

Product and Brand Management
Professor Vinay Sharma
Department of Management Studies
Indian Institute of Technology, Roorkee
Lecture 48

Designing Marketing Programs to Build Brand Equity

Welcome back. I would be taking you towards the importance of designing marketing programs for developing brand equity. We have talked about the importance of elements. We are going for the aspects associated with environmental factors associated with a brand or market as such.

(Refer Slide Time: 0:59)



• The elements and selection of brands create value for the customer-based brand, and the most important strategy is brand-related marketing activities and marketing planning such as:

- Product strategy
- Price strategy
- Channel strategy
- Marketing communication strategy

Source: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 3

The elements and selection of brands create value for the customer-based brand, and the most important strategy is brand related marketing activities and marketing planning such as Product strategy, Price strategy, Channel strategy, Marketing Communication Strategy. In a nutshell, McCarthy has contributed this, and the whole world has been using this aspect of 4 Ps which is a mainstay now.

So, how we focus upon these aspects to enhance brand equity? is the kind of discussion we are going to have for the next half an hour. Now, let us start from marketing communication because we were focusing upon elements which have resonance with marketing communication more or less even packaging, the last element which we talked about.

(Refer Slide Time: 2:05)



***"IMC builds the relationships that build brands."
(Duncan, 2002).***

- Brand building relies on creation and nurturing of profitable relationships to meet objectives, which is the goal of all IMC processes.
- IMC involves managing marketing communications in a holistic manner to achieve strategic brand building objectives.
- IMC helps to establish a connection with consumer and able to effectively communicate about brand, there by creating a strong brand awareness and image.

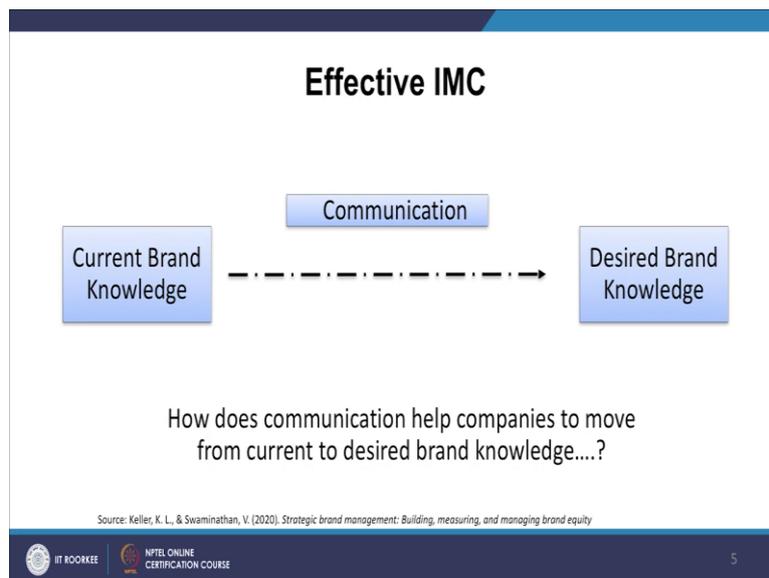
Source: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity

IT KOOKEE NPTEL ONLINE CERTIFICATION COURSE 4

Duncan has said ‘IMC builds relationships that build brands’. Brand building relies on creation and nurturing of profitable relationships to meet objectives, which is the goal of IMC processes. For detailed integrated marketing communication discussions, you may visit YouTube for my course on integrated marketing communication. But here one must revisit a few fundamentals associated with IMC. And at this moment I want you to remember the resonance pyramid especially, and the brand value chain.

So, IMC involves managing marketing communication in a holistic manner to achieve strategic brand building objectives. It helps in establishing connections with consumers. This is again a very important deal and I would be using several examples to elaborate upon IMC as well as the importance of other P's.

(Refer Slide Time: 3:21)



And just to take you to fundamentals, Current Brand Knowledge traverses through Communication towards Desired Brand Knowledge. And when we talk of brand knowledge, I have elaborated upon that in preceding videos and preceding sessions, but again the point is communication supports that. You may say in terms of campaigns, sequential messages with lots of consistency. We will be talking of consistency in a short while.

