

Lecture -38 Brand Road Map

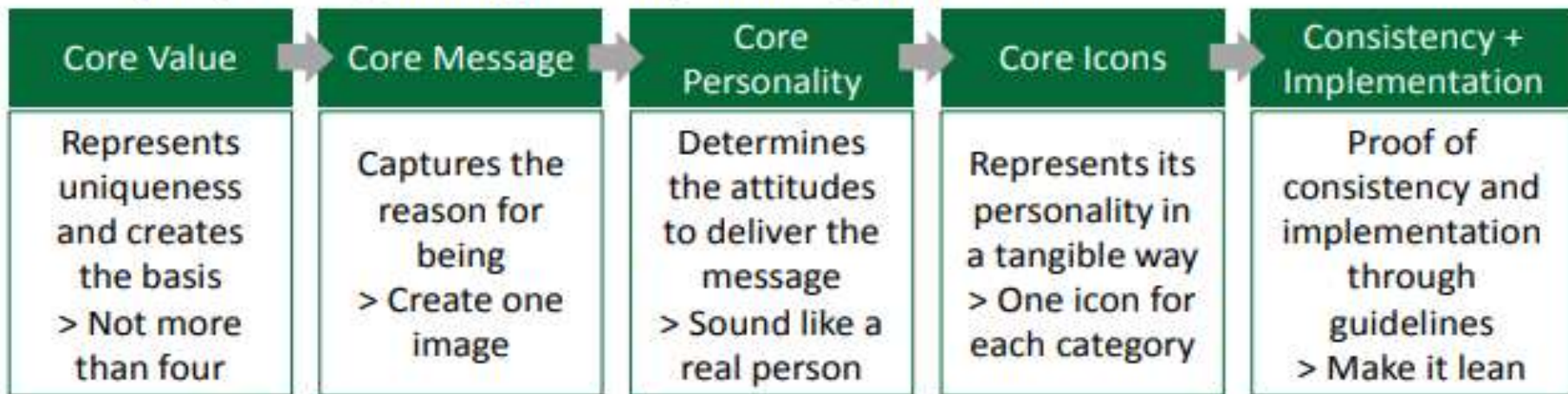
To make the students understand
Concept of brand road map.

To make the students understand
Contents of brand road map.

Steps towards brand roadmap

The Brand Roadmap – The 5 Steps

Thereby they have to go through five steps in the right logical order



➤ The approach relates just to the core definition of the brand itself

Brand Management Theory

The roadmap is a marketing tool to improve brand positioning and to avoid a split between the internal brand identity and external brand image

The brand roadmap can be included as strategic and operational tool within the identity-oriented brand management process

Through a clear and consistent brand definition a strong identity is created. A clear definition strengthens the communication and improves the brand image. A strong brand can be created.

The brand roadmap helps to define the brand vision, value and personality and helps thereby to strengthen the brand positioning in terms of symbolic benefits

Some more brand road mapping approach

Some others marketers define more integrated and complex approaches

5 steps to a strong brand

Same elements but ordered differently and complemented by a constant analysis and redefinition of the brand according to changes

6 easy steps of branding

The core definition of the brand is made in just one step. This process is integrated in management and marketing activities, e.g. market analysis, marketing communication

Brand Strategy Roadmap

Two sided approach defining first the brand idea (promise, story) and the strategic plan (vision, purpose, goals) linking them finally to connect each element

Assessment questions:

**How the brand road map is designed for
Pond's.**