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# Brand Management

Summer2008

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**PässNo**  
*one global password* ● **com**

# Service Selection

§ A Web Site

§ Service

§ Need not to type any password next time

# Target Market Analysis

## **Geographic**

Region & Density

## **Demographic**

Age

Income

Occupation

Generation

Social Class.

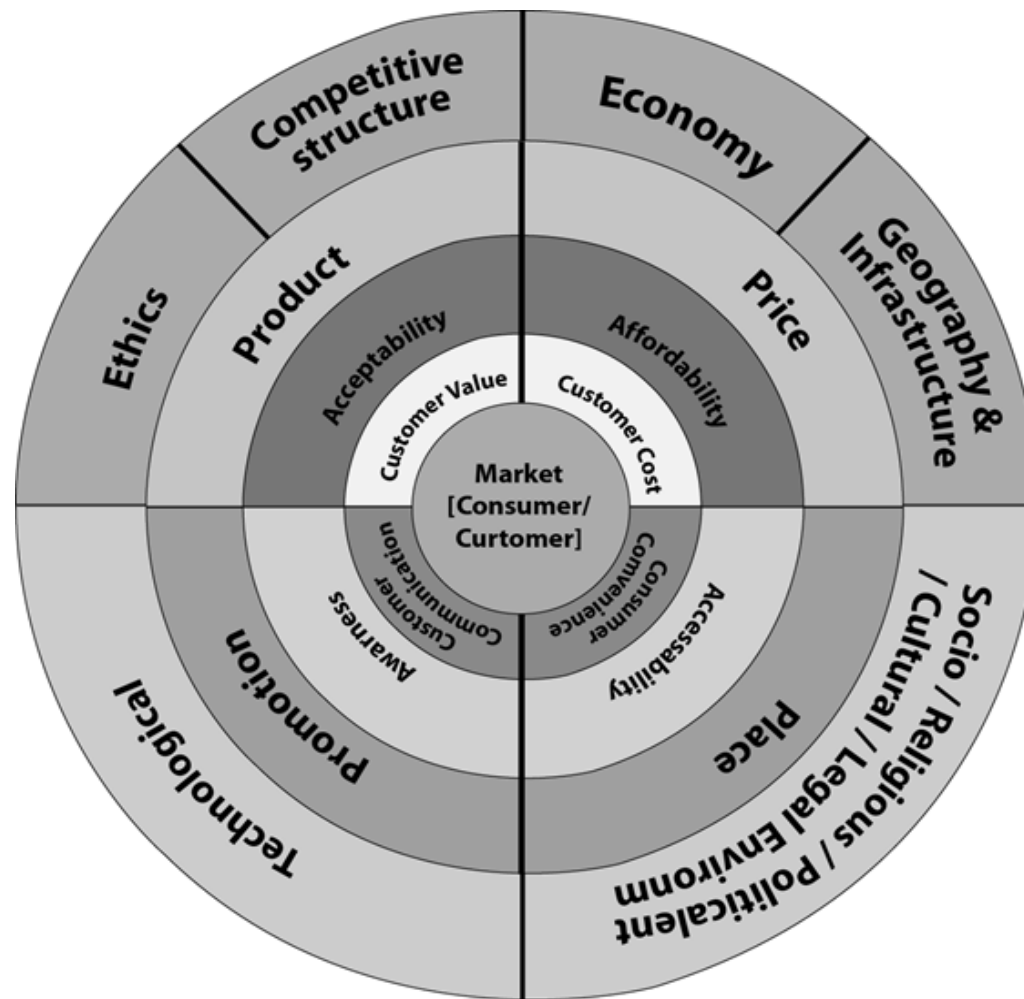
## **Psychographic**

Lifestyle & Personality

# Value Definition

- § Core Service
- § Engineering of The Core Service
- § Discriminatory Factors
- § Other Features
- § Available Web Sites with PassNo

# External Variable Analysis



# Mix & Match of Brand Elements

Choice Criteria	Meaningf- ulness	Memor- ability	Adapt- ability	Transfe- rability	Protec- tibility
<b>Brand Elements</b>					
<b>Name</b>	Y	Y	Y	Y	Y
<b>Color</b>	Y	Y	Y	Y	N
<b>Logo</b>	Y	Y	Y	Y	Y
<b>Slogan</b>	Y	Y	Y	Y	Not so high
<b>Tune</b>	Y	Y	Y	Y	Not so high
<b>Character</b>	Y	Y	Y	Y	Y
<b>Packaging</b>	N/A	N/A	N/A	N/A	N/A