So, the message, the words, those pictures along with the elements of a storyboard, some jingles, slogans the whole combination of different kinds of modes or media and even vehicles within media, everything contributes to taking this brand knowledge towards the desired levels because once it reaches to that level, it will stay with you such as Camlin colors, Faber Castell and Barbie doll or Teddy Bear or Bournvita etc.

(Refer Slide Time: 4:55)

Information Processing Model of Communications

- For a person to be persuaded by any form of communication the following steps must occur:
 - Exposure - Seeing or hearing communication
 - Attention - Noticing communication
 - Comprehension - Understanding the intended message
 - Yielding - Responding favourably to the message
 - Intentions - Planning to act in the desired manner of communication
 - Behaviour - Actually acting in the desired manner

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

IT KOOKEE NPTEL ONLINE CERTIFICATION COURSE 6

So, that is what we wish to think of, and that is what a marketer desires for. There is an Information Processing Model of Communication for a person to be persuaded by any form of communication. There are some steps, Exposure, Attention, Comprehension, which is important because if one does not understand the message it will not work.

At this moment, I have talked about that particular portion quite a few times as I mentioned Mr. Bachan said, ‘Dil ki Baat Reh Gayi Idhar Bhi Aur Udhar Bhi’, something along those lines. So, that is an adhesive advertisement, which we are talking of and this message generates comprehension, that is the beauty of it. Next step is Yielding. Further, we go towards generating Intentions which are planning to act in the desired manner of communication and lastly behavior. And now I will be putting up a short example in front of you, which will sort of elaborate upon the aspects which we have just discussed and the subsequent aspects as well.

(Refer Slide Time: 6:20)

Brand Saga of Perfetti Van Melle

A Brand that Build on Communication

- Perfetti Van Melle India Pvt. Ltd (PVMI) is a privately owned company producing and distributing candies and chewing gums in more than 150 countries worldwide.
- Its brand portfolio includes Alpenliebe, Mentos, Center Fresh, Big Babool Center Fruit, Center Shock, Just Jelly, Happydent Wave, Chlormint Happydent etc.,
- PVMI has always been known for its iconic, eyeball grabbing and entertaining advertising.
- The brand was then applauded for its abstract sense of product relatability and integrating them into its advertising across mediums.

Source: [Perfetti Van Melle India \(PVMI\)](#)
[Perfetti Van Melle: About](#) | [LinkedIn](#)



IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 7

Brand Saga of Perfetti Van Melle

A Brand that Build on Communication

- PVMI brands have launched several innovative ad campaigns like Happydent White, Chlormint, Alpenliebe and Mentos which have won several awards for the company like the Abby for Happydent Protex & Centre Fresh, Cannes (Silver and Bronze), Ad fest for Happydent White and Effie's for Mentos.
- The brand identity of Happydent is sparkling and strong teeth.
- Notable campaigns includes:
 - Dikha Battissi Kar Baat Achhi Si (goodness with a smile),
 - Daaton Tale, Diya Jale, Flashbulbs and Daddu Ki Amaanat (Happydent)
- PVMI enjoys a huge brand recall among its consumers because of its contents and its entire brands were build largely based on effective marketing communications.

Source: [Perfetti Van Melle India \(PVMI\)](#)
[Perfetti Van Melle: About](#) | [LinkedIn](#)



IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 8

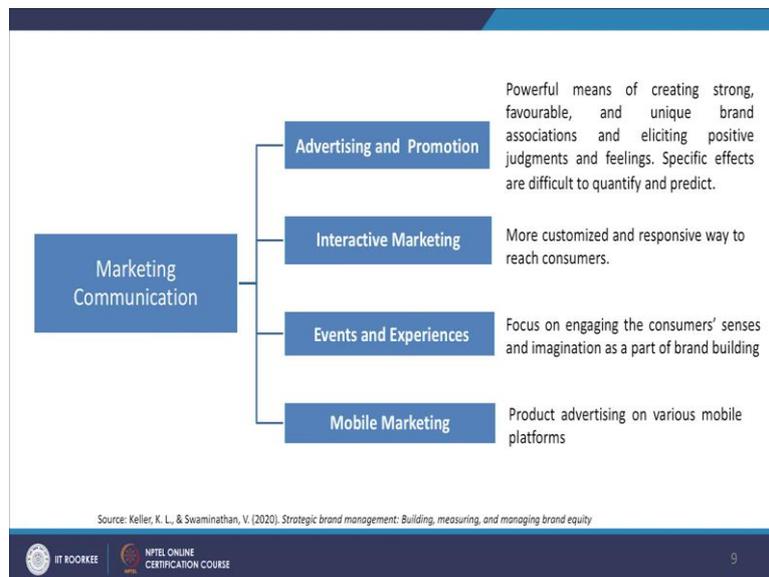
Let us talk about Perfetti and it is very famous in India, in several forms. We will just see Perfetti Van Melle India Private Limited is a privately owned company producing and distributing candies and chewing gums in more than 150 countries worldwide. Its brand portfolio includes Alpenliebe, Mentos, Center Fresh- “Dimag ki Batti Jala De”, Big Babool, Centre Fruit, Center Shock, Just Jelly, Happydent Wave, Chlormint Happydent etc. and there are several other products as well.

So, PVMI has always been known for its iconic eyeball-grabbing and entertaining advertising. And one of my favorites, Center Fresh, Alpenliebe, was also a very melodious kind of an advertisement, the toffee itself is wonderful.

The brand has been always applauded for its abstract sense of product reliability and integrating them into its advertising across mediums. PVMI brands have launched several innovative campaigns like Happydent White, Chlormint, Alpenliebe, Mentos which have won several awards for companies like the Abby for Happydent Protex and Centre Fresh, Cannes Silver and Bronze, Ad fest for Happydent White and Effie’s for Mentos. These are famous awards.

The brand identity of happydent is sparkling and strong teeth. Notable campaigns include “Dikha Battissi Kar Baat Achi Si”. Many times, products like chewing gums become part of our daily routine when you just feel like having chewing gum. The point is that to stay with the customers in such kinds of products, which customers may switch on and switch off at any time without any reason, is an important element which we have to understand. “Daato Tale, Diya Jale”, “Flashbulbs” and “Daddu ki Amaanat” for Happydent. PVMI enjoys a huge brand recall amongst its consumers because of its contents and entire brands were built largely based on effective marketing communications.

(Refer Slide Time: 9:25)



Marketing Communication projects in front of us, Advertising and Promotion, Interactive Marketing, Events and Experiences and Mobile Marketing. I would not elaborate much on these, we all know about this. Just to mention that advertising and promotion are powerful means of creating strong favorable and unique brand associations.

I always advise the students of product and brand management and integrated marketing communication to focus on advertisements of all sorts for four five hours at a stretch on the

internet or on television just to watch advertisements. Believe me you would stop watching main programs, it may be an exaggeration but that is how you would start liking those, and that is where the power of advertising comes into play and that is how it is supportive of actually developing a brand and projecting a brand.

(Refer Slide Time: 10:29)

Brand Experience Scale

- Brand experience is conceptualized as *sensations, feelings, cognitions, and behavioral responses* evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments.

SENSORY	This brand makes a strong impression on my visual sense or other senses. I find this brand interesting in a sensory way. This brand does not appeal to my sense
AFFECTIVE	This brand induces feelings and sentiments. I do not have strong emotions for this brand. This brand is an emotional brand.
BEHAVIORAL	I engage in physical actions and behaviors when I use this brand. This brand results in bodily experiences. This brand is not action oriented
INTELLECTUAL	I engage in a lot of thinking when I encounter this brand. This brand does not make me think. This brand stimulates my curiosity and problem solving.

Source: Keller, K. L. & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity



10

Then there is a Brand Experience Scale and it is associated with Sensory, Affective, Behavioral and Intellectual perspective. We have talked about this in product management as well. The idea behind putting up this scale is that sensory makes a strong impression on visual sense. It is associated with senses. That is how we have to analyze that, a communication is affecting what kinds of senses. It has more visuals or it has a sound effect, and what part is getting retained by the customer.

