



This topic will be about customer-based equity and why does it matter for your company.



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

What is Brand equity



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In this lesson, we will learn

- What is brand equity
- What is source of brand equity
- Brand image
- Brand awareness



Brand Equity

Brand equity consists of the marketing effects **uniquely attributable to a brand**.
The effect of marketing is greater when applied to a branded product than to a non-branded product.

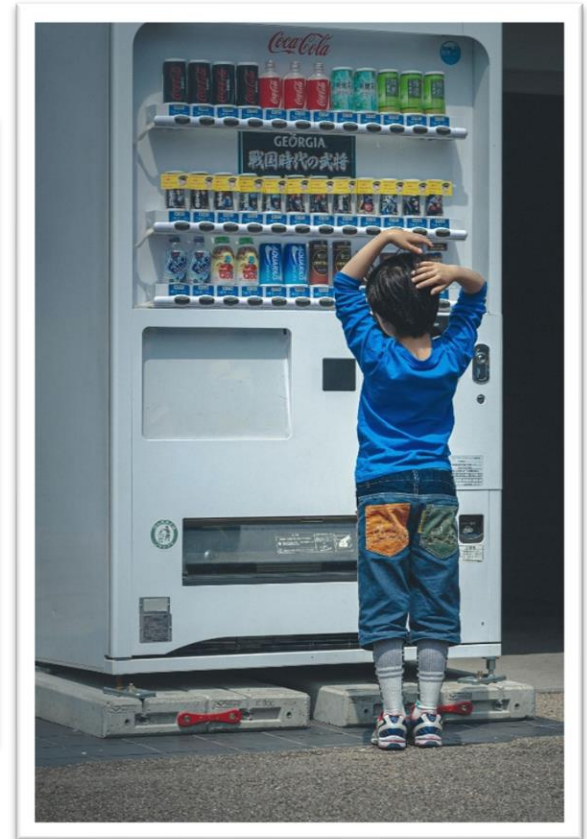
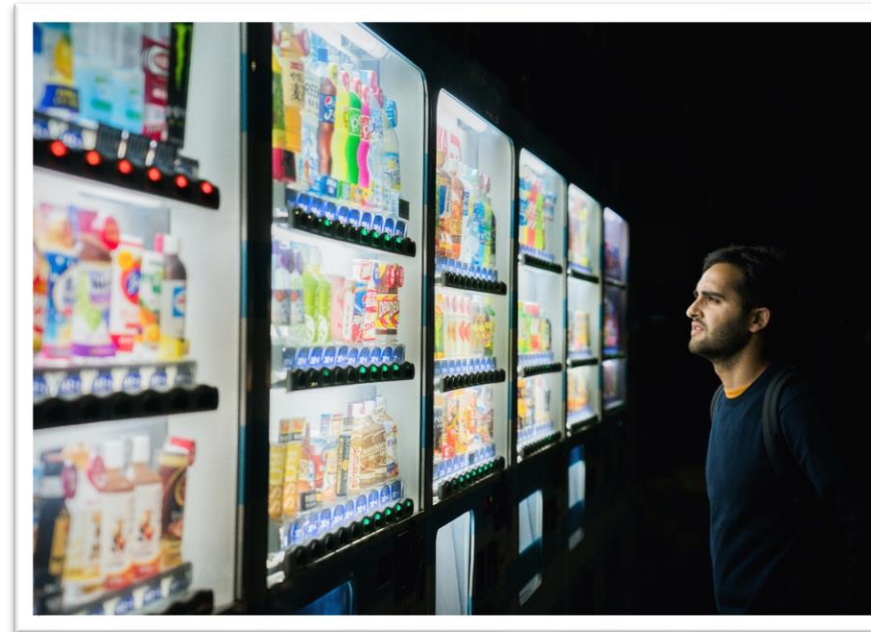


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Defining CBBE

Customer-based brand equity (CBBE) is a concept by which brand equity is approached from a consumer perspective.

It is important to understand their **needs and desires** and present the products in a way that satisfies them, and that is the **essence of good marketing**.



Source of Brand Equity



Establishing a positive brand image in consumer memory—strong, favorable, and unique brand associations—goes hand in hand with creating brand awareness.

It is necessary to create a **positive brand image** that the customer will remember.

It has to be strong, they have to like it and, and that's important for brand awareness.



Brand Awareness

Brand awareness consists of brand recognition and brand recall performance:

- **Brand recognition** is the ability of a customer to recognize a brand when some elements of that brand are presented to him. It is essentially a question of whether customers will recognize that brand when they see it in the store.
- **Brand recall** is consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue.



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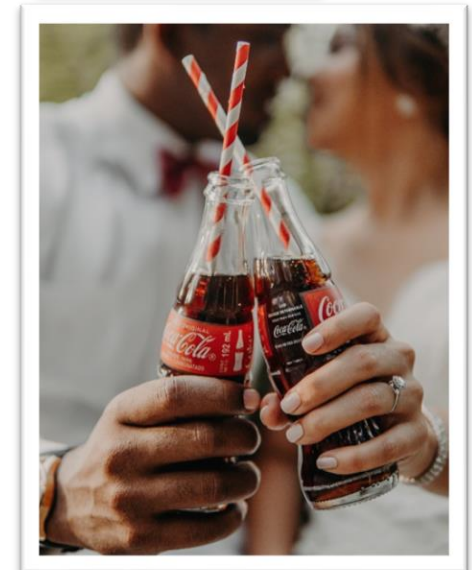
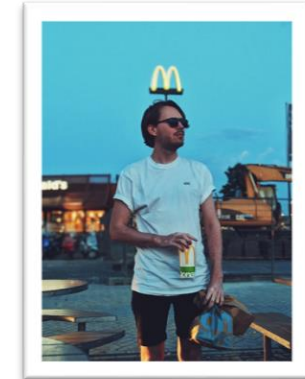


Brand Image

Once brand awareness is created, when customers become familiar with the brand through constant brand exposure, marketers can begin to create a **brand image**.

Creating a positive brand image requires marketing activities that connect strong, **unique and favorable associations** with the brand in the minds of customers.

Brand attributes **characterize a brand**. Brand benefits are the personal values and meanings that customers attach to a brand.



CREDITS

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