





Module III. Business

Branding for
Orange
Economy
course

Topic 3. Strategic Brand
management

Lesson 2. Challenges and
Opportunities



Co-funded by the
Erasmus+ Programme
of the European Union



*This topic will be about challenges and
opportunities in branding*



Co-funded by the
Erasmus+ Programme
of the European Union



Once the topic is completed and approved, learners will be able to understand

*Branding Challenges and
Opportunities*



Co-funded by the
Erasmus+ Programme
of the European Union



In this lesson, we will learn

- *About Savvy Customers*
- *Economic Downturns*



Co-funded by the
Erasmus+ Programme
of the European Union



Branding Challenges and Opportunities

1. Savvy Customers



Brand management has become increasingly **difficult lately**.

Customers are familiar with marketing, know how it works and **have more and more demands**. The media is paying more and more attention to the marketing activities that companies carry out.

Customer information and support exist in the form of consumer guides, websites, influential blogs, etc.

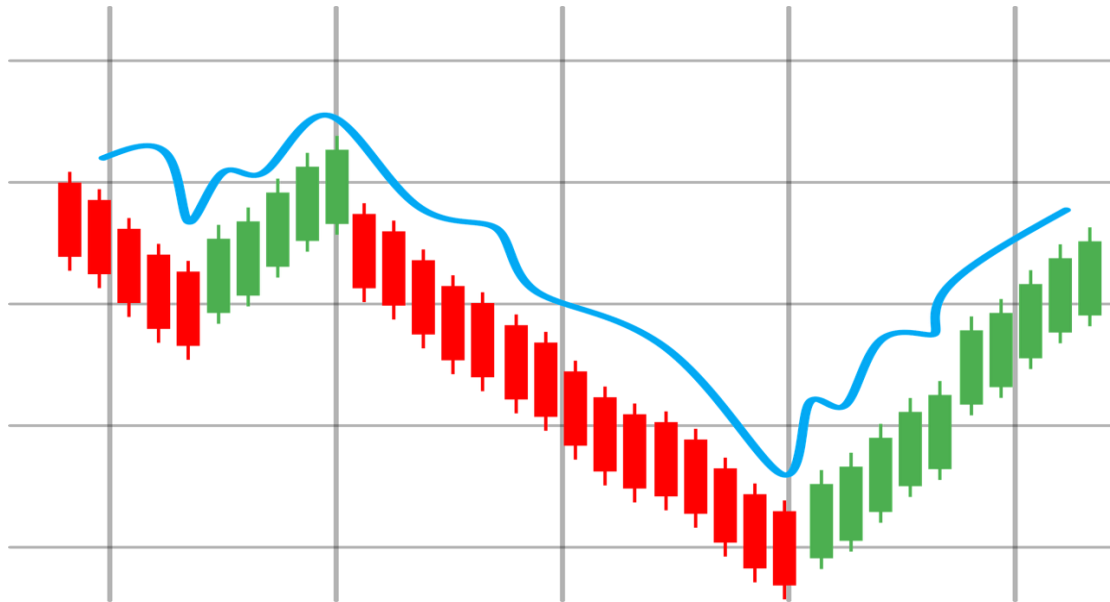


Co-funded by the
Erasmus+ Programme
of the European Union



Branding Challenges and Opportunities

2. Economic Downturns



The 2008 recession threatened many brands.

The 2009 survey yielded interesting information:

46% of respondents switched to cheaper products with the explanation "that they got better performance than they expected for that money".

34% of respondents switched to cheaper products with the addition that "they no longer prefer expensive products".



Co-funded by the
Erasmus+ Programme
of the European Union



Tips for surviving the economic crisis

Experience shows that companies that decide to **invest in times of recession**, experience an increase in their fortune.

You need to **get closer to your customers**.

Time of cost reduction. Think carefully, research and determine unnecessary costs. That money saved can be used for new approaches.

Marketers need to **focus on communication** - show customers what the brand has to offer, to meet all their needs.



Co-funded by the
Erasmus+ Programme
of the European Union



CREDITS

Content: Business Incubator Novi Sad



Co-funded by the
Erasmus+ Programme
of the European Union

