

BUILDING A STRONG BRAND AND MANAGING BRAND

Nan Feng

Technology Management
School of Engineering, University of Bridgeport
Bridgeport, CT USA
nanfeng@my.bridgeport.edu

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 success. In the next, we would found and discuss the history for the succeed brand. Then we will find the four factors that can impact the process that building a strong brand. The factors include brand positioning, the brand name selection, brand sponsorship, and 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.

Keywords—*Brand; Co-Branding; Sponsorship; Licensing; Brand extensions; Multi-Brands*

INTRODUCTION

It is true that some research worker find brand as the very import lasting benefit for a manufacturer can make the products and facilities that only belong to them live longer. If you want create a famous brand and you need take care to build it up. The first thing is that the company's owner should know "what are the consumers thinking about?" Brands stand for consumers' view and way of imagine a new product with its presentation. Consequently, create brand will be very necessary to the manufacturers and very important for companies to set up a well-built brand to themselves. These four things to build a well-built brand are: "brand positioning, brand name selection, brand sponsorship, brand development (K. Armstrong, 2007)". According to a research, marketers

need to let consumers know and believe their brand. Five sets of propositions linking product-positioning options with the giving out of brand level information by consumers are industrial. They can divide brand into any of three levels. The product's name that sounds beautiful can make consumers like it and buy more. So, choose a good name for a brand is the most importing things for marketers. Almost every marketer spend long time to make a good name that let consumers can keep that in mind. A producer has four support choices. Building on theory of social cognition and category, this research proposes two size of fit: support group relatedness and occasion character fit. For the research people know that "line extensions, brand extensions, multi-brands, or new brand "are these four choices for the company to choose its name for the brand. Furthermore, this interactive result of brand name suggestiveness and result aim on brand addition evaluations is accompanied by methodical shifts in the degree to and the way in which those process quality information about the parent brands and recall and recognize such information.

METHODOLOGY

The first theory, people need to know the important and necessary for setting up a good brand. In addition, we will analysis that brand that has already had succeed and analysis the reasons that they can get succeed. In the next, we would found and discus the history for the succeed brand. Then we will find the four factors that can impact the process that building a strong brand.

BUSINESS SUCCESS GOAL

There are four effective factors in the direction of building a famous brand. There are "brand positioning, brand name selection, brand sponsorship, and brand development (G. Armstrong & Kotler, 2009)".

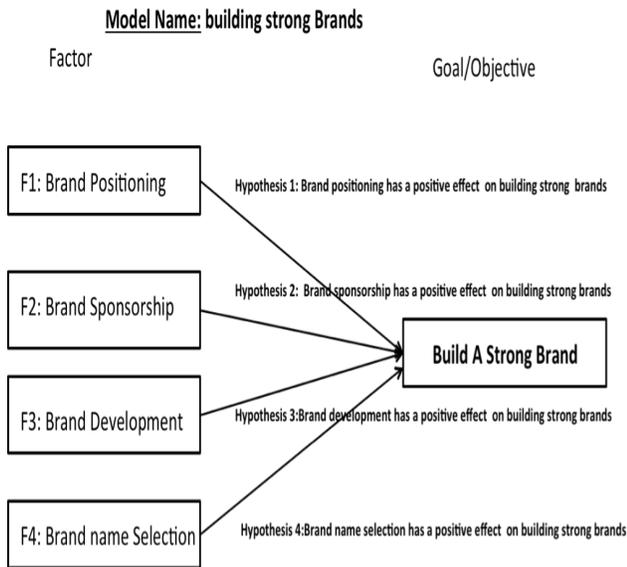


FIGURE 1: MODEL ON BUSINESS SUCCESS AND CRITICAL SUCCESS FACTORS (CSF)

Factor 1: “This assumption asserts that customers determine the highest-quality product within their reservation price and purchase it, provided its quality does not fall short of a minimum standard. The model also includes producers' costs that are incurred for delivering a certain quality (Lee & Ang, 2003) p.5”. “Strong brands bring multiple competitive advantages, but building that strength is a concerted undertaking—from identifying service attributes to serve as the copy platform to planning the advertising media buys. Here are the steps that need to be taken (Gwinner & Eaton, 1999) p.21”.

