Urbi and the City Licensee Managers

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Product Service Management

- Products/services to acquire desired business image.

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Brand Awareness

- Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product.

Brand Image

- The consumers’ beliefs about the company and/or its goods or services.
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Brand Equity

- The perception of added value a product has as a result of its brand name.

Brand Loyalty

- The extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands.
Purposes of Branding

- Establish a significant and differentiated presence in the market
- Attract and retain customer loyalty
- Simplify the ability to distinguish products
- Transfer of the brand to new products including licensed products

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Factors that Influence Brand Image

- Price - low, middle, high
- Quality - low, middle, high
- Value - low, middle, high
- Performance - win, lose, tradition

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Factors that Impact Brand Equity

Team Related
- Star athletes
- Popular and successful coaches
- Performance – short or long term

Organization Related
- Tradition, reputation & strength of schedule
- Scandals – recent or past
- Public Relations – responsiveness & type

Market Related Over Time
- Population & economic changes – up or down
- Fan loyalty due to athletes, coaches and/or performance
Fan/ Brand Loyalty

- Entertainment value
- Authenticity
- Fan bonding
- History
- Tradition
- Performance
- Athletes, coaches, owners

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