



B.Com Honours

Semester II

Calicut University

Strategies for Brand Building

Course Code: COM2MN108 • Module 3 Notes

1. Branding Tools and Strategy: Process and Analytics

Developing a brand strategy requires aligning analytical tools with market research and strategic execution. This module covers key branding and marketing tools (SWOT, BCG Matrix, Benchmarking), market research methodologies, and the four-step strategic brand management process.

Analytical Tools for Brand Strategy

SWOT Analysis & Benchmarking

- **SWOT Analysis:** Evaluating internal Strengths/Weaknesses and external Opportunities/Threats to identify a brand's market position.
- **Benchmarking:** Comparing brand performance metrics (recall, net promoter score) against the industry-best competitors.

BCG Portfolio Matrix

- **Stars & Cash Cows:** High-market-share products that fund brand expansion and generate steady cash.
- **Question Marks & Dogs:** Low-market-share products that require strategic decisions to divest or reposition.

Market Research & Brand Auditing

Before launching or repositioning a brand, marketers must conduct market research:

- **Brand Audits:** Investigating a brand's current health, analyzing internal marketing consistency and external consumer perception.
- **Competitor Mapping:** Plotting competing brands on a perceptual map to identify gaps in the market.

The Strategic Brand Management Process

Building a successful brand involves four core steps:

1. **Identify and Establish Brand Positioning:** Defining what the brand stands for, its target market, and points of difference.
2. **Plan and Implement Brand Marketing Programs:** Creating brand elements (logos, taglines) and integrating them into marketing campaigns.
3. **Measure and Interpret Brand Performance:** Conducting brand tracking studies and using brand equity measurement systems.
4. **Grow and Sustain Brand Equity:** Managing brand architecture, executing brand extensions, and protecting the brand from crises.

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