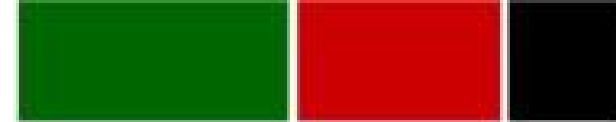


# Mix & Match of Brand Elements

1. Name
2. Logo
3. Color
4. Slogan
5. Tune
6. Character
7. Packaging



**PässNo**  
*one global password* .com



A metal sound of  
“Ting Ting” when a user  
enters the account

**PässNo**  
.com

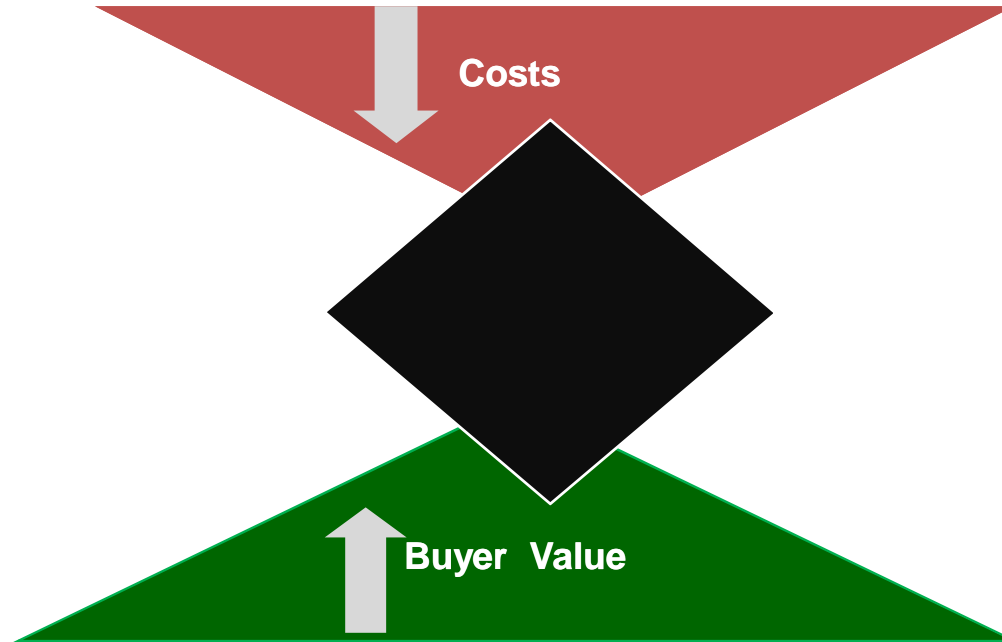
# 7 Parameter Check List

1. Performance
2. Conformance Quality
3. Features
4. Reliability
5. Serviceability
6. Durability
7. Style & Design

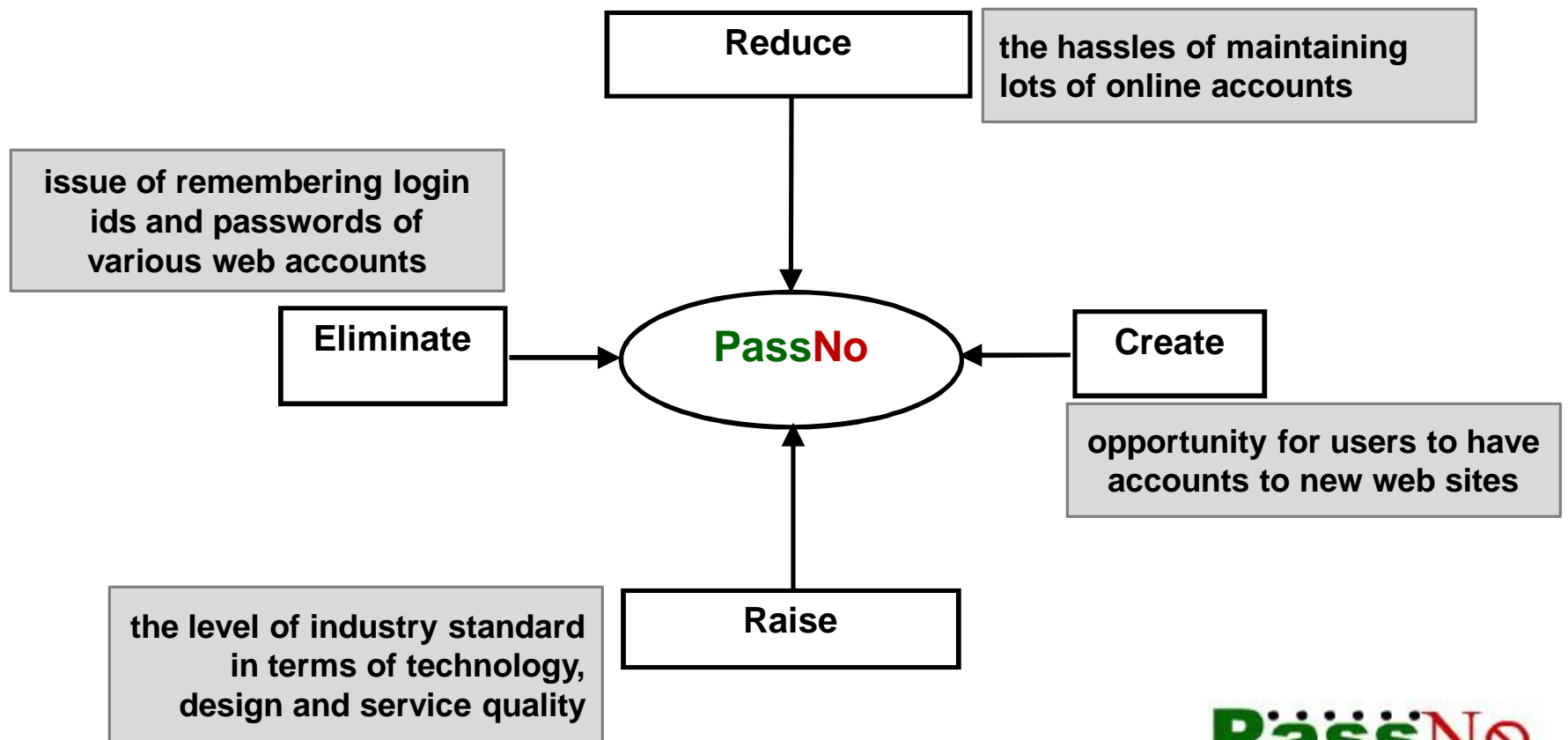
# Differentiating Factors According to Jack Trout

