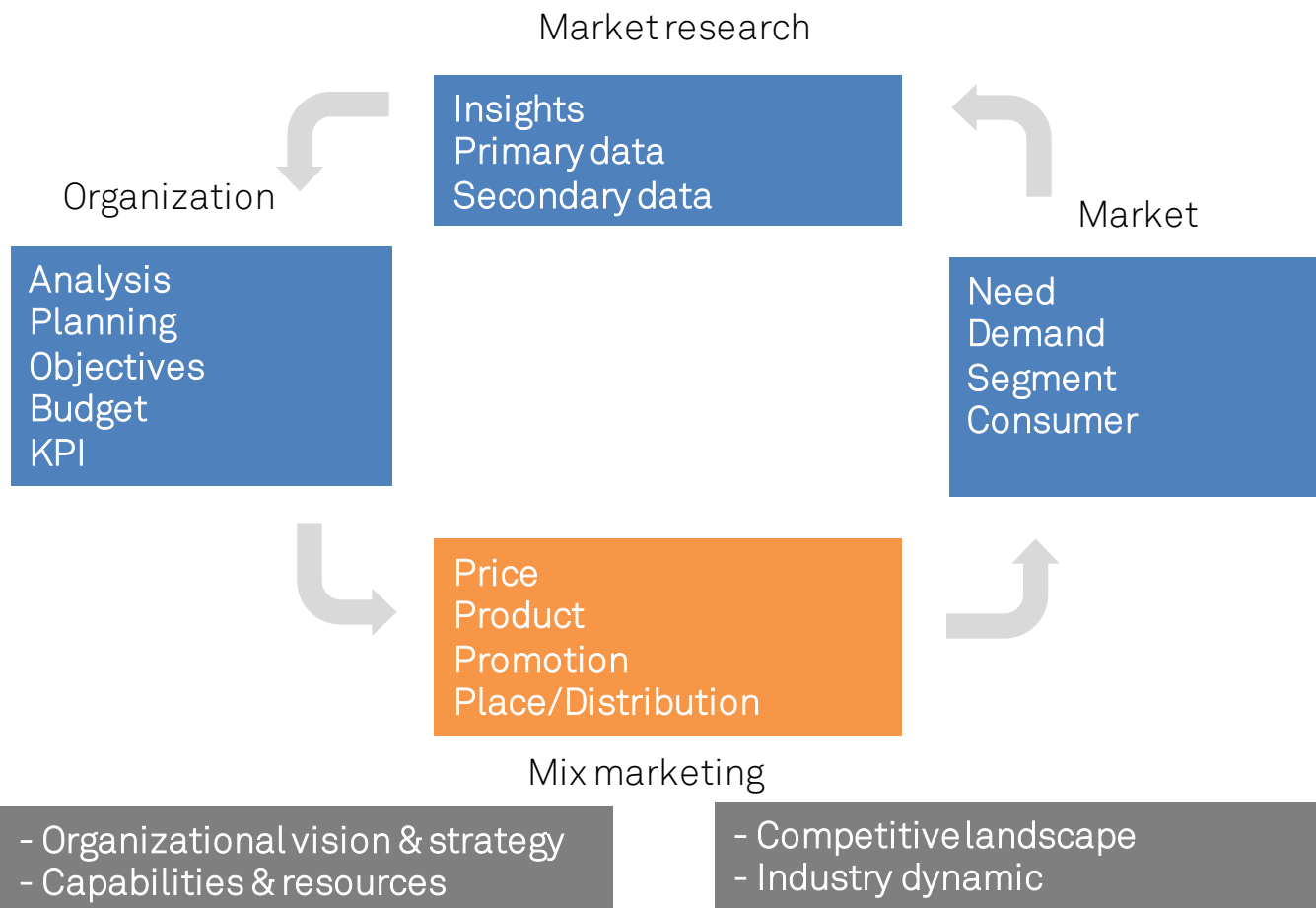




The brand and product/service

Segmentation & Positioning > **Definition**

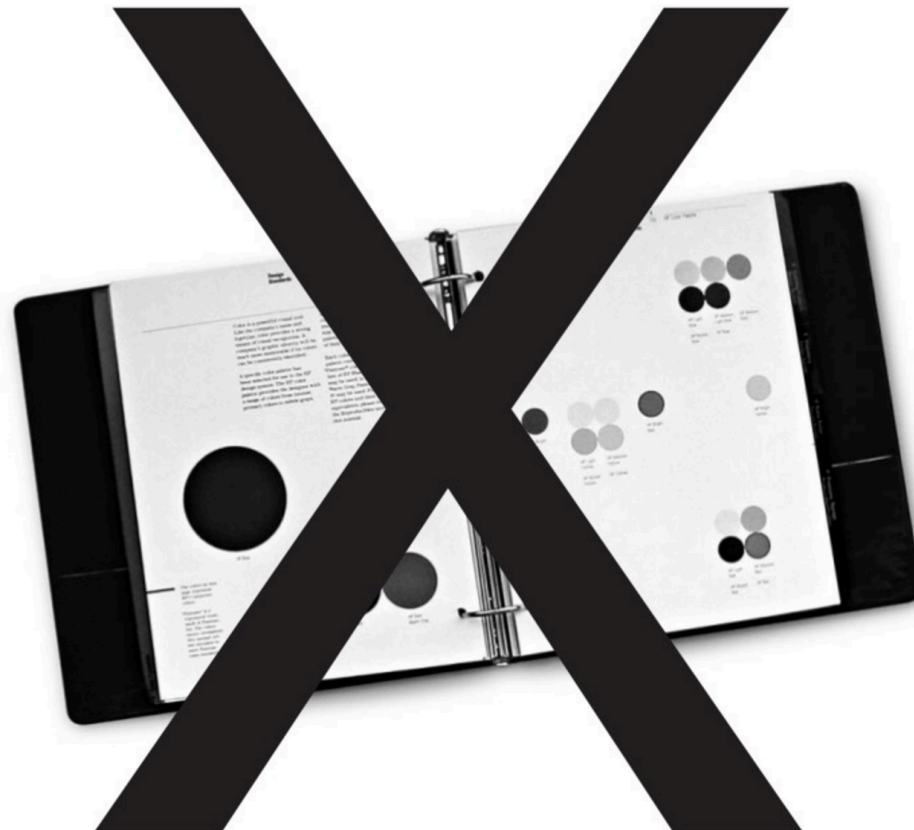


The brand and product/service > **Definition**



Ceci n'est pas une brand.

The brand and product/service > **Definition**



The brand and product/service > **Definition**



The brand and product/service > **Definition**

A brand is a projected image rather than a desired image.

The brand and product/service > **Definition**



COKE'S MARKET CAP,
INCLUDING BRAND VALUE:
\$120 BILLION

WITHOUT THE BRAND,
COKE'S GLASS WOULD
BE HALF EMPTY.

COKE'S MARKET CAP,
NOT INCLUDING BRAND VALUE:
\$50 BILLION

The Brand Gap, "Marty Neumeier", NEUTRON LLC in partnership with NEW RIDERS PUBLISHING and THE AMERICAN INSTITUTE OF GRAPHIC ARTS Copyright © 2003 Neutron LLC.

