

BPA : Three Objectives of Brand Awareness

3 ขั้นตอนง่าย ๆ กับการสร้างตราสินค้า

กะ.....ง่าย ๆ สร้างฐานลูกค้าในบริษัทคุณ.....

Build Customer Awareness

Promote the Website

Add Value

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The process of maintaining, improving, and upholding a brand so that the name is associated with positive results. Brand management involves a number of important aspects such as cost, customer satisfaction, in-store presentation, and competition. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favorable to customers. Proper brand management can result in higher sales of not only one product, but on other products associated with that brand. For example, if a customer loves Pillsbury biscuits and trust the brand, he or she is more likely to try other products offered by the company such as chocolate chip cookies.

Cr.www.businessdictionary.com/definition/brand-management.html

The brand management experience of the marketing manager was demonstrated as she carefully presented the image we desired that our customers experience.

Our new brand management strategy was working great and our brands remained very prestigious and a cut above the rest.

Marketing strategists agree that brand awareness in any industry gives that company an edge. Brand awareness accomplishes several objectives for companies seeking to increase sales in the marketplace. A brand awareness campaign needs to be flexible enough to grow with the company and adjust if needed. The company should seek to build customer awareness, promote its website and add value.

Brand awareness follows a certain process, although customers do not usually think through these steps when choosing a product. First, the customer has a perceived need for a product. In many cases, he will seek information on what product to buy. He will often evaluate his alternatives, although in some cases, such as in buying a drink, he may simply buy what's convenient. At the same time, he will place a value, both financial and personal, on the product he plans to buy. After he buys your product, he will review his purchase and make adjustments. Sometimes these adjustments will be immediate; in other cases, they are long term. For example, if he doesn't like the drink he bought, the next day, he will choose a different drink. But if he doesn't like the vehicle he purchased, it could be two to five years until he makes a different purchase.

Build Customer Awareness

Target the desired customer base. From there, the business can more easily assess what it needs to do to increase customer awareness. For instance, a customer awareness strategy will focus on different audiences depending on if the product is toys, car products or walkers for those with mobility issues. In each case, the business will use different advertising campaigns to increase customer awareness. Every business needs to overcome certain challenges so the customer understands the benefits of working with that particular company.

Promote the Website

A website helps create a worldwide customer base. Customers no longer limit themselves to buying from a specific geographic location. A customer might research a product and then follow up with a catalog or phone order instead of a personal visit to the company location. Hiring a graphic designer can assist a business in projecting the type of image they want to portray. Coordinating business cards, marketing materials and additional advertising all further enhance customer awareness. Consistency in design helps customers connect that logo with the business and product

Add Value

Every customer will determine value in different ways. Brand awareness can give your business that "edge" in making your customers aware of the extra value your company

offers. This might be in the form of service, such as three free oil changes in a year with the purchase of a motorcycle. Your packaging might be slightly larger, which brings increased quantity. Your location might be unique and easily accessible. The business may sponsor special events, promote volunteer service or support a worthwhile organization. You will need to decide which one of these avenues will work best for your company.

Finally, give the business the time needed to develop brand awareness. In most cases, this process does not happen overnight. While the ultimate goal is for the company to identify the success level of brand awareness campaigns, the business should always continue to appreciate and track even the slightest progress.

There was a time when the concept of creativity was only associated with writers, painters, musicians and similar people in artistic professions. But with the ever-increasing necessity of cultivating a unique brand personality, the need for creative thinking has transitioned from the arts into everyday business. In addition, the act of producing a product that distinguishes itself from competitors in a marketplace where differences are often hard to come by demands a high degree of creativity both in innovation and marketing.

As a result, it's now become commonplace for companies - both large and small - to adopt policies that foster creativity and thereby promote innovation.

But what is meant by creativity? And how can it be harnessed effectively?

Defining the Creative Environment

Creativity is the mental and social process used to generate ideas, concepts and associations that lead to the exploitation of new ideas. Or to put it simply: innovation. Through the creative process, employees are tasked with exploring the profitable outcome of an existing or potential endeavor, which typically involves generating and applying alternative options to a company's products, services and procedures through the use of conscious or unconscious insight. This creative insight is the direct result of the diversity of the team - specifically, individuals who possess different attributes and perspectives.

It's important to note that innovation is usually not a naturally-occurring phenomenon. Like

a plant, it requires the proper nutrients to flourish, including effective strategies and frameworks that promote divergent levels of thinking. For example, by supporting an open exchange of ideas among employees at all levels, organizations are able to inspire personnel and maintain innovative workplaces.

Therefore supervisors must manage for the creative process and not attempt to manage the creativity itself, as creativity typically does not occur exclusively in an individual's head but is the result of interaction with a social context where it's codified, interpreted and assimilated into something new. Within this system, incentives are paramount - ranging from tangible rewards such as monetary compensation to the intangible, including personal satisfaction and social entrepreneurship.

How to Set Up a Creative Work Space to Foster Innovation

Establishing a creative environment takes more than just turning your employees loose and giving them free reign in the hope they'll hit on something valuable. As with any other system, the process of creativity requires the proper framework to operate effectively, which also enables management to evaluate the profitability of the results.

Popular approaches to fostering innovation through creativity include:

Create a stimulating environment. Offices that include stimulating objects such as journals, art, games and other items - some of which may not even be directly related to your business - serve as sources of inspiration. In addition, structuring the work area by removing physical barriers between people will improve communication and promote creative interaction.

Reward efforts through positive psychological reinforcement. Encourage your employees to take risks, rewarding them for creative ideas and not penalizing them when they fail. In doing so, you'll enable people to more readily take on assignments that stretch their potential (and that of your organization), discussing in advance any foreseeable risks and creating the necessary contingency plan. Encourage employees at all levels to contribute suggestions for improving current business operations.

Foster different points of view through outside perspectives. Innovation can often spring from a review of how your customers view and use your products and services. Soliciting their opinions can provide valuable insight into potential areas for improvement as well as areas where you're succeeding (essential knowledge for positioning against competitors). Other perspectives might include: vendors, speakers from other industries or consumers using a competitor's products or services.

Reference

<http://www.businessdictionary.com/article/657/creativity-and-innovation-in-the-workplace/>

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