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Creating the strategic brand ‘driver’ for the entire Organization

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ABSTRACT

Corporate Branding is the practice of using a company as a product brand name. It is an attempt to use the capital corporate brand to create brand awareness. It is a kind of brand or brand family. Disney, for example the word "Disney" in the order contains multiple products; other examples: IBM and Heinz. This strategy is in contrast to the labeling of the individual products, where each product has a unique name, and the name is not promoted to the consumer. The idea of "brand" and the practices of "branding" to develop the two of important bandied and un-understood condition today in business dictionary. Not from me you say? And consider about it. Here we have two small tests for your knowledge.

Keywords: *Strategic brand, driver, Organization.*

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INTRODUCTION

Which one is not known as corporate brand?

- a- P&G (Proctor & Gamble)
- b- Samsung
- c- Sony
- d- Pepsi

1- Is a Brand

- a- A logo/emblem?
- b- A jingle?
- c- A product?
- d- A positioning?
- e- A tagline?
- f- None of the above?

Procter & Gamble (P&G) is the answer to the first question. Yes, it is an influential name in American companies. It is a leading Brand, in fact, the "father" of the movement of traditional brand management. Its stable offerings include some of the best-known consumer products of beauty treatments in layers. But the name of the P&G usually not considered as a brand in and of itself, its washing, are called detergent such as tide, cheering and era – not P&G. Sony, Pepsi and Samsung, on the other hand are inextricably linked to names with products such as televisions and computers, electronic devices consumer, drinks, and computers. (Kotler, 2011).

If you the option "f" or "none of the above" answer to the second question, you have totally right." A logo, jingle, slogan, product or positioning are all representations of the brand or the means which to communicate the brand stands for the

companies. But they are not the mark brand. And the organizations decide to re-brand it and look at the work is done, if the new logo and slogan are comprehensive and integrated advertising campaign are to miss the train. So what is a brand? Anyway

Traditional versus emerging views on Brand

A brand is entirely the potential and observations that a company wants for its customers on its products and services offerings feel. This explanation has continued for these years. What is this change and how Enterprises is consolidation of the brand on the company.

The popular business society is following and packaged their brands like P&G as classical model of brand building. They are usually focused. Responsibility lies with the directors who convince advertising, consumption, and promoting levers are usually customer's product to take the best marketing key to this point of view is known and the distribution of the products. (Johansson, 2010).

The idea is that, if you often enough and strong your customers on the attributes of the product, they will believe - and if it is available on the shelves of stores, they will buy. This model customer needs should be relatively homogenous and static. The occasional product extension or attribute is added to your product keep on the heap. (P&G, 2002).

But here is what most companies begin to understand First of all is about as much an asset as the people in the Organization, equipment or capital. Second feed the asset requires as much care, attention and investment over the years as any other active - if its value to prove, and grow in the course of time. (We at the prophets call it Brand Asset Management or BAM?) Thirdly, the foundation stone of an overall business strategy, organization-wide account instead of the number which is obvious and less obvious points of contact - call center for human resources department - which customers represent your brand should be brand. In fact, it is a strategic necessity that only goes far beyond the brand marketing activities. And finally, the brand-customer relationship is the face of the company's strategy. (Timothy J & Jr, 2006).

Product various cooperate branding

New concepts have created a growing interest in the idea of the corporate image. Image of the company understood in some ways, the stands about a word like misunderstanding become 'branding' in it.

In its simplest corporate branding is a composite of all experiences, encounters and a customer has with a collecting society. It implies that all internal and external communication designed one with a single message. The underlying motivation: Trust in the society - not a product or a service. (Vinnari & Koskela, 2009).

Sony is using its name in everything like DVD to PlayStation connected is regarded as the ultimate corporate endorsers. Another strong international brand is the Marriott with its Court of Marriott Conference Center, Marriott Vacation Club, Marriott and many others similar proprieties are linked to Marriott name. (Arruda, 2012).

With brand-name products, the goods or services but is a synonymous with the brand. It strives to build this trust and allow the consumer perception of a product and brand to a single image to fit the confidence in the brand. If you think "Layer" pampers and Luvs - you think but the average consumer is unaware that both P&G. products (YEN &, 2012).

Both approaches have pros and cons. marking of products allows the possibility, a wider range of products and services that may have no connection with each other under one roof and was less afraid of failure. It cans also another way to control the shelf space or a place in the minds of consumers. Keep away it has also, banana republic and old Navy - allows 'Consumers have', at different rates and in different styles (BOEHNER, 2013).

What products are not allowed economies of scale, notes and instant credibility? The latter applies in particular to brands, there is a need of ground zero in educate of consumers about your brand.

As Brad Van Auken, formerly senior marketing president for Hallmark, said: "The Company's brand extends over more products and services." This implies a movement, which under the brand name a function of a Division, the brand, to make the driver for the entire organization." (Hill & Kumar, 2009).

The Brand as a strategic corporate imperative

Van Auken is bricked absolutely on goals, but an elusive extension of the corporate branding concept, in the traditional view of brand image. In the current context, in which consumers increasingly higher levels of service are desire, there several reasons why the brand a significant approach to holistic corporate strategy be should. It tells rear to what we at prophet call the brand-customer relationship. (VanAuken, 2013).

It is these features and direct communications advertising marketing the public 'Face' is used on the brand. Is however is the underlying promise that the brand stands for delivered, - through the call center, distribution channels, services, billing, and service - customers have influence on the actual experience with the brand or the brand-customer relationship? (PASSIKOF, 2006).

