BUILDING STRONG BRANDS

How the Best Brand Managers Build Brand Equity

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MAIN IDEA

A strong brand creates customer interest and loyalty, and can be an organization's most valuable strategic asset.

Brand equity is historical -- the current brand image is derived from actions previously taken. The process of adding value to a brand so that it has greater equity in the future is termed a brand identity program. Brand identity is built on the foundation of the value proposition -- what the product offers and how well it delivers on that promise. The value proposition is then enhanced through the integration of additional product attributes, organizational attributes, personality characteristics and visual imagery, including symbols. All of these factors come together in the brand identity program to add value to the brand in the future.

A brand nurturing organization will then integrate the various brand identity programs under its control into a brand system. In a brand system, overlaps between various brands can be eliminated, clarity can be enhanced and synergy can be created as brands work together to achieve leverage.

In essence, since a strong brand is the strategic asset which holds the key to the long-term performance of any organization, any initiative focused on building the value of the brand is integral to the long-term viability of the organization itself.