

Examen Brand management

1. A dishwashing detergent had the slogan: 'soft and nourishing for hands, and cleans'. Product didn't sell well, because consumers did not think it cleaned well enough.

- A. Next to defining the target market and the competition, what else do you need to define when you want to position yourself?
- B. What went wrong for this brand?
- C. The 2 concepts are mostly negatively correlated (e.g. luxury vs performance). What can be done when they contradict? Explain while using the dishwashing detergent as an example
- D. Which techniques can you use to know the attitudes and associations consumers have about your product?

2. Britax is famous for his baby car seats. they do brand extensions:

- stroller
- new car seat with a safety belt
- new car seat with a harness to protect the child

- A. We saw line extensions and category extensions. Which is which of the 3 described above? Why do you think so?
- B. Give 3 benefits of brand extensions for the parent brand and 3 for the new product and give examples for Britax

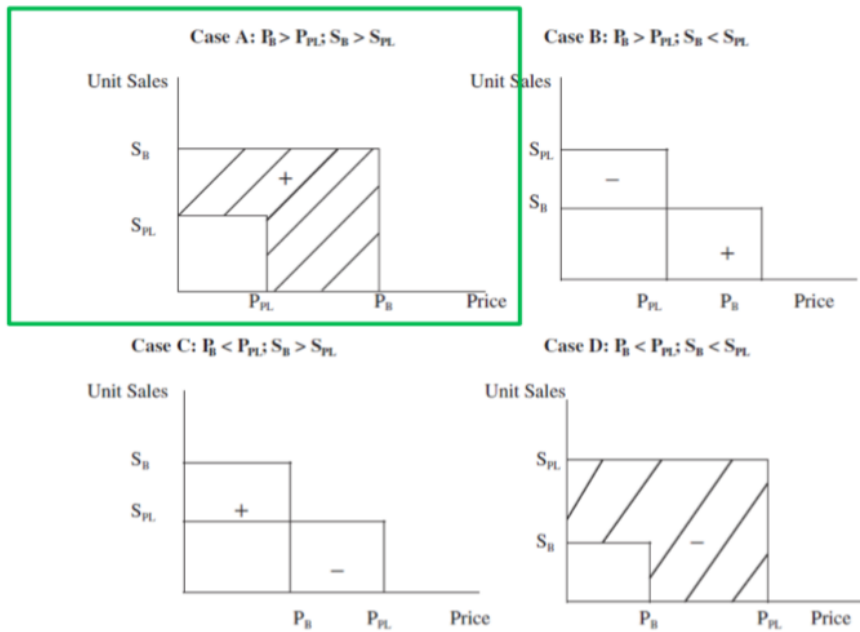
3. Haagen-dazs is major brand in ice cream category, a subcategory for desserts. Main category is pudding. Carte d'Or, a minor brand in the minor subcategory is thinking of launching a new campaign.

- A. According to paper of Nedungadi (1990), will priming Carte d'Or have an effect on the retrieval, consideration, choice and evaluation of Häagen-dazs. If so, in which direction and why?
- B. And what about the effects on the brands in the pudding category?
- C. What do managers of national brands adjust their marketing actions during economic upturns/downturns? Give all the different techniques, explain what they are in how managers use them.
- D. Do PL brands prefer store-banner or stand-alone banners for their premium tier and economy tier? Discuss these for the different market characteristics. Why do they prefer the one over the other?

4. Revenue premium

- A. Explain what the revenue premium is and what its advantages are
- B. Why is the revenue premium better than a price premium? Discuss for the 4 cases in the graphs below

FIGURE 2
Revenue Premium Measure: Four Possibilities



5. L'Or (of JDE) has high brand equity.

- Combine what you know about L'Or with the brand resonance pyramid of Keller
- What do you think is the purpose of L'Or in the brand portfolio?
- L'Or has high brand equity. What do you think is the effect of price and promotion elasticity. Why do you think that?

6. 2 statements, are they true or false and explain.

- "Communication is the most important element of the marketing mix. The other elements doesn't matter that much"
- "To get out of a negative spiral, a brand should do more advertising"