

Everything About “Brand Equity”

Abstract: *The increase in the competition has eventually changed the buying habits and purchasing decision making process of the consumers and have put more weight on the brand than on any other product feature. This has not only made the brand as one of the most important assets of the company but has also made marketers include strategies to build a strong positive brand equity.*

Brand equity is a term used to describe the value of having a recognized brand, based on the idea that firmly established and reputable brands are more successful. More specifically, it's a set of brand assets and liabilities linked to a brand name and symbol, which add to or subtract from the value provided by a product or service.



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Introduction

‘Brand equity’ is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more revenue simply from brand recognition (that is from products with that brand name than from products with a less well-known name), as consumers believe that a product with a well-known name is better than products with less well-known names. Brand equity refers to the value of a brand.



Building the Brand Equity:

Brand Equity is directly linked with individual's Mind, Memory and Heart. It refers to your Brand recall Value and Brand Preference.

Whether you are Paper Mill Owner, Working in Top Management, Self Employed, Raw material supplier or any other Service provider, please note that everyone have a Brand Equity. From Individual to an Organization, Product or Service, all have a brand Equity

It is important to know – What do you stand for and what should you be known for? In simple

words what is the first thing that comes in mind when you see a product reflects that brands equity.

What Brand Equity you want to build for your product or service i.e. the real question. What do you want to come in people's mind as soon as the look at your product / service is your Brand Equity?

Examples of Brand Equity:

Let's take some example, as everyone know that IPPTA is continuously working on the technical and leadership development in paper Industry and whenever you visits any of IPPTA event, you will definitely grow your skills which will help in your career growth, your industry's problem solving and groom your leadership qualities. In many years of continuous efforts, IPPTA created its Brand Equity in hearts of everyone related directly or indirectly with paper industry. Similarly, when you go you retail store, there are a lot of verity of Shampoos or

Tooth pastes. Do we buy all? No, we buy only the specific branded shampoo or tooth paste despite of seeing any other verity. This is called the Brand Equity that Brand has generated for its product in your mind, memory and heart. This is also called Brand Loyalty.

In the same way in paper industry there are some Brands who are able to generate the Brand Equity in the market. For the particular grade of paper customers prefer to buy form some particular Mills because of its “Brand”. This brand is not generated over night. Sometimes it takes years to Establish Brand in the market.

Important Factors of Brand Equity

If are still in process to establish Your Brand in Market, there are some important factors you must follow. To build a Brand Equity, it is important to give clear Signal to the customers. People tends to remember the brands who give the Clear, Consistent and Congruent Signals. Consistent means your brand positioning should not change frequently and the Congruent means the brand is high on integrity, i.e. it is same form both inside and outside there is no duality.

There are various touch points in an organization. Brand Equity will be created only when you will give consistent experience at every touch point. For Example, your website, latter head, Promotional material, Broachers, Samples, Emailers, Business Cards, Audio/



Videos, Presentations, Office Uniform, Logos, Tagline, Vision Statement, Mission Statement, Corporate Videos, etc. they all should be consistent and Congruent in the message they are giving.

Giving Single message to all communications will creates better recall value in the mind, memory and heart of people. We can take an example that some of paper mills have created their Brand Equity in a particular grade of paper like Copier, Folding Box Board, Tissue, Test Liners, so whenever customer need that grade of paper they directly contact that particular mill. Same is for Equipment Suppliers, Chemicals Suppliers and other businesses.



According to Phillip Kotler, Father of Marketing, “If you Nail Positioning and Targeting, the rest falls into place.” It means if your Brand Positioning and your Targeting is clear, you will not have to put much efforts elsewhere. In the great likelihood your brand must be giving the mixed signal in the market. It important to identify the same before you look into the Brand Positioning and targeting the right consumers for your product. Just think with your team and

identify the mixed signals your brand is giving in the market.

Select your Positioning

It is proven that, giving a single signal is important to create Brand Equity. To create a Brand Building Plan, you need to brainstorm, think and identify the single signal you want to give to the market. For example, what do you want to be....? Newest, Best Quality, Cheapest, Best Value, Most Prestigious, Maximum features, Innovative, Expert, Problem Solver, Most needed, Unique, Most expensive, etc. You need to select one best suitable Signal for your brand and then need to make an action plan to create your Brand Equity around that signal.

Generate Recall Value:

This will also help in bringing the Recall Value and Brand Preference. People will start recognizing you for what you should be recognized for. In some cases there may be more than one signal for multiple products and services.

When a company start making the Brand Equity Building plan, it may start with multiple options and then come down to single Signal that they want to send to the market.

Once the Single Signal is identified and selected and plan is made to execution, start communicating this signal to your sales activities and every other possible mean like email footer, invoice copies, brochures, corporate presentations etc.

The Brand who are able to communicate the benefits of the product to the consumer rather than features of the products are more successful in creating High Brand Equity. In B2B business models we need to be more focused on our customer’s money making model and if we are able to do so, your Brand Equity will increase significantly.

If the consumer don’t understand what most needed value you are bring in, they will pay no attention to your band. So it is very important to communicate the clear message in your tagline to generate trust in your Brand and hence generate Brand Equity. Everyone in your organization- your worker, management, marketing, sales, purchase, security, vendors, customer should must knowing about your brand should be known for what.

Conclusion:

Now, I just want to conclude that above is a very quick summary on such a big topic but hopefully I’ve painted enough of a picture to illustrate the point. Brands are more than design elements (albeit the design elements are very important for communicating your brand’s uniqueness), brands are a company’s DNA, and something that everyone in the company has an impact on – not just the marketing department – and why is this important? Because strong brands create value, increase customer loyalty, drive market share, create growth and deliver real financial gains, which means more jobs, more innovation, more shareholder value, more, more and more.