

Product and Brand Management (MK 8620)

Fall, 2017



Center for Excellence in
BRAND & CUSTOMER MANAGEMENT

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Assignment 5- Branding Exercise

Note: Submit your answers as a single document. Please name the document as:
MK8620_Group Name

Form groups such that there are 3 members in each group. Each group submit only **one** report.

Answer the following questions for **BOTH** Delta and J. Mack Robinson College of Business.



Answer the following questions (*Limit each answer to 1 page*):

1. How should these brands be positioned?
 - You can think about:
 - a. Who the target consumer is,
 - b. Who the main competitors are,
 - c. How the product offering(s) differ/concur with its competitors, and
 - d. In short, is the current brand positioning appropriate? What other positioning(s) can you suggest?

2. How should these brands be advertised?
 - You can think about:
 - a. The ad copy and USP,
 - b. The ad budget, reach & frequency of the ad, and
 - c. Where and how to advertise
 - d. In short, is the current advertising strategy appropriate? What other alternatives can you suggest?

3. How do these brands perform on its sales & distribution efforts?
 - You can think about:
 - a. The coverage and target audience,
 - b. The budget, and
 - c. The service and any other support features
 - d. In short, are the current efforts sufficient? What other strategies can you suggest?

4. How do these brands promote their product offerings?
 - You can think about:
 - a. Sampling,
 - b. Couponing, and
 - c. Price-offs (You can consider the brand's other promotion efforts too)
 - d. In short, are the current promotions helping the brand improve its image? What other promotions can you suggest?

5. How will you build brand equity for these brands?
 - You can think about:
 - a. The offensive strategies, and
 - Memorability
 - Meaningfulness
 - Likability
 - b. The defensive strategies
 - Transferability
 - Adaptability
 - Protectability