Global Automobile Brand Strategy Analysis

Description: Perhaps one of the most easily misunderstood terms today when it comes to products and services is branding. Global Automobile Brand Strategy Analysis is focused on Branding only with case study of Automobile Industry.

Perhaps one of the most easily misunderstood terms today when it comes to products and services is branding. It is so commonplace these days to hear the terms: “We don't need to brand, we just need to sell” “We’re great technologists. How hard can branding be?” “We'll do it ourselves!” “Our product is so good it will sell itself” “Branding isn't measurable”

Well, this article is here to tell you that there's more to branding than what meets the customers' eyes at the end of the day. It's an art all on its own. It needs to be understood and thoroughly thought through before any sort of campaign or misconception as to how easy branding can be, takes over our minds.

It's very convenient to say “Don't judge a book by its cover”. But the hard reality of the world we live in today is that if the cover of the book you're trying to sell does not do the trick, it doesn't matter how good your book may be, it still has a high chance of failing. Branding is the process, the art of shaping the perception of the customers minds to adapt to a positive attitude with respect to the brand. The times have gone when people respected a product and bought it because it was good. It is being rapidly replaced by times when people don't buy a product, they buy a brand. They trust in a higher entity, the “brand”. They also blame the brand when things go wrong. Branding is a way of providing immunity for the company or the brand against failure. It has become a stereotype to connect advertising to branding. Advertising is a part of branding, but not the whole package in itself. Several brands have failed miserably in spite of their ludicrous advertising campaigns. Hence, advertising alone will not help forge that emotional tie between the brand and the customer that makes the latter blindly entrust the former with their purchasing power. This takes skill, knack and great amount of precision. Though advertising can strengthen the already existing foothold of the brand, it cannot establish a basement in the founding phase.

Another major branding myth that needs to be eradicated is the thinking that if some strategy worked for a company, it’s most likely to work for another company too. Each brand is unique in its own way and its connection that it forms with the customer, and each of these bonds needs to be made stronger with a different algorithm. Using what worked on another brand onto your company has been one of the major causes of failures in a multitude of brands, and has demolished the existing bonds with the customers.

Contents:

Brand Strategy Analysis
Brand Promise
Trend Analysis
Competitor Analysis
Brand Position
Product Brand Analysis & Position
Brand Perception and Identity Analysis
Target Customers and Segment
Buyers habits
Case Studies
Key Components of Branding
Branding Process
Brand Extension
How to measure impact of Branding
Brand Analysis of
- Maruti Suzuki
- Hyundai
- Toyota
- Honda
- Isuzu Motors
- Ford
- Force Motors
- Tata Motors
- Fiat
- General Motors
- Skoda
- Volkswagen
- Audi
- Renault
- Nissan
- Mahindra & Mahindra
- BMW
- Mercedes Benz
- Porsche
- Aston Martin
- Jaguar Land-rover
- Ferrari

Commercial Vehicle Segment:
- Tata Motors
- Ashok Leyland
- AMW
- Isuzu Motors
- MAN
- BharatBenz
- Eicher
- Volvo
- Scania
- SML Isuzu Motors
- Piaggio Vehicle
- Iveco

Two Wheeler Industry:
- Hero MotoCorp
- Honda
- Mahindra
- Royal ENfield
- TVS
- Triumph
- Harley Davidson
- Yamaha
- Bajaj
- Suzuki
- Piaggio
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