This factor is very important and effective to build a strong brand due to brand positioning is the effective and important part of brand building. With the maker competition become deeply, brand building has become an important role during competition between companies. That’s why I arrive at the hypothesis

Hypothesis: Brand positioning has a positive effect on building strong brands.

Factor 2: “Sponsorship offers unique opportunities for operational zing brand strategy. Sponsorship offers another avenue for marketers to create and deliver value-added customer experiences. The findings indicated that sponsorship can be used as a central driver of brand strategy to create an extended experience for customers and to add value to the brand through leveraging functional and nonfunctional brand values (Valette-Florence, Guizani, & Merunka, 2001) p.3”.

This factor is important for building a strong brand because a greater opportunity to match their brand relationship between the physical aspects of sports activities more clearly sporting events, and services of the brand have a better chance to create their own brands and activities, such as the ability targeting one of the key to the audience the relationship between planned.

Hypothesis: Brand sponsorship has a positive effect on building strong brands.

Factor 3: “The model highlights four successive and progressive stages underpinning international brand development: Pre-international, Lead Market Carrying Capacity, International Branding and Market Succession, and Local Climax (Whan Park, Jaworski, & MacInnis, 1986) p.5”. “This new measure proved to be reliable for between-brand between-category comparisons, for between-brand within-category comparisons, and for between-respondent comparisons (Sujaan & Bettman, 1989) p.7”.

This factor is effective to build a strong brand because product brand development refers to the process of growing the brand. Brand development strategy is based on internal and external business environment, in order to establish this advantage and make the advantage keep continuing.

Hypothesis: brand development has a positive effect on building strong brands.

Factor 4: “In 2 experiments, that a brand name's semantic suggestiveness interacts with the type of decision task involved in the initial brand encounter to influence the brand information encoded and recalled during a subsequent encounter with a proposed brand extension. When information about an efficient set of new brands is learned through a choice task, brand names that suggest general superiority appear to benefit subsequent brand extensions more than names that are suggestive of category-specific, attribute-based superiority (MitBettman Deborah, 1989) p.8”. “It was found that neither price nor brand name had significant effects on perceived quality except when product composition characteristics were allowed to vary between product samples (Manzur, Olavarrieta, Hidalgo, Farias, & Uribe, 2002) p.10”.

This factor is important for building a strong brand because a perfect name for a brand could make a product’s success. Take an excellent brand name make marketers closer to the achievement because a good name sounds sweet and make people comfortable and memorable.

Hypothesis: Brand name selection has a positive effect on building strong brands.

Goal: To build a strong brand.

The main idea is to convey the importance of “ brand positioning, brand name selection, brand sponsorship, and brand development ([G. Armstrong & Kotler, 2009](#)) p.270.” are the foundation for building the brand and the solution to the success of the product management. The reason why the goal and the model are important is that it shows us very clear that how “brand positioning, brand name selection, brand sponsorship, and brand development ([G. Armstrong & Kotler, 2009](#)) p.274.” work together plus building a strong brand. The reason that I chose the goal: Brand is an intangible asset and famous brand can enhance company visibility. A strong brand can promote enterprise development and make company become stronger.

IMPORTANCE OF MODEL AND ORGANIZATIONAL IMPACT

The chart on page 5 shows us very clearly that construction a strong brand needs four factors: “brand positioning, brand name selection, brand sponsorship, and brand development ([G. Armstrong & Kotler, 2009](#))”. If the marketers follow the four steps and do it very carefully, and then they could be succeed. Now, I will introduce how important they are and how their work.

