



This topic will be about brand performance.



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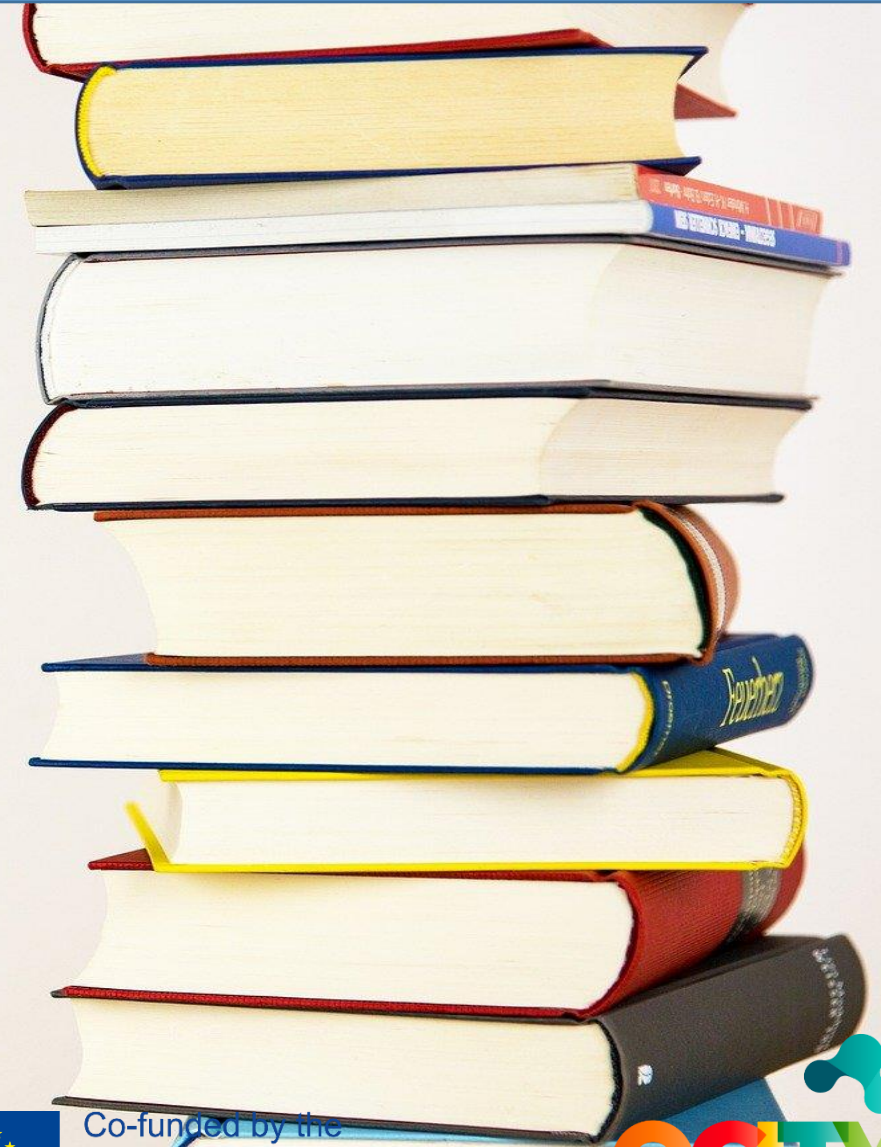
Once the topic is completed and approved, learners will be able to understand

Brand performance



In this lesson, we will learn

- brand inventory
- brand exploratory
- brand positioning



Measuring and Interpreting Brand Performance

Brand Audits

In order to learn how customers think, behave and feel about the brand and the product, as well as for the company to have the information needed to create strategic positioning, marketing experts need to perform a brand audit.



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Measuring and Interpreting Brand Performance

Brand Audits

- **Brand Inventory**

The purpose of brand inventories is to provide a comprehensive profile of how all the products and services that companies produce and provide are marketed and branded.



Measuring and Interpreting Brand Performance

Brand Audits

- Brand Inventory
- **Brand Exploratory**

The supply side view revealed by the brand inventory is useful, the actual consumer perception, they do not necessarily reflect those intended by the seller.



Measuring and Interpreting Brand Performance

Brand Audits

- Brand Inventory
- Brand Exploratory
- **Brand Positioning and the Supporting Marketing Program**

Brand research (exploratory) should reveal the current knowledge structures for the core brand and its competitors, as well as determine the desired brand awareness and brand image and points of parity and difference.



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CREDITS

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