

Breadth: A count of the number of product lines offered by the firm

- Decrease Breadth: costly to maintain, weaken firm's reputation, address changing market conditions
- Increase Breadth: Capture new or evolving markets and increase sales → Brand Extension
- Brand Extension: refers to the use of the same brand name in a different product line

Depth: the number of products within a product line → increase = Line Extension

- Might increase depth to address changing consumer preferences or to preempt competitors & boost sales
- Might decrease depth to realign the firm's resources
- Line Extension: use of the same brand name within the same product line and represents a depth increase

Brand Dilution: occurs when the brand extension adversely affects consumer perceptions about the attributes the core brand is believed to hold

- Cheetos lip balm, lifesavers soda, colgate kitchen entrees

Brand Licensing: a contractual arrangement between firms whereby one firm allows another to use its brand name, logo, symbols, and/or characters in exchange for a negotiated fee

- Common for toys, apparel, accessories and entertainment products → video games

Co-Branding: the practice of marketing two or more brands together on the same package, promotion or store

- Can enhance consumers' perceptions of product quality
- YUM brands combines two or more of its restaurant chains into the same area to appeal to diverse markets
- Can create risk when the customers of each brand are SUPER different

Brand Repositioning (rebranding): a strategy in which marketers change a brand's focus to target new markets or realign the brand's core emphasis with changing market preferences

- Sometimes costly and risky
- Can improve the brand's fit with its target segment

Packaging:

Primary Package: the one the consumer uses, such as the toothpaste tube

- Consumers typically seek convenience in terms of (storage, use & consumption)

Secondary Package: the wrapper or exterior carton that contains the primary package and provides the UPC label

- Can use to find additional information that may not be available on the primary package
- Add consumer value by facilitating the convenience of carrying, using and storing the product

Contributions to the Marketing Effort

- Adds value
- Visual statement
- Advertising Link
- Promotional Reminder
- Brand Reminder

Mk Study Guide

JG Myers



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