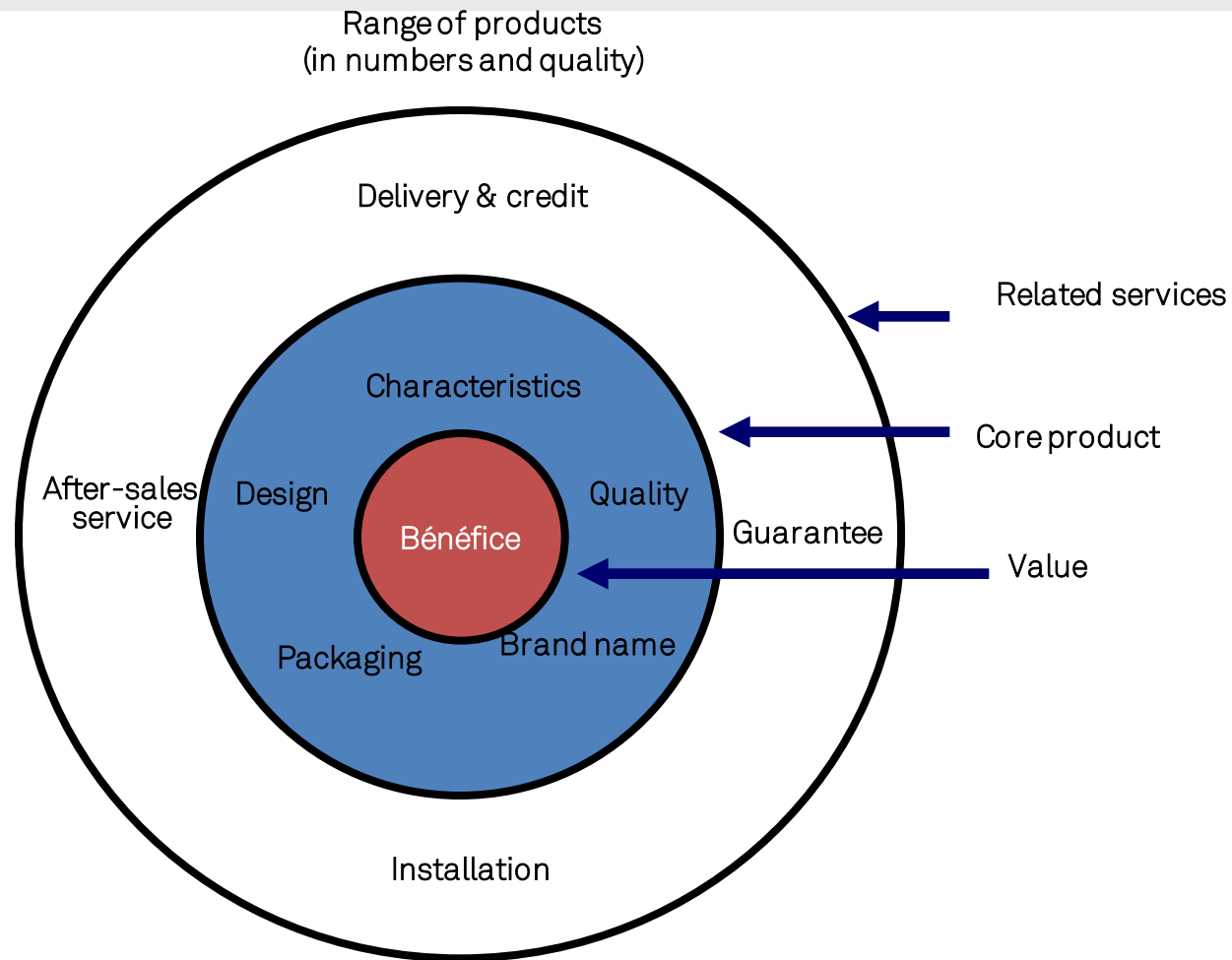
The brand and product/service > **Definition**

« Confidence » = « Trustworthiness » + « Pleasure »

The brand and product/service > **Definition**

« Charismatic » = « Irreplacable for his or her admirers »

The brand and product/service > **Product**



The brand and product/service > **Product**

Product lines and ranges:

Product lines:

All the models of a category



Range of products:

