

What is Brand Management?

Worksheet

Brand management is the strategic process of developing, positioning, and protecting a brand's identity and reputation. It includes brand positioning, messaging consistency, customer experience, and loyalty programs to build brand equity and competitive advantage.

Questions

1. Which of these is NOT part of brand identity?

- A) Logo and colors
- B) Brand voice and values
- C) Customer's age and income
- D) Brand personality

2. Why can Rolex charge 5 more than similar mechanical watches?

- A) Better engineering
- B) Brand equity and prestige
- C) Cheaper materials
- D) Simpler design

3. A brand keeps changing its logo every year. What suffers?

- A) Customer confusion
- B) Reduced brand recognition
- C) Loss of loyalty
- D) All of the above

4. What is the main goal of brand management?

- A) Lower prices
- B) Increase brand equity and customer loyalty
- C) Sell more quickly
- D) Reduce marketing budget

5. Apple's brand is synonymous with premium quality, innovation, and minimalist design. What aspect of brand management does this reflect?

6. Nike's "Just Do It" motto and swoosh logo have remained unchanged for 30+ years. What is being managed?

7. Starbucks charges premium prices for coffee because customers associate it with quality and lifestyle. Name the concept.

8. Define: What is brand identity?

9. Define: What is brand equity?

10. Define: Give an example of brand loyalty.

Answer Key

1. C) Customer's age and income - Brand identity is controlled by the company (logo, values, voice). Customer demographics are market data, not part of identity.
2. B) Brand equity and prestige - Brand equity: Rolex's reputation, heritage, and customer trust justify premium pricing.
3. D) All of the above - Frequent changes confuse customers, damage recognition, and erode the trust and loyalty built over time.
4. B) Increase brand equity and customer loyalty - Strong brand management builds equity and loyalty, allowing premium pricing and sustainable competitive advantage.
5. Apple consistently delivers: 1. Visual identity (sleek design, color palette) 2. Brand messaging (innovation, simplicity) 3. Customer experience (quality products, premium pricing) This is BRAND POSITIONING & IDENTITY.
6. The consistent logo, tagline, and brand values across all ads, products, and touchpoints. This is BRAND CONSISTENCY & RECOGNITION.
7. Customers' positive perception and willingness to pay more because of brand trust. This is BRAND EQUITY & BRAND LOYALTY.
8. The visual and verbal elements that represent a brand: logo, colors, tone of voice, values, and brand personality.
9. The added value a brand brings-customers pay more and prefer it due to trust, reputation, and emotional connection.
10. A customer always buys iPhone despite other smartphones being cheaper; they trust Apple's quality and brand.

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