

Efficient Management of Product, Corporate and Umbrella Branding



Your Company Name

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Types of branding: personal, product, geographic, corporate

This slide provides information regarding different kinds of branding in terms of personal, product, geographic, corporate. They are assessed over goal, impact and ideal for.



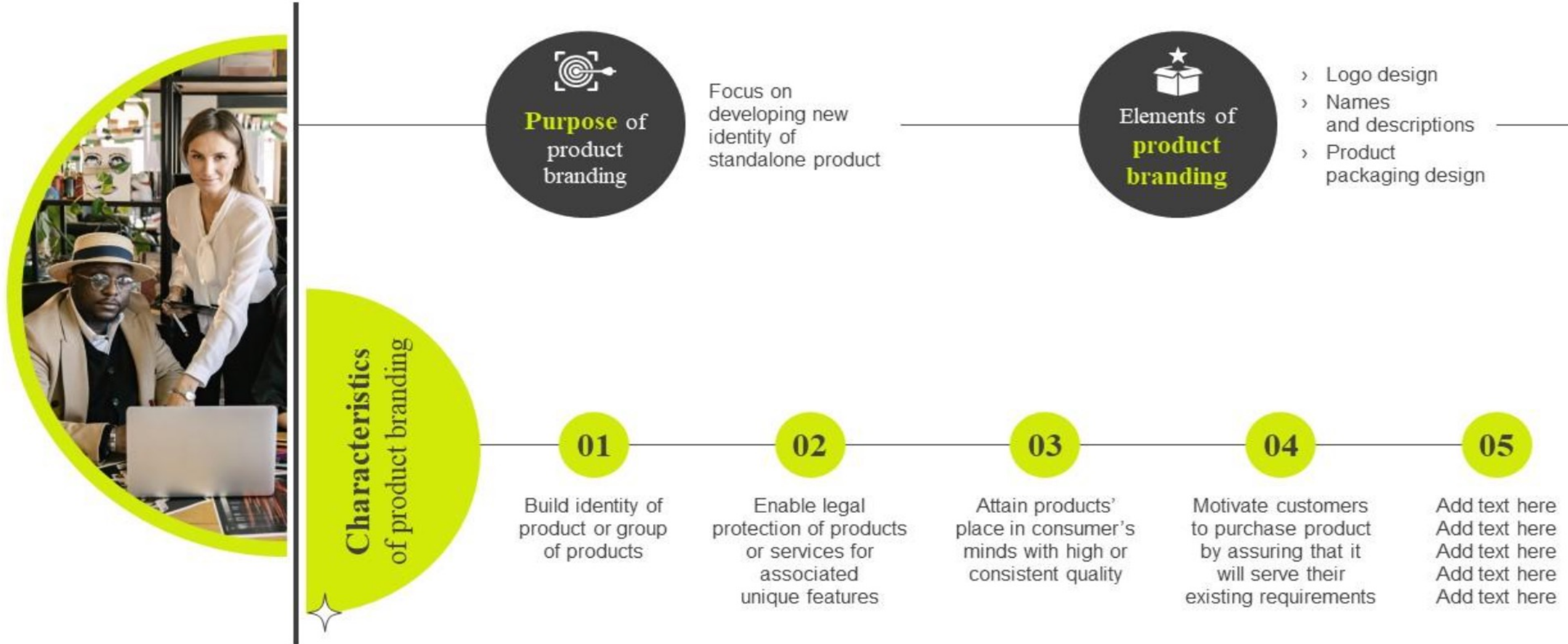
Branding Type	Goal	Ideal for	Impact
Personal	<ul style="list-style-type: none">› Leverage brand image for building new business opportunities› Offer benefits to associated brand	People having niche followership such as - Politicians, celebrities, athletes	Increase customer outreach
Product	<ul style="list-style-type: none">› Revamp consumer's perception towards brand through deliberate aesthetic choices in terms of product packaging, graphics› Target specific buyer, known as "customer avatar" who – listen about brand, visit website; like, follow & subscribe with brand across different social media channels	FMCG firms	Add text here
Geographic	<ul style="list-style-type: none">› Build brand of geographical location by highlighting specific characteristics & experience for more visitors' attraction	Geographical – tourism industry	Add text here
Corporate	<ul style="list-style-type: none">› Build brand identity for firm's offerings› Enable new opportunities to extend product portfolio› Increase firm's preferability while hiring as employees desire to work firms having known brand	SMEs	Enhances visual identity, brand voice & messaging

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Product branding: purpose, elements and characteristics

This slide provides information regarding product branding in terms of its objective, elements and characteristics. Product branding is essential for building standalone product.