All of the product lines of a single company

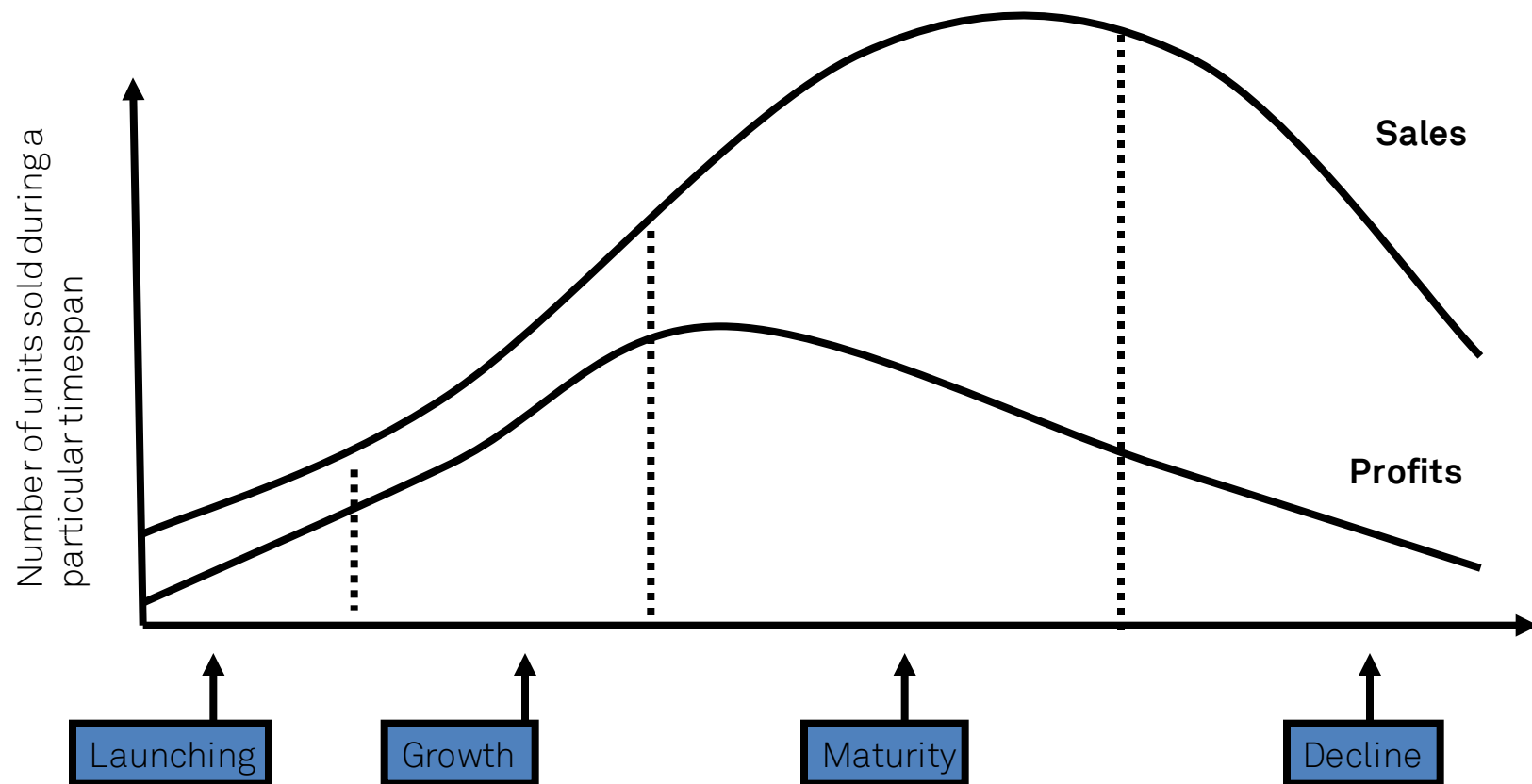


The brand and product/service > **Product**

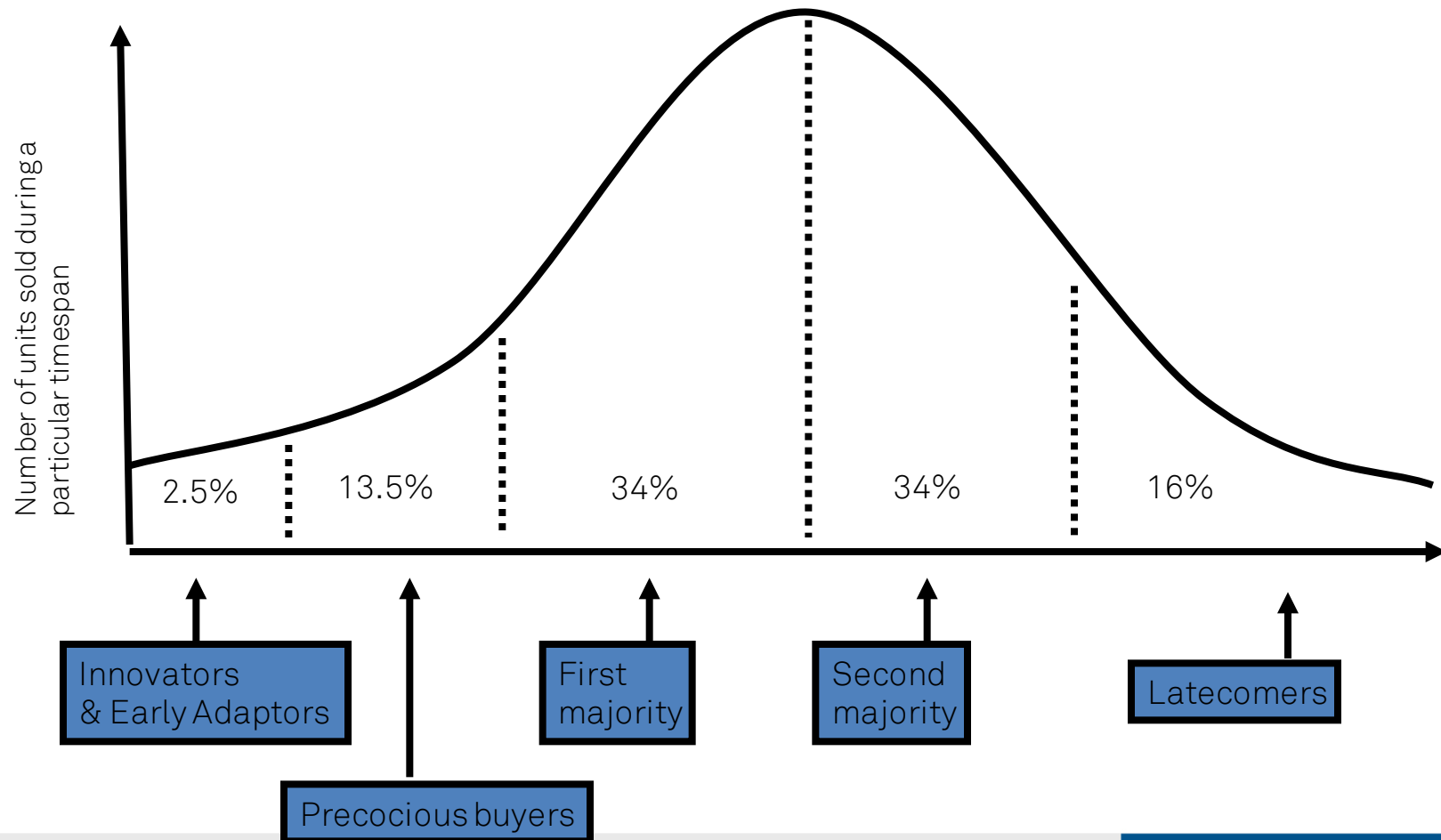
Expansion of the product line
Contraction of the product line
Alliance of brands (co-branding)



The brand and product/service > **Life cycle of a product**



The brand and product/service >
Categorization of the adopters (Rogers, 1962)



The brand and product/service >

Marketing strategy according to the stages in the life cycle

	Introduction	Growth	Maturity	Decline
Product	Finetuning Small range	Extension of the range	Differentiation: modification of certain attributes	Contraction of the range, Innovation, relaunching techniques
Price	Generally high (depends however of the strategy adopted)	Decrease Related to competition	Discounts, remittances	Strong price decreases (exhaustion of the stocks)
Communica tions	Oriented towards novelty, innovation. Objective = publicize (notoriety)	Intensive Objective = to convince	Promotion of strongly increasing sales	Reduction of advertisement budgets; Partial maintenance of promotion budgets
Distribution	Construction of a network	Extensive: enlargement of the network	Intensive: stimulation of the network	Reduction of the network (cost reduction)

The brand and product/service > **Types of clients/consumers**

	Short-term consumers	Long-term consumers
Strong profitability	<p><u>Butterflies</u></p> <ul style="list-style-type: none">• Enjoy the present moment.• The challenge is to stop investing in the relationship at the right moment.	<p><u>Real friends</u></p> <ul style="list-style-type: none">• Communicate regularly but not too often.• The aim is to pamper them, to defend them and, especially, to keep them.
Low profitability	<p><u>Strangers</u></p> <ul style="list-style-type: none">• No investment in these relations.• Make a profit on each transaction.	<p><u>The burdens</u></p> <ul style="list-style-type: none">• Evaluate the size and the portion of the expenses.• If the portion is weak, try to sell new services.• If its size is small, enforce cost control.



Thank you

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