



# Building A Strong Brand and Managing Brand

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## Abstract

This Article based on the objective that how to build a strong brand and the reason why people need to build a strong brand. The first theory, people need to know the important and necessary for building a strong brand. In addition, we will analysis the brand that has already had succeed and analysis the reasons that they can get the succeed. In the next, we would found and discuss the history for the succeed brand. Then we will find the four factor which can impact the process that building a strong brand. The factors include brand positioning, the brand name selection, brand sponsorship, brand development. Also we will analysis how can the company and manufacturer do better though these four processes. Moreover, this article gives people a model that can show the four factors in the process of building a strong brand. Also in this model, the four factors will give us the approach and ideas that can help us to learn how to build a strong brand. In some of the part, it will give us some cases and examples to explain the theories.

## Introduction

It is true that some research worker find brand as the very import lasting benefit of a company can make the company's product's and facilities which only belongs to themselves live longer. If you want create a famous brand, you need take care to built it up. The first thing is that the company's owner should know "what the consumers thinking?" Brands stand for consumers' views and way of thinking about a product and its performance. So, it is very necessary for the manufacturers and companies to build a well-built brand for themselves. The four things to build a well-built brand are: brand positioning, brand name variety, brand support, brand growth.. Like the product's name which sounds beautiful can make consumers like it and buy more. So, choose a good brand name is one of the most important things for marketers.

## Brand name selection

A good name for a brand could lead to a product's success. Nevertheless, finding the best brand name is a difficult job. It begins with a careful review of the product and its profit, the target market, and future marketing strategies. After that, naming a brand becomes part science, part art, and a compute of nature. A good brand should include the 6 factors. The first one is it should suggest something about the product's benefits and qualities. The second one is it should be easy to say, know, and keep in mind. The third one is the brand name should be common. The fourth one is it should be extendable. The fifth one is the name should explain sassily into foreign languages. The last one is it should be able of list and legal protection. As well, once chosen a brand, the brand name must be protected. A suggestive brand name is clear as a brand name that conveys important benefit information in a exacting product situation. For instance, consider the brand name "SUN". In a product context of a light bulb, the name could express brightness, but used in the context of a TV, it could suggest the benefit of clearness.

## Brand sponsorship

A producer has four support options. The product may be launched as a manufacturer's brand. Even though most manufacturers create their own brand names, others market certified brands. Like the supposed sponsor-property fit affects brand evaluations. 1. National brands versus store brands: National brands have long dominated retail scene. 2. licensing . Most manufacturers take years and spend millions to create their own brand names. However, some companies license names or symbols previously created by other manufacturers, names of well-known celebrities, or characters from popular movies and books. 3. Co-branding. Co-branding occurs when two established brand names of different companies are used on the same product. Like Nike and Apple , the "Nike+iPod".



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## Model of the brand building

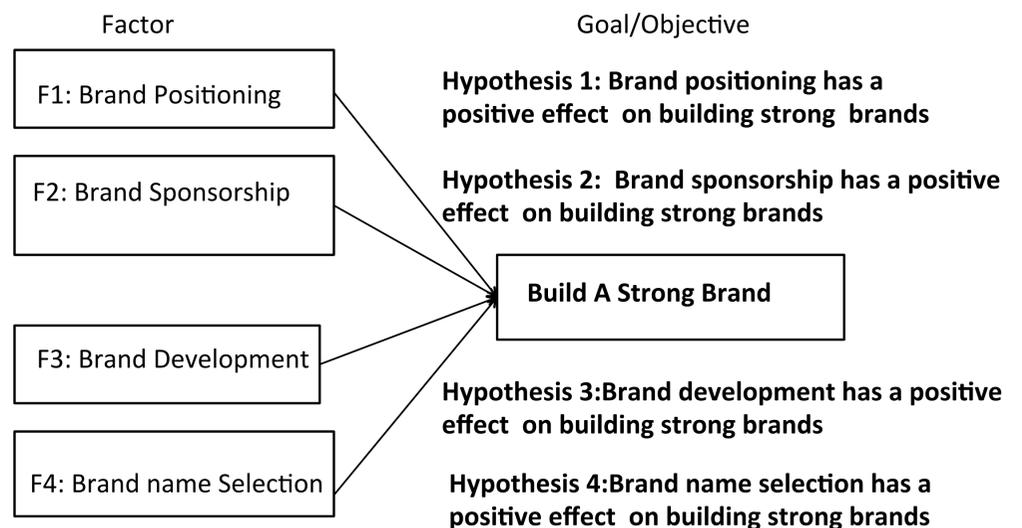


Figure 1: Model Name of building strong Brands

## Brand positioning

Marketers need to position their brands obviously in mark customers' minds. Marketers needs to position their brand clearly in mark customers' mind. At the poorer level, they can position the brand on product attributes. However, attributes are the most attractive level for brand positioning. A brand can be better located by associating its name with a attractive advantage. The strongest brands go further than quality or profit positioning. They are positioned on strong thinking and ideals. When positioning a brand, the marketer should set up a task for the brand and a idea of what the brand must be and do. The example like Lexus. Marketers needs to place their brand clearly in mark customers' brain. At the lower level, they can place the brand on product attributes. though, attributes are the least attractive level for brand positioning. A brand can be better positioned by associate its name with a attractive benefit.

## Band development

A company has four choices when it comes to rising brand. It can be line extensions, brand extensions, multi-brands, or new brands. 1.Line extensions: This happen when a company make existing offered brand names to new forms, colors, sizes, parts, or flavors of an existing product type. 2.Brand extensions: A brand extension expands a present brand name to new or modified products in a new group. A brand addition gives a new product immediate recognition and faster receipt. 3. Multi-brands. Companies often introduce additional brands in the same category. Multi-branding offers a way to establish different features and appeal to different buying motives. It also allows a company to lock up more reseller shelf space. 4.New brands. A company might believe that the power of its existing brand name is waning and a new brand name is needed. Or it might create a new brand when it enter a new product.

## Managing brands

First of all, the brand's spot must be intermittently communicated to consumers. Such advertising operations can help to create name identification, brand knowledge, and maybe even some brand favorite. The brand's positioning will not take grasp fully unless everyone in the company lives the brand. In conclusion, companies need to at times review their brands' strengths and weaknesses. Several macro-level changes have happened challenging these ideas some of which are reviewed. We review past research on brand building and brand management in business markets and identify that less research has focused on key considered and planned issues in relation to building, managing, and refreshing business brands.

## Conclusion

According to this paper, people could find that a brand is very important for a company and manufacturer. It can provide a good position and value for a manufacturer. For a succeed marketer, not only it needs to design good products but also needs to create a good brand. It can lead a good profit. Brands is the major enduring asset of a company, outing the company's specific products and facilities. Like the CEO of McDonald's once declared, " If every asset we own, every building, every building, and every piece of equipment were destroyed in a terrible natural disaster, we would be able to borrow all the money to replace it very quickly because of the value of our brand."