

# Brand and Branding Strategy

## Electronic Commerce Marketing



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- Professor: Sync Sangwon Lee, Ph. D
- D. of Information & Electronic Commerce

## 00. Contents

- 01. Brand
- 02. Branding
- 03. Brand Identity and Brand Asset
- 04. Brand Extension

# 01. Brand

- Concepts of Brand
  - Brand
  - Branding
  - Brand Identity
  - Lovemark

# 01. Brand

- Brand
  - Name, term, symbol, design, or its corporate body so as to distinguish product/service from those of competitors
- Functions of Brand
  - From the viewpoint of consumers
  - From the viewpoint of enterprises

# 01. Brand

- Hierarchical Structure of Brand
  - Corporate and company brand
  - Family brand
  - Individual brand
  - Brand modifier
- Online Brand vs. Offline Brand

# 01. Brand

- Components of Brand
  - Brand name
  - Symbol and logo
  - Character
  - Slogan
  - Package

## 02. Branding

- General Branding Strategy
  - Own a single word in the memory of consumers!
  - Reduce the focus!
  - Embrace a follow-up brand!
  - Focus on not advertisement but publicity!
  - Keep up advertisement!
  - Start with a global brand!
  - Combine cyber branding strategy!

## 02. Branding

- Branding Strategy according to Competitive Situation
  - Sub-brand strategy
  - Individual brand strategy
  - Brand extension strategy
  - Me-too brand strategy
- 360-Degree Branding Strategy

## 03. Brand Identity and Brand Asset

- Brand Identity
  - What consumers recognize by brand experiences
- Brand Asset
  - Sum of financial cash value that brand has
- Brand Asset Evaluation
  - Financial approach
  - Marketing approach

## 04. Brand Extension

- Brand Extension
  - A method to utilize accumulated brand assets effectively
- Type of Brand Extension
  - Line extension
  - Brand extension
  - On/Off extension