A holistic approach for the brand helps to avoid situations in which the attributes of the brand marketing communicates the efforts of merchandising, product design, management of stocks and the development of the package are autonomy

proposals. If the customer satisfaction with the brand promise in promoting the messages is not fair, he or she frustrated and more alternatives to consider pull. (Carte, Ulrich & Goldsmith, 2005).

A holistic approach for the brand helps to avoid situations in which the efforts of the Merchandising, product design, management of stocks and the development of the package communicates autonomy proposals are on the attributes of the brand marketing. If the customer satisfaction with the brand promise in promoting the messages is not fair, he or she frustrated and more alternatives to consider pull. (Kotler & Keller, 2010).

According to the model of the brand-customer relationship not only convincing for the customers of the company, but a consistent branding message must be delivered Experience is to place throughout your organization. The ultimate goal is a creation of the coherent, accessible and rewarding experience for each client at each point of contact- and this is in line with the marketing. Dies reach end requires much more strategic views of the brand throughout the Organization, which he usually was. The success of such mandatory requires that management are defined and continued at the level of the organization (Kajjansinkko, 2003).

Ameritech's experience

Acquisition of Ameritech by SBC in 2000 corporate branding initiatives created more questions than answers on the future direction of the combined companies. But Ameritech corporate branding initiatives, begun in 1994 and last until the takeover, show how a company addressed the challenge.

For the first time, Ameritech has cultivated functional Ameritech by mark. Lines up and down of the organization, it by contact points with customers rated and have taken steps to ensure of a consistent brand experience. Their goals serving customers displaying the Ameritech brand as a representative of a company, which have maintained and promote their communication must. (Rom, 2007).

Improved advertising and direct mail campaigns have made commitments to advertising made. But a consistent delivering on these promises in all domains is functional. Customers have been at the Centre of all decisions since the call-center service and repair, with the accounting technicians from the headquarters. Keep central credit repair turnaround is shrunk, less than 24 hours fell and simplified billing has become a constant search. And, yes, executives led the charge. Rapid border intervention teams formed the complaints of customers to the Chairman of the Division made. The teams were expected to an objection by the customer within 48 hours to resolve and report to the President of the Division of labor, the source of the problem and how it was resolved. Rose, Central and local sales lines ability to the test, But the challenge is still to branding properly funded to maintain consistency in the management of contact points all Ameritech - and this administration. (Lucent, 2011)

Producing a competitor edge with the Brand-Customer model

On the highest level the installation and the connection to a brand-customer relationship Model means the consistency of customer experience with the brand: If point of contact by a sale at retail, a catalog or a Web site it is important that the client is just a brand experiences. It should be considered an outside perspective of the Organization, how a client interacts or is likely to interact with the company, taking into account customer wants and needs, which can respond to the company. (Kotler & Pfoertsch, 2006).

This allows identifying a consistent brand experience that is for customers of importance. The identity of the brand urges the cornerstone to the Organization, the war cry all work toward a common goal. The identity of the mark captures all the associations that the company wants to create and manage. It is customer-oriented and differentiated from competitors and achievable, given the organization or the functions, which can accept that it is feasible. Also be sure company identification reviews added-value what is so special about the brand and the prelaunch of competitors offered, so that customers are willing to pay for the benefits they receive Then, the Organization must carry out a thorough analysis of each functional. (Laudon & Laudon, 2012).

The concerns of the customer directly, as in the call center, or indirectly, as in the Finance and legal areas, this includes an analysis of the product or service How is that it is presented and delivered. It is not just about good business practices - if the product or service was at the time, delivered in the specified price if the help desk was indeed helpful. Or if the billing of an effective customer dispute Department and on the Satisfaction of the customers. More important still, it considers many of these functional Areas provide the position of mark against what customers should note. In other words, if the trademark is simplicity, voice a complex Response to the customer service system is off-brand. If a mark of elegance and Fashion must be considered, as the package is obvious upon arrival in the final destination. (Gottschalk, 2006).

Thinking this way can an organization that determines where you help. You prioritize their investments to ensure that their brand on the supplies of main contact Points. The company that will result where improvements are needed, Consistent brand experience, Changes in education and infrastructure allow the company all employees in supplies to indoctrinate the sum, brand consistent experience. Internally and externally, it is a process, which much more than marketing Communication. The training of employees and internal development are essential Metric that captures how well companies deliver on the brand experience in the each of these functional areas. (Love & Lattimore, 2009).

The last aspect is the call current and developed the brand to ensure the maintenance of dialogue with clients and anticipates a client. Internet has provided solid support for this request for feedback. The infrastructure must be installed so that the company receives feedback in a usable form. Done correctly, the brand-customer relationship model helps create a brand powerful and coherent that customers can count on and the company can benefit from their competitive advantage. False, the result is a disjointed and confusing or negative experience, which works against advertising. (Devasagayam, 2009)

CONCLUSION

Corporate branding is the practice of using a company as a product brand name. It is an attempt to use the capital corporate brand to create brand awareness. It is a kind of brand or brand family. Disney, for example the word "Disney" in the order contains multiple products; other examples: IBM and Heinz. This strategy is in contrast to the labeling of the individual products, where each product has a unique name, and the name is not promoted to the consumer. Corporate brand can lead essentially composite advantage, because an advertising campaign can be used for several products. It facilitates the acceptance of the new product because potential buyers are already familiar with the name. But can this strategy to prevent the company's different stamps or identities for different products: a global corporate brand can hide reduces the capacity, a brand with an individual identity on the position and characteristics of the different products. Corporate branding are involves more than just uses the global company name and what its represents on a variety of products and services. It requires a question of adjustment and an attitude toward the mark that should be displayed on the inside to the outside. In his heart, it is a decision for all the Department's activities, ensures a consistent brand experience across the organization, and thus provides a unique competitive advantage in the marketplace.

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