

**FIFTH EDITION**

# **The New Strategic Brand Management**

Advanced insights and  
strategic thinking

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LONDON PHILADELPHIA NEW DELHI

# CONTENTS

*List of figures* xi

*List of tables* xv

*Preface to the fifth edition* xvii

## **Introduction: Building the brand when the clients are empowered** 1

## **PART ONE** Why is branding so strategic? 5

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### **01** Brand equity in question 7

What is a brand? 7

How brand definitions have changed through time 11

Broadening the concept of brand 12

Differentiating between brand assets, strength and value 13

Tracking brand equity 15

Comparing brand equity profiles 17

Goodwill: the convergence of finance and marketing 18

How brands create value for the customer 20

How brands create value for the company 23

Corporate reputation and the brand 27

Reputation focus versus brand focus 28

From managing the brand to managing *by* the brand 29

### **02** Strategic implications of branding 31

What does branding really mean? 31

Permanently nurturing the difference 34

Brands act as a genetic programme 34

Respect the brand 'contract': the power to say no! 36

The product and the brand 38

Halo effect: kernel and peripheral values 39

Each brand needs a flagship product 42

Advertising products through the brand prism 44

Brands versus other signs of quality 45

Obstacles to the implementation of branding 46

Asia's branding culture 49

- 03 Brand and business models 51**
- Are brands for all companies? Yes 51
  - The benefits of being a brand: magazines as brands 51
  - Differentiating a commodity by the brand 52
  - Building a market leader without advertising: Jacob's Creek wine 55
  - Brand building: from product to values, and vice versa 57
  - Are leading brands the best products or the best value curve? 59
  - Understanding the value curve of the target 60
  - Breaking the rule and acting fast 60
  - Backing the brand by a business model 60
- 04 Brand diversity: how specific are different sectors? 65**
- Luxury brands are specific 66
  - Service brands 72
  - The branding of nature 74
  - Pharmaceutical brands 76
  - Business-to-business brands 81
  - The internet brand 86
  - Country brands 87
  - Thinking of towns as brands 90
  - Universities and business schools are brands 91
  - Thinking of celebrities as brands 92
- 05 Managing retail brands 95**
- Evolution of the distributor's brand 95
  - Are they brands like the others? 98
  - Why sell distributors' brands? 101
  - Should manufacturers produce goods for DOBs? 102
  - The financial equation of the distributor's brand 103
  - The three stages of the distributor's brand 104
  - The case of Decathlon 106
  - Factors in the success of distributors' brands 108
  - Launching a store brand: eight steps 109
  - Optimizing the store brand marketing mix 113
  - How trade brands become real brands 114
  - When are more retail brands too much? 115
- PART TWO The challenges of modern markets 119**
- 
- 06 The new brand management 121**
- The limits of a certain type of marketing 122
  - The end of brands as we knew them 123
  - What will tomorrow's world be? 124
  - What are tomorrow's brands? 126

The new key words of strategic brand management 128  
Targeting for the new strategic brand management 130  
From brand activation to brand activism 132  
Adapting to new market realities 133  
We have entered B to B to C marketing 136  
The power of business models 137  
Building the brand at contact points 138  
The enlarged scope of brand management 139  
Brands need brand content 141  
How co-branding grows the business 143

## **07 Brand identity and positioning 149**

Brand identity: a necessary concept 149  
Identity and positioning 152  
Why brands need identity and positioning 154  
The six facets of brand identity 158  
Sources of identity: brand DNA 164  
Building an inspiring brand platform 170  
What is wrong with current brand platforms? 172  
What should one expect from a brand platform? 173  
What should the brand platform be if the brand covers multiple categories? 176  
From brand platform to product lines 176

## **PART THREE Creating and sustaining brand equity 179**

---

## **08 Launching the brand 181**

Launching a brand and launching a product are not the same 181  
Defining the brand's platform 182  
The economics of brand positioning 182  
Implementing the strategy: what flagship product? 184  
Choosing a name for a strong brand 185  
Building brand awareness 188  
Brand campaign or product campaign? 190  
Brand language and territory of communication 190  
Making creative 360° communications work for the brand at all contact points 191  
Building brand authority through opinion leaders and communities 192

## **09 Growing the brand 195**

Growth through existing customers 195  
Line extensions: necessity and limits 199  
Growth through innovation 201  
What are the factors of success for innovations today? 202  
New lines and old lines: the virtuous circle 204

Disrupting markets through value innovation: blue ocean	205
Do blue ocean innovations really work?	206
Managing fragmented markets	209
From technological to cultural innovations	210
Growth through cross-selling between brands	210
Growth through internationalization	211

