


Brand STP

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Power of Branding

- Tsingtao Beer VS. Qingdao City
- Nokia VS. Finland
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Branding Concepts

- Brand (word, _____, design, _____ that distinguish a company's products from competitors)
- Brand name (word, letters, or combination of words & letters spoken)
- Trademark (legally exclusive design, name, or other identifying mark)
- Brand personality (human characteristics)
- Brand character (cartoon or animal characteristics)
- _____ (value created by successful branding through brand advertising)
- Brand awareness (how quickly a brand comes to mind)
- Brand loyalty (preference for a particular brand)
- Manufacturer versus dealer brands

What do these names **mean**?

- Nike
- Swatch
- Pampers

Sound?

- Kodak
- Amtrak VS. N.R.P.C

What do these names mean?

Nike: Greek Goddess of _____

Pampers: Suggests _____ Loving Attention

Kodak: Sound the _____ made original
single-lens

Amtrak: _____ than its parent, national railroad
passenger corp.

Others:

What Great Brands Do

1. A great brand is in it for the _____ haul.
2. A great brand can be anything.
3. A great brand knows itself.
4. A great brand invents or reinvents an entire category.
5. A great brand taps into _____.
6. A great brand is a story that's never completely told.
7. A great brand has design _____.
8. A great brand is _____.

•Ivory Soap Story

- Brand personality examples
- Trademark Identification

Trademark Identification

Transparency 11.7 Trademark Identification



Matching up

Slogans

1. Don't leave home without it.
2. We try harder.
3. Everything you always wanted in a beer, and less.
4. You're better off under the Umbrella.

Brands

1. Miller Lite
2. Avis
3. American Express
4. Travelers

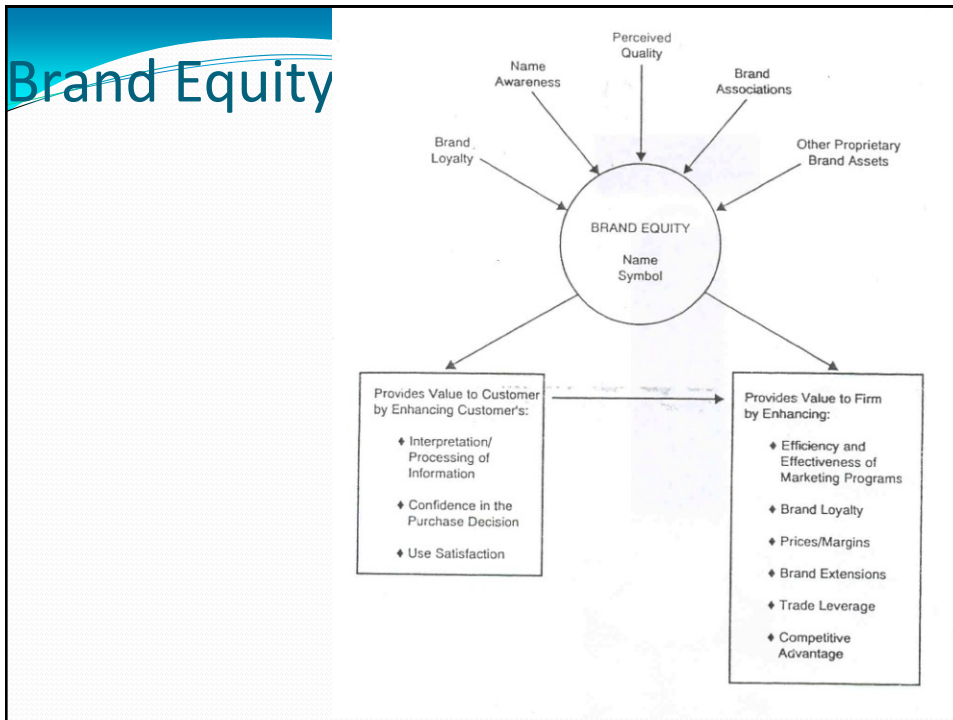
Branding

- Best selling brand can be used to _____ other brands (P&G)

e.g., _____ branding: Honda, auto mower/bike

== > Brand Equity

- Price _____ x extra _____ (of loyal customers)
e.g., Mc. D, IBM, Marlboro, Zantac
- f (adv., customer _____, etc.,) (S)



Nokia's Branding

- 135 models, one brand name
 - <http://www.nokia.com.hk/find-products-tc/products>
- Nokia vs. Vertu: One company, two disjunct domains
 - http://www.vertu.com/in-cn/#in-cn_home

Yet, Marriott Hotel's Branding

- Individually _____. Collectively _____.
- Through an ever-evolving _____ of innovative and award-winning brands created to answer _____ market needs, Marriott continues to lead the way in customer satisfaction, and owner and franchisee preference.
- Fueling all levels of Marriott are the proven systems, support and services that provide the means for individual brands and hotels to operate efficiently and effectively, helping each to _____ the quality experience that guests worldwide have come to ____.
- (continued)

The Case of Marriott Hotel's Branding (continued)

- This – in concert with a tradition of attentive guest _____, exceptional amenities, in-depth _____ knowledge and preeminent loyalty programs – empowers Marriott's _____ brands to continually set industry standards around the world.
- Details in the following slides

The Case of Marriott Hotel's Brandings

- __ categories, __ segments, multi-brands



Luxury Brands

Promising an extraordinary guest experience that is keenly focused on the distinct needs and expectations of the _____-end guest.

