

Examen Brand Management

Juni 2019

There was text about a company, something about websites. The company acquired 2 new brands. (10 points)

1. Brand architecture-2 strategies (one pro + 1 con)
2. A question about the revenue and price premium? You had to count which brand should keep their name -30mo revenue+6k consumers, 20 mo + 2k, basic company(basic label?) - 5 mo, 1k
3. How the brand can use leveraging secondary association - you had to come up with 4 examples

There was text about Cartier - questions were based on the text about signaling (8 points)

- You had to name 4 groups: patricians, parvenu, proletarians, poseurs and characterize them, signals, show associations and disassociations (theory)
- The same as above but use info from the text
- You have to give advice to the Cartier-they want to extend their brand to high class french women, who know a lot about fashion- how should they design the new watch.

Multiple choice questions: (30points)

- A lot of questions from the papers:
- about tourists/immigration and patriotism
- Store banner and stand-alone - model assumptions + lo fi brand wants to implement something, which strategy should it use
- Something about the cycles- what a company should do
- Question about prominence among bags - Gucci and LV and fakes
- Sbbe and rek-positive influence?? From paper
- Stages in making a choice
- Sth about awareness when it matters most- retrieval/consideration/new purchase
- A question about a personal brand - based on a group presentation
- Huda beauty plus L'Oréal- is it cobranding/celebrity endorsement/...
- Kredit kard - endorsed by Kardashians, why was it a failure
- Something about leveraging associations between Colryut and some Belgian brand-which type
- 7up- look at the history
- Employer branding -2questions
- Endorsement types