

Components of Brand Value

Your Task

A strong brand carries a lot of meaning and can provide value in the marketplace. This value is obtained through awareness, consumer preference, likeability, and loyalty.

Your task is this activity is to match each statement below to the appropriate component of brand value for the global Coca-Cola brand.

Please note that there is ONE brand term for each statement.

	List of Statements About the Brand		Match to ONE of these Components of a Strong Brand
1	<i>"It also comes in cherry and vanilla flavor"</i>	A	Has high awareness
2	<i>"It makes me fit in with others"</i>	B	Has known product attributes
3	<i>"It's refreshing"</i>	C	Has clear benefits
4	<i>"I buy it three times every week"</i>	D	Adds social/image value to consumers
5	<i>"It's very well known"</i>	E	Has a personality
6	<i>"It's a soft drink in a red can"</i>	F	Has known product variations
7	<i>"It's fun, social, and lively"</i>	G	Is preferred by consumers
8	<i>"I ask for it when I'm at a restaurant" (rather than Pepsi)</i>	H	Ensures customer loyalty

Student Discussion Questions

1. Which of the brand components do you think are the most valuable in delivering long-term profitability for the brand?
2. Which brand components are at most risk of "attack" by competitors?
3. Construct a simple model of the sequence (or progression) of the brand components listed. View your sequence from the point of view of a new unknown brand.