BRAND POSITIONING

It is true that the marketers need to make the consumer keep their brands in minds because that is the key to make the product success. Nevertheless, how to position their brand clearly in consumer’s mind? In people’s opinion, they can use product attributes to position the brand. There is no room for doubt that attractive thing for brand positioning. The famous brands go further because of strong thinking and ideas instead of quality or profit positioning. To position a brand, the marketer need draw up a plan about what the brand must be and how to reach the end. For example, Lexus went into the luxury car market in 1989, and at that time, the company position Lexus must have high quality. Now, Lexus has owned almost the whole top buyers in the United States who has succeeded. Another example is about Volvo that as Swedish famous auto brand is the safest cars in the world because the marketers position their like that ([Sujan & Bettman, 1989](#)). Now, it became the biggest company in Northern Europe. As the world’s most successful and profitable manufacture of automobiles whose name is BMW is very famous that almost everyone knows and trusts the brand. They make succeed because they have a good beginning that position their brand as a luxury brand and they have done it. BMW brand positioning is a successful example, which is one of the ways to make

BMW successes. In World War 2, the BMW products are engines that were provided to the Air Force. In the late 70s to 80s, the BMW became famous because of making cars instead of making engines. One of the reason to make consumers like BMW cars is because the successful of brand positioning. In the 80s, there are a large number of young rich people who are more dynamic than older rich people and want to show that they are not the same as the old people of a fresh and original brand. That is the situation and background for the rise of BMW. Therefore, BMW company which selling technical features of the car focus on how to make driver feeling powerful, strong and in control during the car. Now, BMW has their area in the market. Another example is about “Seven Up”. Over the years, Coca-Cola and Pepsi Cola is the two top brands in beverage market, and many new companies try to attacks them and they all failed in the end. However, the “Seven Up” makes the “non-cola” positioning. So, it is a new choice for consumers besides Coca-Cola and Pepsi Cola. The brand positioning not only avoids direct competition with the two famous brands but also put “Seven Up” in the same level with Coca-Cola and Pepsi Cola. So, brand positioning for the success of a new product plays a very important role. In conclusion, position a brand is a key of product succeeds.

BRAND NAME SELECTION

As we know, a perfect name for a brand could make a product’s success. Nevertheless, it is not easy to find a suitable name for a brand. Even though, marketers need afford this difficult job. First of all, marketers need to do some research about their products with the profit, the market for the target, plus the strategies for the future marketing ([Fennis & Pruyun, 2007](#)). Later then, naming a brand needs some knowledge on science, art, and history. A perfect brand should have the following 6 parts.

1. The first one is when people hearing the brand name, which can give some information about benefits and qualities to them.
2. The second one is the brand name could be simple to issue, understand, remember and say.
3. The third one is the brand name should be common ([Pechmann & Ratneshwar, 1991](#)).
4. The fourth one is it had better be expandable and extendable.
5. The fifth one is the new name for the product could be better to translate easily into different languages and have a global name.
6. The sixth one is the brand name need to be able to list and to have a legal protection.

In fact, finding an excellent name for a design brand is a difficult job. So, once chosen a brand, the brand name must be protected ([Saunders & Watt, 1979](#)). Actually, some good brand name can give consumers important information that includes benefit and attributes very clearly. For example, imagine the

brand name “SUN”. If use the name of a light bulb, that could show the bulb is brightness. If use the name of a TV, it may mean that the TV has sharp image ([Lee & Ang, 2003](#)). Like the form 1, it shows us the name of companies in china. And tell us what is the most famous name in china ([Cheng, Blankson, Wu, & Chen, 2005](#)). McDonald’s Plaza is a large fast food chain that logo is colorful and not easy to forget to consumers. Apple Company did a good job either. They choose “apple” as the brand name because it is a very common fruit’s name and it’s good for our healthy. So, everyone can remember the brand name and it’s an easy job for us.