Bulgari Hotels & Resorts®

This collection of _____, intimate luxury properties tucked away in exclusive destinations in Milan and Bali exudes Bulgari's legendary interpretation of contemporary design and cuisine.

- **The Ritz-Carlton®**
- The Ritz-Carlton Hotel Company, L.L.C. is a global leader in luxury travel. It manages luxury hotels and resorts, _____ condominiums, fractional ownership, innovative retail sales, and golf communities featuring exclusive private homes, elegant spas and _____ restaurants.
-

JW Marriott® Hotels & Resorts

As a world-class luxury hotel brand offering a carefully orchestrated guest journey, JW Marriott is focused on only what is truly _____ and on details that are never too small to escape notice. It conveys an air of _____ **elegance** that is welcoming, comfortable and allows experienced travelers to feel free **to** _____.

- **Collections**

- Focusing on the _____ of the upscale and luxury guest, with lodging experiences ranging from treasured landmarks to adventurous retreats.

-

- **Autograph Collection®**

- A collection of high _____, independent hotels, powered by the world-class platforms of Marriott International.

- **Lifestyle/Boutique Brands**

- Engaging **sophisticated travelers** with _____ environments, imaginative dining and highly attentive service.

- **EDITIONSM Hotels**

- EDITION was created in partnership with _____ hotel pioneer Ian Schrager to introduce a new brand with as many as 100 hotels that have perfected a highly personal, _____ and rarified experience for each guest.

- **Renaissance® Hotels**
- Renaissance Hotels invite guests to “_____” at distinctive hotels offering unique, **locally relevant architecture and design**, destination restaurants and bars, and off-the-radar travel experiences worldwide.

- **Signature Brand**
- Among the most trusted names in the hospitality industry, Marriott expertly caters to the spectrum of needs of _____ **and leisure travelers** as well as those planning meetings and events.
- **Marriott® Hotels & Resorts**
- Marriott Hotels & Resorts, the company's global _____ **brand**, offers a travel experience that inspires performance on the road. The brand continues its leadership as the first choice for travelers, owners and franchisees for over 50 years.

- **Select Service & Extended Stay Brands**
- Cost-conscious and purposefully designed to accommodate a broad range of guest categories, with an eye towards providing environments that are _____, **comfortable** and _____.
-
- **Courtyard by Marriott®**
- As the industry pioneer in the upper-_____, select-service category, Courtyard continues to redefine _____ **travel** by providing a smart, dynamic and focused travel experience to help guests **maximize their** _____ on the road.

- **SpringHill Suites by Marriott®**
- With _____ suites and spa-like design blending substance and style, SpringHill Suites adds a breath of fresh air to the travel experience. This brand is purposefully designed for the rapidly growing segment of lifestyle travelers seeking _____, _____ experiences in the upper-moderate tier.

- Fairfield Inn & Suites by Marriott®
- Fairfield Inn & Suites is focused on building travelers' confidence in a successful trip by providing a consistent hotel experience. The brand's evolution as a leader in the _____ tier continues, with flexible and efficient prototype designs and _____, vibrant décor.

- Residence Inn by Marriott®
- Residence Inn, the founding leader of the _____ category, is designed to help business travelers thrive on long stays. Spacious suites with the comforts of home, activated public spaces for unwinding and relaxing, and a warm, intuitive service tradition give upscale travelers a _____ from home.

- TownePlace Suites by Marriott®
- TownePlace Suites delivers an all-suite experience for the do-it-_____, _____-sufficient extended-stay traveler, while offering superior efficiencies and value for franchisees.

Marriott® Executive Apartments

With locations worldwide, Marriott Executive Apartments offers _____accommodations designed to meet the needs of business executives on an overseas assignment of ____ days or more.

Recall, Marriott Hotel's Branding

- **Individually** _____ &
- **Collectively** _____.