## **10 Sustaining a brand long term 213**

Is there a brand life cycle?	214
Resisting the low-cost revolution	215
Nurturing the perceived difference	216
Investing in media communication	219
Facing hard-discount competition	222
Suppressing unnecessary costs	224
Fighting value destruction through education and innovation	225
Creating entry barriers	226
How to succeed in trading up	229
Unlocking the secrets of super-premium brands	232
Brand equity versus customer equity: one needs the other	234
Sustaining proximity with trendsetters	238
Should brands follow their customers?	239

## **11 Brand and products: identity and change 241**

Bigger or better brands?	242
From reassurance to stimulation of desire	242
Consistency is not mere repetition	243
Brand and products: integration and differentiation	244
Specialist brands and generalist brands	246
Building the brand through coherence	248
The three layers of a brand: kernel, codes and promises	258
How each product builds the masterbrand	259

## **12 Growth through brand extensions 263**

What is new about brand extensions?	264
Brand or line extensions?	265
The limits of the classical conception of a brand	267
Why are brand extensions necessary?	268
Building the brand through systematic extensions: Nivea	270
Identifying potential extensions	273
The economics of brand extension	275
What is new on brand extension?	279
What did this research reveal?	285
How extensions impact the brand: a typology of effects	285
Avoiding the risk of dilution	286
Balancing identity and adaptation to the extension market segments	289
Preparing the brand for remote extensions	291

- Practical framework for evaluating extensions 293
- Keys to successful brand extensions 295
- Succeeding at vertical brand stretching 297
- Is the market really attractive? 299
- Should we implement it alone? Partnerships and licences 301
- An extension-based business model: Virgin 303
- How execution kills a good idea: easyCar 305

## **13 Brand architecture 309**

- The key questions of brand architecture 309
- Type of brands 311
- The main types of brand architecture 316
- Choosing the appropriate branding strategy 330
- New trends in branding strategies 334
- Internationalizing the architecture of the brand 336
- Some classic dysfunctions 336
- What name for new products? 337
- B2B mixes organization, subsidiary and brand 341
- Corporate branding 343
- Corporate brands and product brands 344

## **14 Multi-brand portfolios 347**

- Why rationalize portfolios 347
- From single to multiple brands: Michelin 348
- The benefits of multiple entries in a market 350
- Linking the brand portfolio to market segmentation 351
- Global portfolio strategy 355
- The case of industrial brand portfolios 356
- Linking the brand portfolio to the corporate strategy 357
- Key rules to manage a multi-brand portfolio 359
- The growing role of design in portfolio management 361
- Does the corporate organization match the brand portfolio? 362
- Auditing the portfolio strategically 363
- Portfolio management: allocating investments according to brand potential 364
- A local and global portfolio – Nestlé 365
- Brand deletion, business preservation 366

## **15 Handling name changes and brand transfers 367**

- Brand transfers are more than a name change 367
- Reasons for brand transfers 368
- The challenge of brand transfers 369
- When one should not switch 370
- When brand transfer fails 371
- Analysing best practices 372
- Transferring a service brand 376

How soon after an acquisition should the name change? 378  
 Managing resistance to change 380  
 Factors of successful brand transfers 382  
 Changing the corporate brand 383

## **16 Brand turnaround and rejuvenation 387**

The decay of brand equity 388  
 Factors of decline and deletion 389  
 When a brand becomes generic 392  
 Preventing the brand from ageing and deletion 393  
 Revitalizing an old brand 395  
 Growing older but not ageing 401

## **17 Managing global brands 405**

From global to post-global 405  
 The pendulum is swinging back to local 408  
 Facing counterfeited products and logos 409  
 Patterns of brand globalization 410  
 Why globalize? 413  
 The benefits of a global image 415  
 Conditions favouring global brands 418  
 Barriers to globalization 420  
 Coping with local service 422  
 Naming problems 423  
 Achieving the delicate local–global balance 424  
 Local brands can strike back 426  
 The process of brand globalization 429  
 Globalizing communications: processes and problems 434  
 Making local brands converge 436

## **PART FOUR Brand valuation 439**

---

## **18 Financial valuation and accounting for brands 441**

Accounting for brands: the debate 442  
 What is financial brand equity? 444  
 Evaluating brand valuation methods 450  
 Brand valuation in practice 460  
 The evaluation of complex cases 464  
 What about the brand values published annually in the press? 465  
 Unintended impact of the IFRS norms on brand valuations 466  
 Financially evaluating the cost of an image prejudice 467

*Bibliography* 469

*Index* 482