SPONSORSHIP FOR BAND

For a producer, usually it has four different support choices and options. “The product may be launched as a manufacturer’s brand ([Gwinner & Eaton, 1999](#))”. Even though many manufacturers need and have created their own brand names. Like the supposed sponsor–property fit affects brand evaluations ([Gwinner & Eaton, 1999](#)). This study hypothesizes for a folder of a support collection, that cause of representation move can be compound, and brand image friendship may depend on the supposed fit between sponsorships ([Chien, et al.](#)). For developing countries, through the composition of modern marketing staff, branding is a single challenge. To accept the brand of goods and services usually include a basic understanding of the reasons is the invisible and the control performance and variability, therefore, development and maintenance of formal connection among the brand and the strength of brand of this significance of ([Lee & Ang, 2003](#)). Capital is an important marketing tool, designed to achieve a certain degree of connection within the target audience through an activity not directly connected to the positive support of the company’s normal business of the company and its brand advertising. Brand support, because a greater opportunity to match their brand relationship between the physical aspects of sports activities more clearly sporting events, and services of the brand have a better chance to create their own brands and activities, such as the ability targeting one of the key to the audience the relationship between planned ([Cliffe & Motion, 2005](#)).

NATIONAL BRANDS VERSUS STORE BRANDS

In the past times, the company who has their national brands always had advantage in the market. In recent years, more and more wholesalers and retailers have their own brand stores around the country. For example, the Costco is the largest warehouse in the world and they sale so much products with their own brand ([Manzur, et al., 2002](#)). As Costco’s member who can buy everything they want just with very low price that lead the Costco sell more and own more money ([MitBettman Deborah, 1989](#)).

LICENSING

Nearly all manufacturers have their own brand name through spend a lot of time and money. However, a small part of manufacturers create their brand name just through copy other manufacturers, use some well-known people’s name, or use some famous movies name ([Pham & Muthukrishnan, 2002](#)). To our surprise, “brand name licensing in the United States and Canada have grown from only \$4billion in 1977 to \$55 billion in 1987 ([G. Armstrong & Kotler, 2009](#))”. Therefore, clearly, licensing decision could be a profitable business in a lot of companies.

CO-BRANDING

Resurgence of the brand appeared in co-operation in recent years. Co-branding strategy is a complex brand strategy, refer to the two company’s brands also appear in a product. Co-branding strategy is that it combines the advantages of different companies, so that can enhance the competitiveness of products. But there are also have risks with their brand. The two famous companies whose name is Nike and Apple are working together on some area that is put “iPod NANO” into “Air Zoom Moirés” shoes that can shows some information about your sporting. We call that “Nike iPod”. It is very popular today and sells very well. As people know, iPod is a successful series of the products in Apple. In addition, Nike is a famous sports company around the sports world. There are both widely brand. In 2006, the two companies work together for a new product which named “Nike + iPod” that is the first combination of sports and music. The purpose of the cooperation is to make consumers do not feel boring during their running. Actually, the new product gives their consumers more satisfied with the services. So, Apple and Nike cooperation make them reached a high level.

BAND DEVELOPMENT

When a company wants to developing brand, there are four choices they can choose. That is it can be “line extensions, brand extensions, multi-brands, or new brands ([Craig & Douglas, 2000](#))”. For example, these details for the interview in the following eight manufacturers of South Korea, Taiwan of international brand development stage model is the future. The model is an international brand, Tourist attraction model, four stages of continuous development and progress on the basis of international brands: the model of tourist attractions, “small business growth stage model and a process of internationalization simple model ([Fok & Franses, 2004](#))”. According to the plan mode, the company began with a strong brand in the domestic market of four consecutive phases of development and international brands on the basis of development and progress: the former market capacity, the

former international, the international brand and market the climax of the inheritance and local ([Cheng, et al., 2005](#)).

LINE EXTENSIONS

It happened when a company develops stronger than before, and they want to continue to expand the company. They extend obtainable brand's names to new sizes, factors, forms, and colors or amplify an accessible product kind. For example, Maybelline has Color Sensational Pearls Lip Color, Shine Sensational Lip Gloss and Color Sensational Lip liner. For example, the "seven-up" which was made by Pepsi is very popular with consumers in 1978. After that, Pepsi made "Jin seven-up" and "cherry seven-up" which was popular with consumers either. Another example is about Coors that is a company that is famous by their product—beer. Now, they made bottled water that still use Coors brand, and in fact, they succeed. However, not all companies will succeed with using this idea. In fact, Parker is famous because of their high-grade pen, but in 70s Parker to bring a new product that cost \$5.00 into the market, and consumers did not accept that low-grade pen because they thought the pen which was made by Parker should be have high quality, high grade and high price. So, marketers should deal with using this way very carefully. Finally, lining extensions was proven that is a very worthy and useful marketing strategy.