Examples in Asia

?M

iPod sold in 3 months?
Over _____ iPod sold every minute 24/7

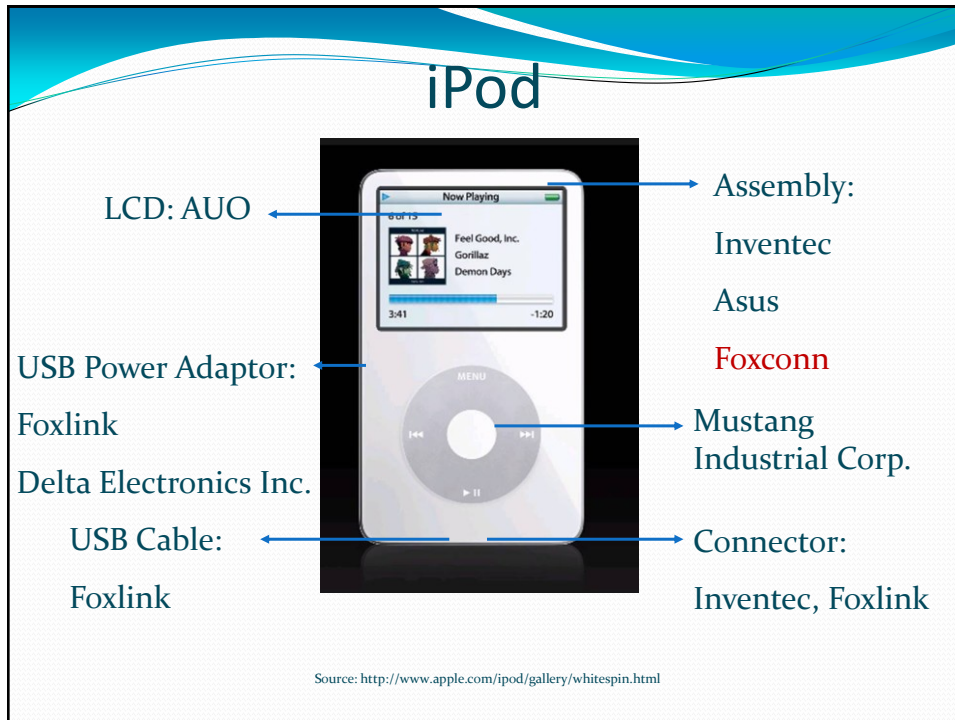


__0%

More than __% components made in
Taiwan/_____/China





Yes! Taiwan/Hong
Kong/China



Foxconn VS. _____ Formosa VS. _____

Kuo, Tai-Ming








Foxconn Electronics Inc.

\$___B Sales Revenue in 2010

Wang, Yung-Ching

Formosa Plastics Group

\$___B Sales Revenue in 2010

- The Calling of Minister of Economic Affairs, Taiwan in International Trade Institute's Graduation Ceremony 2006
- Branding and Positioning
 - Faxconn vs. ACER (Taiwan)
 - Hisense vs. Haier (China)
 - Hong Kong? You share



- World's ___'th largest PC vendor and the fastest growing company
- Sales USD ___ billion in 2009
- Focus on developing _____ advanced, user-friendly solutions
- Product range includes PC notebooks and Desktops, servers and storage systems, monitors, peripheral devices, digital devices, LCD TVs and e-business

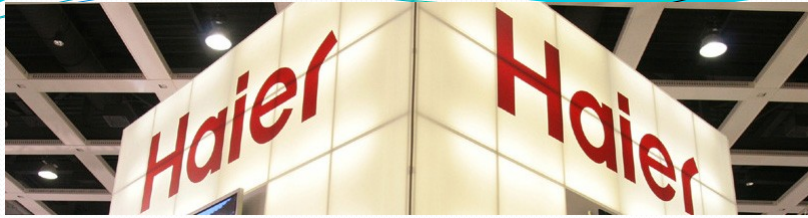


- Stan Shih is a national hero in Taiwan; Acer is a successful international brand
- Careful construction of a strong _____
- “_____”-using innovation to create value
- Spun-off its manufacturing operation, e.g.,



Welcome to Hisense

- Sales USD _____ billion in 2008
- Top ____ electronics manufacturers in China
- Qingdao No.2 Radio Factory (1969) => Qingdao TV Factory (1970s)
- Global _____ system
- **Production** capacity: 16.1 million color TVs; 9.2 million air conditioners; 10 million refrigerators; 700 thousand freezers; 4.9 million **mobile phones** and 480 thousand optical communication products



- World's ____'th largest white goods manufacturer
- Sales ____ billion USD in 2007
- _____ **building**, Diversification, Internationalization
- Top 10 Chinese _____ Brand Names (Financial Times March 2008)
- 13th on *Forbes'* _____ Institute Global 200 list (May 2008)



Products List:

- **Air Conditioner, Commercial Air Conditioner**
- **Front Load Washer, Top Load Washer**
- **Dish Washer, TV, Microwave Oven**
- **Refrigerator, Freezer**
- **DVD player, Water Heater**
- **Mobile Phone, PC**

Hong Kong experience?

- You share!

Q?