

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

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

Mk Study Guide

Lei Shi



Mk Study Guide:

Unveiling the Magic of Words: A Overview of "**Mk Study Guide**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Mk Study Guide**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound affect the souls of its readers.

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