BRAND EXTENSIONS

The brand extensions is a brand extension from the existing products to new products, many products share a brand. This not only save the cost of the new products go into market, but also through the existing brand's market influence that make people understand and accept the new products very fast. I will tell you a true story, PepsiCo is companies who produce drink and snake. The most famous drink name is Pepsi that is classic one. After a time, they produce a new kind of drink that has lower sugar and they use the same brand name as Pepsi. Actually, people accept the new one very quickly ([Craig & Douglas, 2000](#)). But another company whose name is Coca-Cola also makes a new one and they change the brand name into a new one. Unfortunately, consumers didn't like it. The company realized that they should use their existing brand name influence to make the new product get succeed. So they changed the name as the existing one. Just a very short time, consumers know the new product and prefer buy it. That makes the company succeed.

MULTI-BRANDS

The multi-brand strategy is a company using their own existing well-know brand to extension other well-known

brands. The two major features of multi-brand are that: 1. Different brands sell for different markets; 2. Different brands are competing with each other. As we know, P&G is one of international famous and largest companies who produce commodities like soap, shampoo and body wash. The company has "more than 300 brands of products that sold in 160 countries which including fabric, home care, hair beauty, baby and food ([Fok & Franses, 2004](#))". Different brands are cooperation and competing with each other that make P&G succeeded.

BRAND FOR NEW DESIGN

Company may believe that if more and more power of its existing, brand for new design name is necessary. Otherwise, it might make "a new brand name ([Pham & Muthukrishnan, 2002](#))", while it inputs a fresh manufactured goods collection is the company's current brand name, and no suitable. Many companies develop a new brand and they still like using the original brand name because the marketers of this company believe that the power of their existing brand. In fact, these companies are reducing the advantage that in the customers mind. "Creating a new brand name is the key to develop a new brand ([Fennis & Pruyn, 2007](#))".

MANAGING BRANDS

A new brand became famous is not an easy job, that needs marketers use good idea to manage the brand. Advertising on television is the most important tool for marketers because it is a good way to introduce new products to the consumers. The new products can be known for a wide people through advertising on television. Recently, almost every family has television and people usually spend 2 or 3 hours a day for watching TV ([G. Armstrong & Kotler, 2009](#)). So, it is a enough time for marketers to show their products to consumers ([Whan Park, et al., 1986](#)). Furthermore, people will get some information through see programs. Usually, watching advertising on TV push people pay more attention on that products and buy it. So, advertising is a good way for marketers to communicate with consumers and position their brand in consumers mind. But, the most important things is that companies also need to review their brands' strengths and weaknesses at times ([Valette-Florence, et al., 2001](#)). More than a few macro-level changes than there have been some harsh ideas are found. Assessment of the precedent researches, "brand building and market the brand management and recognition ([Craig & Douglas, 2000](#))" of studies and plans considered less critical in how to create, manage the relative concentration of the solution, and refresh the commercial brand ([Lindgreen, Beverland, & Farrelly](#))

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 are “the main lasting benefit of a company (Manzur, et al., 2002)”, outing that manufacturer’s and company’s particular goods and services. Like the CEO of McDonald’s (Colucci, Montaguti, & Lago, 2008) 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 (K. Armstrong, 2007)”. Another example is the worth of Coca-Cola is more than \$70,000,000,000 (Colucci, et al., 2008). Even Coca-Cola has nothing now, it also can make money with there succeed brand.