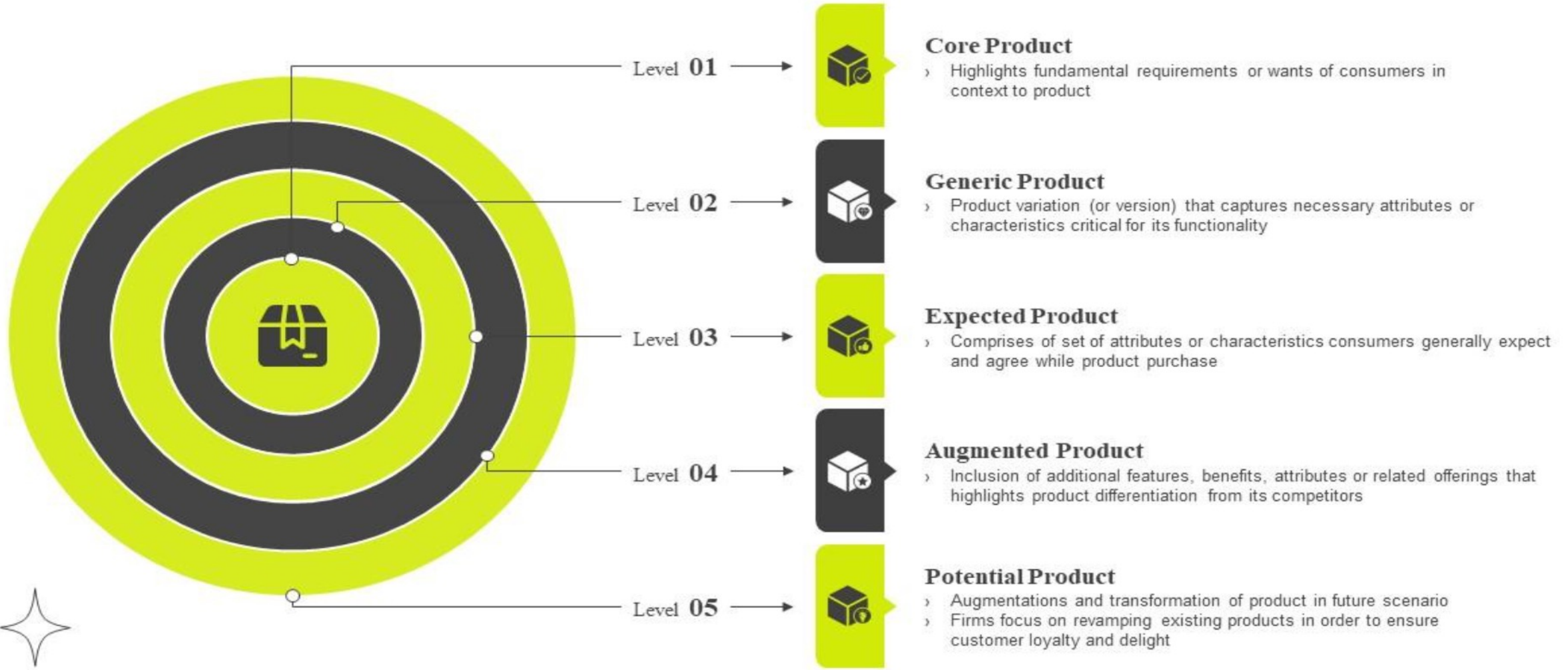


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Kotler's five levels model to build product portfolio

This slide provides information regarding Kotler's product level model to structure product portfolio in order to target several customer segments. The different levels of model include core, generic, expected, augmented or potential product.



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How management of product is different from brand

This slide provides information regarding comparison of brand and product management, based on parameters such as objective, interaction, features, role of managers, final product and audience.

	Product Management	Brand Management
01 Objective	Focus on enhancing product sales	Focus on product quality maintenance
02 Interaction	Enable interaction among marketing, sales personnel, customer support, etc.	Enable interaction among manufacturers, sales personnel, advertisers, copywriters in order to ensure seamless synchronization
03 Features	<ul style="list-style-type: none">› Implementation of marketing techniques for increased product sales› Add text here› Add text here	<ul style="list-style-type: none">› Sales assessment› Product pricing management› Supervising and campaigns handling› Add text here
04 Role of Managers	<ul style="list-style-type: none">› Product manager prepares value proposition that product's features, and technology offers› Add text here› Add text here	<ul style="list-style-type: none">› Brand Manager develop overall positive image for brand› Prepare value proposition based on perceived value› Add text here
05 Final Product	Association with software companies	Association with consumer product companies
06 Audience	Lesser audience	Larger audience and wider customer base



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Why product branding is essential for retailers?

This slide provides information regarding importance of product branding for retailers as it enables immediate product recognition, enhance brand awareness, emotional connect with customers, competitive edge, etc.



Grasp competitive edge

- › Gain unique value proposition as recognizable products stand out of shelves across retail stores
- › Strong product brand allows consumers to consider specific brand over competition
- › Unique value proposition considered as major accelerator in driving revenues



Enhance brand awareness

- › Product increases awareness in a specific category that improved existing firm's brand
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Build emotional connect with consumers

- › Cater omnichannel customer experience to create new kinds of emotional connection across target market
- › Add text here



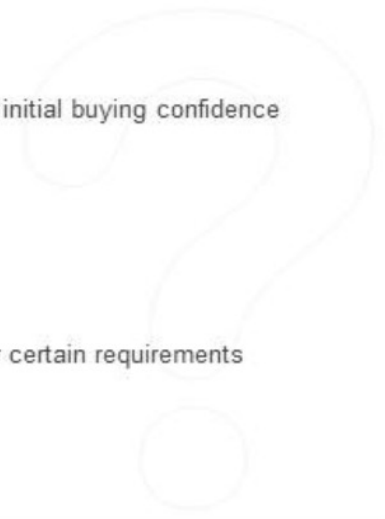
Immediate product recognition

- › Allows customers to see product anywhere and enables initial buying confidence
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Emerge as go-to product in a category

- › Specific product is recalled by customer in order to cater certain requirements
- › Add text here



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Customer persona for better understanding of target audience

This slide provides information regarding customer persona which depicts detailed description about potential client including demographic details, behavioral traits, buying power, and interests, etc.



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Persona	Reporting to CEO, SMB to Mid – Market
Goals	Product Marketing and Innovation
Challenges	Team motivation, Customer churn prevention

	Age	29
	Income	\$50,000/year
	Experience	6 years in Marketing
	Education	ABC University
	Decision – Making	Rapid decision making
	Likes & Dislikes	Like – staying active, Dislike – Pushy salespeople
	Media	Add text here
	Habits & Skills	Competent in managing cross functional sales team
	Prior Product Research	Add text here
	Technology Skills	Skill1, Skill2, Skill3, Skill4
	Buying Power	Add text here
	Purchasing Process	Product review, team discussions, purchase with credit card

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