Then it induces feelings, it generates or engages the behavioral perspective, behavioral change, and engages in a lot of thinking when the brand is encountered with or brand comes in front of you. So, intellectual perspective is also there.

(Refer Slide Time: 11:31)

Criteria for choosing IMC Program

Coverage: Proportion of the audience reached by each communication option, as well as how much overlap exists among communication options.

Contribution: Inherent ability of a marketing communication to create the desired response and communication effects from consumers in the absence of exposure to any other communication option.

Commonality: Extent to which common information conveyed by different communication options shares meaning across communication options.

Complementarity: Describes the extent to which different associations and linkages are emphasized across communication options.

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 11

Criteria for choosing IMC Program

Conformability: Extent that a marketing communication option is robust and effective for different groups of consumers.

Types of conformability

Communication conformability: Ability of the mode of communication to effectively communicate with the diverse group of customers.

Consumer conformability: Ability of the communication option to inform or persuade consumers who vary on dimensions other than communication history.

Cost: To arrive at the most effective and efficient communication program evaluations of marketing communications on all the preceding criteria must be weighed against their cost.

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 12

Now, Criteria of choosing an IMC program is related to Coverage, Contribution, Commonality, Complementarity, Conformability, and then there is a Communication Conformability and Consumer Conformability. Now, both of these are two phases of the same coin, but when we talk of conformability in relation to communication it is the ability of mode of communication to effectively communicate with the diverse groups of customers.

At the end of the day we have to reach one and all. There would be a distinction between the responses of people. There can be a group or a larger response or similar response from a number of people, but in today's world holding a very large group of customers together with one single kind of message is a tough deal. Yet, there are many messages which have done that, and if not, then those messages have to change their orientation depending upon the kind

of understanding we develop through the scales and several other factors previously mentioned.

Cost is a very important element as far as IMC goes. I would be talking about the other 3 P's Product, Price and Place, that means we are talking of developing a marketing program for enhancing brand equity, in IMC, we have focused upon it. It is one of the most visible elements apart from the product itself. But after this, now let us focus upon the other 3 P's with reference to actions associated with contribution in the brand equity.

I would be enumerating a few factors for you for the next few minutes, but let me start this discussion with the help of a few diverse examples from different industries and with different background perspectives. I will tell you with each example what I mean when I say different background perspectives in terms of developing brand equity through marketing programs.

(Refer Slide Time: 13:55)

Lets Carry Some Examples along the discussion

A Movie—Let's say Gandhi and also Jurassic Park--Thoughtful	Harry Potter—Thoughtful though more towards creativity
Enfield	Dainik Jagran
Coursera	A University
Eureka Forbes	A Celebrity
A Song	A Place—Singapore—Incredible India
Readers Digest	An Airlines
Bikaner	Panchi Petha
UBER OLA	Booking.com
Bookmyshow	Makemytrip

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 13

Now, let us talk about a movie. At this moment I remember two movies, one is Gandhi, Richard Attenborough produced that movie on Mahatma Gandhi ji and he spent a very long part of his life on understanding his persona and personality, and then actually producing that movie. So, that movie holds a strong brand equity as a product because of a very sound product itself and that is what I am trying to project in front of you with reference to Product Place and Price as well.

At this juncture, if somehow you wish to think in terms of the brand value chain associated with this movie you would realize that the movie in itself is a communication. It has been

distributed globally, and it looks as fresh as ever whenever you watch it. Look at the thought process of the producer and director with reference to being a brand manager himself and you would realize what I am trying to say.

Second, Jurassic Park. What would Steven Spielberg have been thinking in terms of Jurassic park? He definitely would have focused upon the viewers, what kind of viewers should be watching this movie? I sometimes envy the intelligence of the producer and director wherein he would have thought of especially the director and then script writers and many other people who would have contributed to that movie. You would realize that they would have imagined almost all the customers or all the viewers in the world. They would have thought that why should not everyone be viewing this movie. And then they imagine the sequel also at the same time and that is what the beauty of as far as the whole scenario goes.

