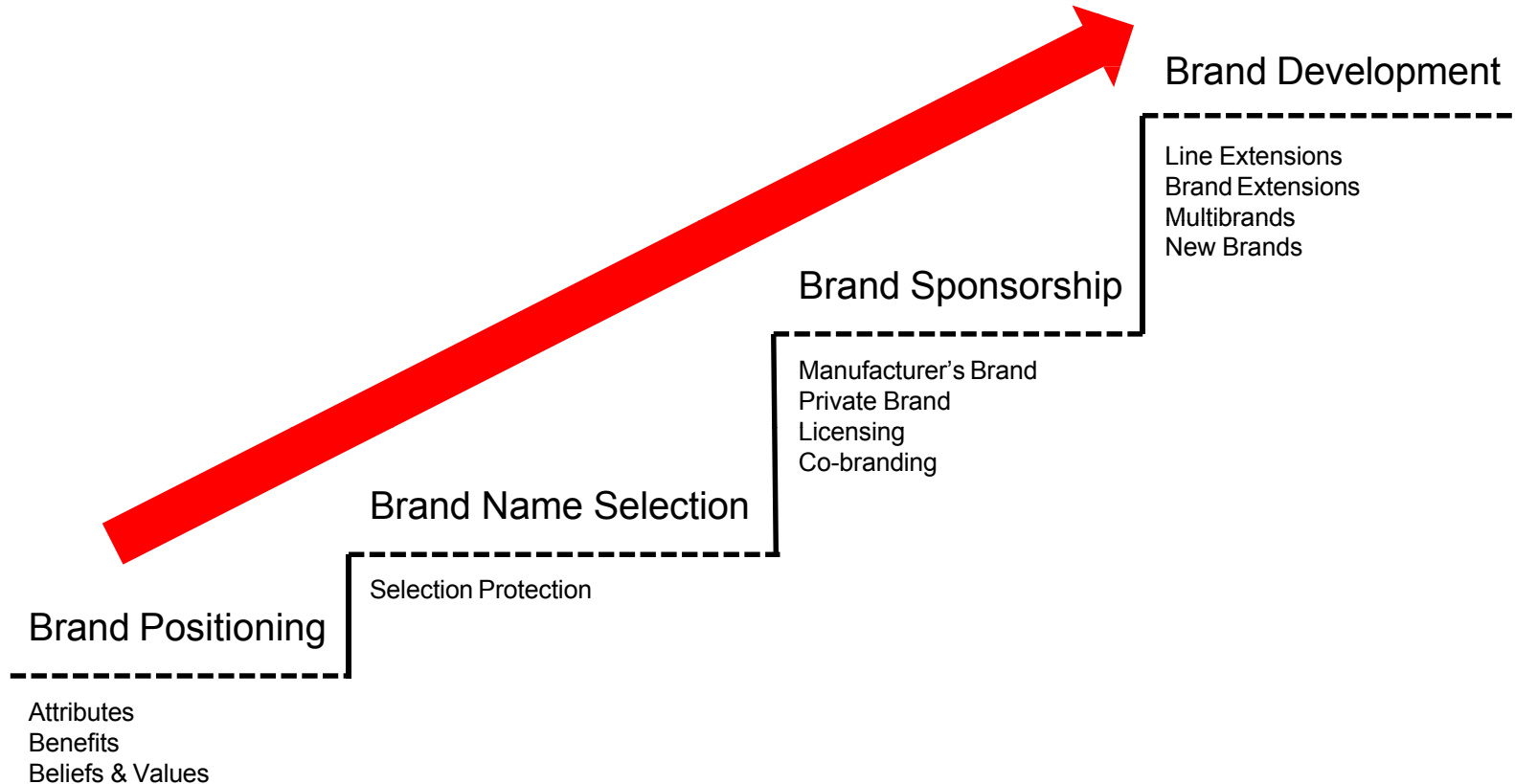
## The BrandZ Top 10 Most Valuable Global Brands 2018