REFERENCES

- [1] Aaker, J., Brumbaugh, A., & Grier, S. (2000). *The impact of target marketing on advertising*. New York: Prentice.
- [2] Armstrong, G., & Kotler, P. (2009). *Marketing: Person International Edition*.
- [3] Armstrong, K. (2007). building atrong brands. *marketing. marketing*.
- [4] Cheng, J. M.-S., Blankson, C., Wu, P. C. S., & Chen, S. S. M. (2005). A Stage Model of International Brand Development: The perspectives of manufacturers from two newly industrialized economies--South Korea and Taiwan. *Industrial marketing management, 34*(5), 504-514.
- [5] Chien, P. M., Cornwell, T. B., & Pappu, R. Sponsorship portfolio as a brand-image creation strategy. *Journal of Business Research, In Press, Corrected Proof*.
- [6] Cliffe, S. J., & Motion, J. (2005). Building contemporary brands: a sponsorship-based strategy. *Journal of Business Research, 58*(8), 1068-1077.
- [7] Colucci, M., Montaguti, E., & Lago, U. (2008). Managing brand extension via licensing: An investigation into the high-end fashion industry. *International Journal of Research in Marketing, 25*(2), 129-137.
- [8] Craig, S. C., & Douglas, S. P. (2000). Building global brands in the 21st century. *Japan and the World Economy, 12*(3), 273-283.
- [9] Fennis, B. M., & Pruyn, A. T. H. (2007). You are what you wear: Brand personality influences on consumer impression formation. *Journal of Business Research, 60*(6), 634-639.
- [10] Fok, D., & Franses, P. H. (2004). Analyzing the effects of a brand introduction on competitive structure using a market share attraction model. *International Journal of Research in Marketing, 21*(2), 159-177.
- [11] Gwinner, K. P., & Eaton, J. (1999). Building Brand Image through Event Sponsorship: The Role of Image Transfer. *Journal of Advertising, 28*(4), 47-57.
- [12] Henderson, P. W., Cote, J. A., Leong, S. M., & Schmitt, B. (2003). Building strong brands in Asia: selecting the visual components of image to maximize brand strength. *International Journal of Research in Marketing, 20*(4), 297-313.
- [13] Lee, Y. H., & Ang, K. S. (2003). Brand name suggestiveness: a Chinese language perspective. *International Journal of Research in Marketing, 20*(4), 323-335.
- [14] Lindgreen, A., Beverland, M. B., & Farrelly, F. From strategy to tactics: Building, implementing, and managing brand equity in business markets. *Industrial marketing management, In Press, Corrected Proof*.
- [15] Manzur, E., Olavarrieta, S., Hidalgo, P., Farias, P., & Uribe, R. (2002). Store brand and national brand promotion attitudes antecedents. *Journal of Business Research, In Press, Corrected Proof*.
- [16] MitBettman Deborah, J. (1989). The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights from Schema Research. *Journal of Marketing Research, 26*(4), 454-467.
- [17] Newman, I., & Benz, C. R. (1998). *Qualitative research methodology quantitative exploring the interactive continuum*. Carbondale and Edwardsviell: Southern Illinois University Press.
- [18] Pechmann, C., & Ratneshwar, S. (1991). The Use of Comparative Advertising for Brand Positioning: Association Versus Differentiation. *The Journal of Consumer Research, 18*(2), 145-160.
- [19] Pham, M. T., & Muthukrishnan, A. (2002). Search and Alignment in Judgment Revision: Implications for Brand Positionin. *Journal of Marketing Research, 39*(1), 18-30.
- [20] Punj, G., & Moon, J. (2002). Positioning options for achieving brand association: a psychological categorization framework. *Journal of Business Research, 55*(4), 275-283.
- [21] Saunders, J. A., & Watt, F. A. W. (1979). Do brand names differentiate identical industrial products? *Industrial marketing management, 8*(2), 114-123.
- [22] Sujan, M., & Bettman, J. R. (1989). The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights from Schema Research. *Journal of Marketing Research, 26*(4), 454-467.
- [23] Valette-Florence, P., Guizani, H., & Merunka, D. (2001). The impact of brand personality and sales promotions on brand equity. *Journal of Business Research, In Press, Corrected Proof*.
- [24] Whan Park, C., Jaworski, B. J., & Maclnnis, D. J. (1986). Strategic Brand Concept-Image Management. *The Journal of Marketing, 50*(4), 135-145.