So, I talked about Bahubali earlier and wherein the similar kind of an orientation of that movie in terms of being a product came in front of us. But here again Jurassic park in itself is a brand. You must have remembered the logo of Jurassic Park, visible on many t-shirts or you must have seen that on many stickers, and there would have been several cartoon programs associated with Jurassic park.

So, that is where the perspective of being thoughtful by a brand expert or brand manager in terms of developing a product comes in. Here, I am focusing upon product and distribution as well through targeting almost all the customers. Now, Harry Potter is a thoughtful book/movie in a way of generating a story, which definitely takes us into a different kind of world. Again the focus was product and then it reached to every corner and I think that most of the people in this world would have watched this movie, one or the other way and in different forms of clippings or whatsoever, and then there is a sequel associated with this and the book has been lauded by so many people and then Bloomsbury published that and they also got a lot of good responses out of that.

So, that is where we are talking of Product, Price, and Place and at this moment, we are focusing upon Product and Place specially distribution. Now, I am inducing a thought in your mind, think of a motorcycle as a product, Enfield as a brand. As a product it declined and the sales practically stopped. Brand lives and I will be talking about this in the brand life cycle. Further, I will discuss rejuvenating a brand, when, I will talk about that in almost the last part of our discussion. So, coming back to Enfield, it was there as a brand and then as a product it came back and rejuvenated itself because the brand was alive.

I would like to introduce the pricing perspective as well with Enfield's understanding of its brand value focusing upon its rejuvenation of brand equity or strengthening brand equity in due course of time, they came up with a good pricing they did not compromise on that. And they have several premium products as well and a wonderfully priced and distributed product at this particular kind of moment.

Just look into the Enfield story now. Go to their website, look at their models and you would realize that they focused upon the whole of the brand value chain. Let us look at Dainik Jagran, a newspaper, and I have talked about this product many times. It is one of my favorites, a media product which has been supportive in terms of developing several brands when thought of developing its own brand.

Now, that is where their capacity came in and Hindi daily becoming one of the largest read in the world that is where the success lies. And if you will look at their brand journey they did not change price at much of a larger level in terms of the product. They worked and capitalized upon their readership in terms of their space and the price of the space for advertisers, which is their main revenue generating stream. They utilized the content generation for other modes which they are having in their bouquet, for example, they have one FM radio as well as others.

So, that is how they worked upon developing a marketing program for strengthening their brand equity, we all know they are doing very well. Coursera is one of my favorites, 8 million subscribers as someone was telling me last time. That is not a small deal, several courses are doing exceptionally well on Coursera. And definitely thanks to this organization in one way because I am from the field of academics and many students who wanted to learn from their homes, the best of the courses are available for them now.

So, they are doing this good job but they have become a much larger organization, I refrain from saying that there are no other organizations that are not doing good, several others are doing exceptionally good. But Coursera has been enjoying a strong brand power and they have been successful in developing several two year mark management programs or several full programs through Coursera mode.

Let us talk of a university. You may choose any university and then you would realize that many institutions have done exceptionally well and today we have perceptual ranking and then talking of perception why not we should talk about several ranking organizations also.

They have got associated with institutions while developing their own brand strength and I will be talking about this in co-branding and those kinds of things later on.

But then Eureka Forbes. “Pani Ka Doctor” they wrote history in terms of reaching out to the customers installing their products in almost every household in India, wherever possible. And they are different in terms of that they focused upon directly reaching the customer. So, Product, Place, and Price.

Place is unique in the case of Eureka Forbes. You may talk of any celebrity, you may talk of Mr. Dhoni for example, he has been a part of several successful campaigns all over the country, Mr. Bachchan is always there and there are so many. How they were brand in themselves, Mr. Dhoni has been a very successful captain of the Indian cricket team.