Rank 2018	Brand	Category	Brand value 2018 (\$M)	Brand value change	Rank 2017
1	Google	Technology	302,063	+23%	1
2	Apple	Technology	300,595	+28%	2
3	Amazon	Retail	207,594	+49%	4
4	Microsoft	Technology	200,987	+40%	3
5	Tencent	Technology	178,990	+65%	8
6	Facebook	Technology	162,106	+25%	5
7	Visa	Payments	145,611	+31%	7
8	McDonald's	Fast Food	126,044	+29%	10
9	Alibaba	Retail	113,401	+92%	14
10	AT&T	Telecom Providers	106,698	-7%	6

## **Brand equity**

The differential effect that knowing the brand name has on customer response to the product or its marketing

# How to Build Strong Brands ?



# Brand positioning strategy decisions, include:

- Product attributes
- Product benefits
- Product beliefs and values

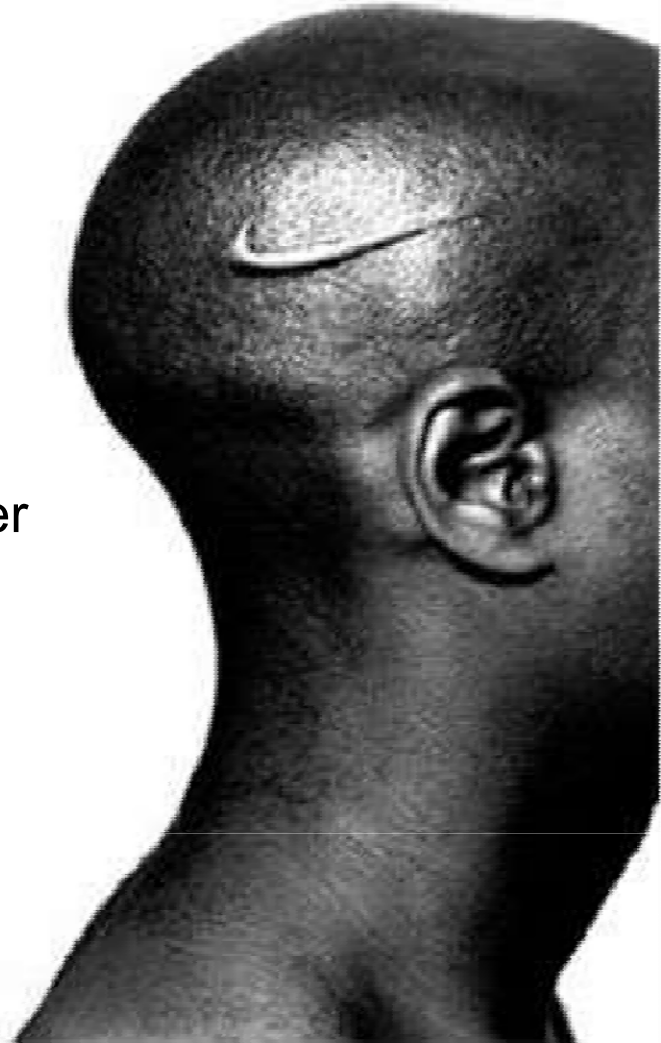
Source : Kottler. A, 2010, *Principles of Marketing*. Fourteenth Edition, Prentice Hall: USA



# Brand Name Selection

## Desirable qualities

1. Suggest benefits and qualities
2. Easy to pronounce, recognize, and remember
3. Distinctive
4. Extendable
5. Translatable for the global economy
6. Capable of registration and legal protection



# Brand Sponsorship

## Manufacturer's Brand

- PT. Indofood CBP Sukses Makmur
- PT. Sinar Sosro
- PT. Tirta Investama
- PT. Ultra Prima Abadi

## Co-brand



## Private Brand



## Licensed brand



# Brand Development Strategies

Product Category

Existing

New

Brand Name

Existing

New

<p><b>Line Extension</b></p> 	<p><b>Brand Extension</b></p> 
<p><b>Multibrands</b></p> 	<p><b>New Brands</b></p> 





**Managing Brand By Communicate Brand to Engage  
Your Target Audience Continuously and Optimize  
Your Resources to Grab Your Target Audience**