So, he has a brand value but then emanates that brand value to strengthen his own brand equity and become a part of the journey of other brands. Then there are several sports celebrities who have done exceptionally well. Then, a song and I talked about this earlier Kolaveri D is one of my favorites, and there are several kinds of songs. Place is when we talk of Singapore and they not only focused upon restructuring their visitable places or tourist places for example, Sentosa Island, they actually developed that island with the perspective of the families who would be visiting there. They would have so much fun for everyone, small children, elders, everyone and then they put up wonderful hotels, ropeway, sideways, busways, and so on. And wonderful airline support and everything integrated in the whole of the service which they are providing in terms of tourism and prices accordingly.

This is how we generate marketing programs in terms of bringing up whole of the levels of desired brand equity. I can go on and on in terms of talking about an Airline, for example, we can talk about Readers Digest as a product, we can talk about Panchi Petha for example. You go wherever and talk about Petha, it is very popular in the northern parts of India. So, you talk about Petha, and Panchi Petha comes out of your mind. It is a different Petha as well. Then Uber and Ola. I do not have to tell you the story of Airbnb. Booking.com is one of my favorites, you might not have seen advertisements of Booking.com so often but then whenever you would visit the web to search a hotel, Booking.com would be there to help you. There are other aggregators also, but Booking.com has generated a specific place for themselves and so has Makemytrip. This organization has developed itself with the perspective of strong product orientation and other elements also with genuine pricing.

(Refer Slide Time: 26:35)

PRODUCT STRATEGY

- The product itself is the primary determinant of what consumers experience with a brand, what they hear about a brand from others, and what the firm can tell customers about the brand.
- At the heart of a great brand is invariably a great product.
- For brand loyalty to exist, consumers' experiences with the product must at least meet, if not surpass, their expectations.
- It will be based on :
 - Perceived Quality
 - After marketing

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

14

PRODUCT STRATEGY

<h4>Perceived Quality</h4> <ul style="list-style-type: none">• Perceived quality is customers' perception of the overall quality or superiority of a product or service compared to alternatives and with respect to its intended purpose.	<h4>After marketing</h4> <ul style="list-style-type: none">• "Those marketing activities that occur after customer purchase."• To achieve the desired brand image, product strategies should focus on both purchase and consumption.
--	---

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

15

Now, very quickly should I decipher in front of you. The product itself is the primary determinant of what consumers experience with the brand, what they hear about the brand, from others and remember all the examples I have just talked about. For brand loyalty to exist, consumers' experiences with the product must at least meet their expectations. Perceived Quality, after marketing support, or let us say after sales support, we can talk about at length in terms. After-marketing means those marketing activities that occur after customer purchase, for example, I was talking about Makemytrip. So, if you want your reimbursement, it is as quick as you have transferred your payments. So, everything is a synchronized kind of and then they keep you prompting on several kinds of schemes which are coming your way.

(Refer Slide Time: 27:27)

PRICING STRATEGY

- Pricing policies are about maintaining and improving brand equity, and decisions about them must be consistent with company values.
- Determining the “right” minimum prices is an art form that takes into account brand positioning and goals, resellers’ margin needs, and the competitive environment.
- Prices set too high will discourage sales, while those that are too low leave money on the table and can harm a brand’s valued resellers by allowing unhealthy discounts.
- Brands must justify their price point for sustainable growth.

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 16

Pricing policies are about maintaining and improving brand equity, and decisions about them must be consistent with the company values as well as the positioning of the product. And I do not have to reiterate those examples in front of you, Booking.com also charges more genuinely than others, for example, Singapore as a tourism destination and so on. Determining the “right” minimum price is an art form that takes into account brand positioning and goals, resellers’ margin needs, and the competitive environment as such.

(Refer Slide Time: 28:11)

PRICING STRATEGY

- There are different kinds of price perceptions that consumers might form, and different pricing strategies that the firm might adopt to build brand equity.
 - Consumer Price Perceptions
 - Setting Prices to Build Brand Equity

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 17

Now, there are elements of consumer price perceptions. Price has to be set to build brand equity. Price has an element of cost. I have talked about it several times. We have talked about types of pricings as well. So, remember those videos but think of those types of prices

with the perspective of actually strengthening the brand, attracting the customer, retaining the customer, making the customer believe that this is genuine. This is actually what customer would feel happy about after paying.

(Refer Slide Time: 28:53)

PRICING STRATEGY

- **People still pay more for stronger brands.**
For Example-
Compare the iPhone 13 Pro to the One Plus 9 Pro. The OnePlus has more storage, more RAM and a bigger screen size and the same rating from users but sells for 40% less. One may think a “rational” phone buyer would choose the OnePlus and save some money, but the iPhone dominates in most countries where they come head-to-head.
- **People will pay more for a brand they perceive as meaningfully different.**
Compare the price of a litre of Himalayan mineral water to the price of a Bisleri/Kinley. In the In India, a litres of Himalayan mineral water costs about Rs 65/- but 1 litres of Bisleri/Kinley is just Rs 20/-.
Is Himalayan mineral water worth more? Many people still think so.

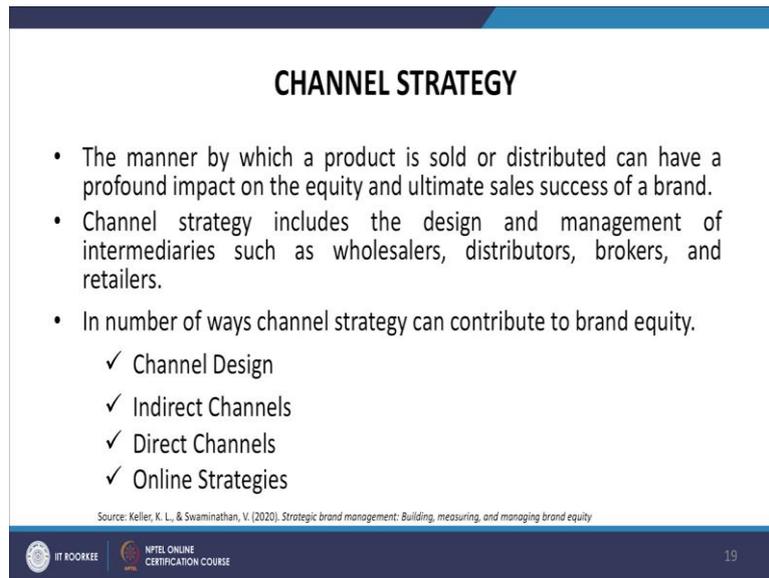
Source: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 18

Then there are several kinds of elements to pricing strategy. People still pay more for stronger brands. You can think in terms of, but I would not say what kind of margins they are earning, or what kind of benefits they are gaining, or what kind of premiums they are charging, but iPhone definitely have a distinctive pricing and that actually is working for them and the customer is also happy.

So, there are several kinds of products that you would be looking at in terms of wherein customer feels happy by paying high or less whichever way, and that is where the design of pricing comes into play with respect to contribution in generating brand equity. So, is the case with channels. Your channel partners believing in you strengthening your reach to the customer is the most important element. I have talked about channels and distribution systems in product management. Just visit those videos, but here I would suggest that while we are talking of these 4 P’s and designing marketing programs for enhancing brand equity we must focus upon the contribution of the 4 P’s in developing the brand as such.

(Refer Slide Time: 30:19)



CHANNEL STRATEGY

- The manner by which a product is sold or distributed can have a profound impact on the equity and ultimate sales success of a brand.
- Channel strategy includes the design and management of intermediaries such as wholesalers, distributors, brokers, and retailers.
- In number of ways channel strategy can contribute to brand equity.
 - ✓ Channel Design
 - ✓ Indirect Channels
 - ✓ Direct Channels
 - ✓ Online Strategies

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

IT KOOIKKEE NPTEL ONLINE CERTIFICATION COURSE 19

The mainstay is how channel partners are supportive of brand equity development. What efforts they are making and when I say effort in relation to getting closer to the customer that is the major effort, which they make in this journey of a brand. I will be coming back to you with lots of secondary brand associations, a very entertaining subject in my next session. Till then I just want you to remember what we have discussed up till now. We have built up a perspective around the product, and we are going towards that product, becoming a brand with an equity. Just stay with me, I will be coming back to you. Goodbye.