- § Being First
- § Attribute Ownership
- § Leadership
- § Being Latest
- § Hotness

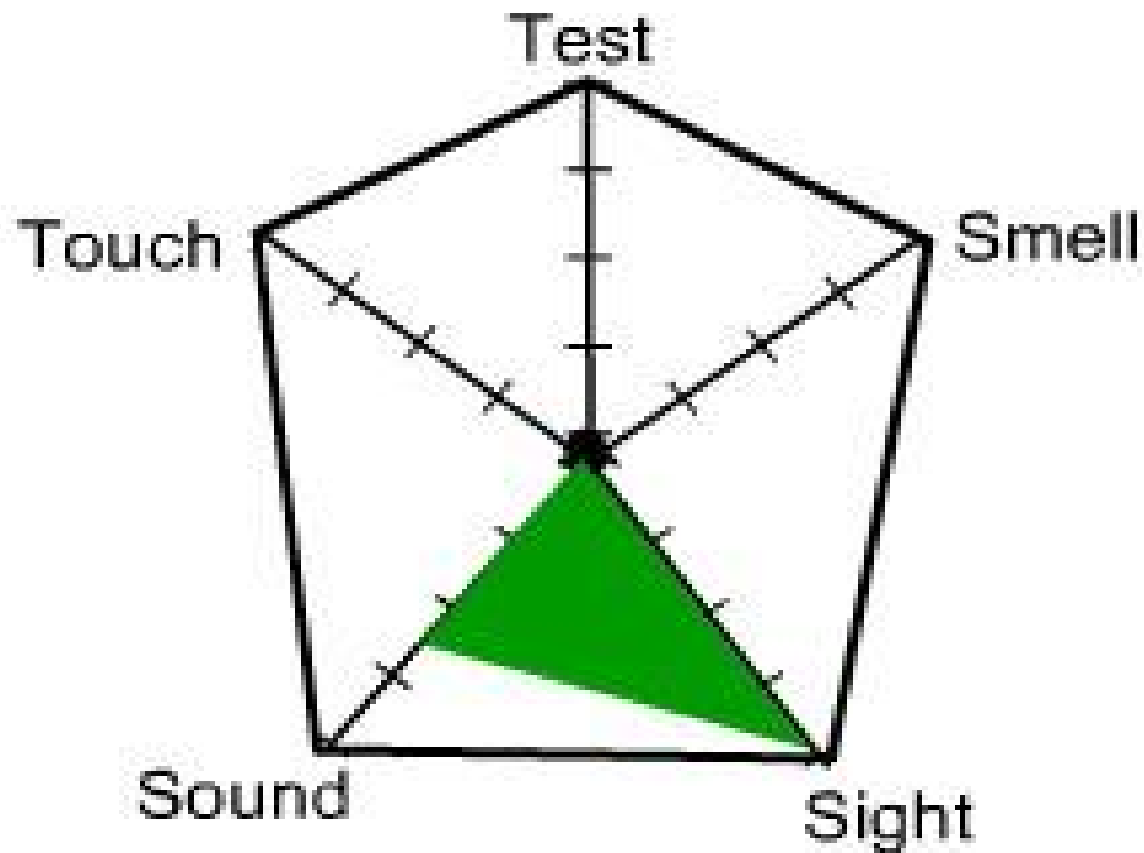
# The Value Curve of Blue Ocean Strategy



# The Value Curve of Blue Ocean Strategy



# Five Dimensional Branding



# Secondary Brand Association

Country of Origin  
Spokes Persons  
Events

# Value Proposition

1. Novelty Story
2. Creation of Relevance-Originality-Impactfulness
3. Selection of IMC Options
  - a) Above The Line > TV, radio, newspaper, magazine and billboard
  - b) Below The Line > WOM



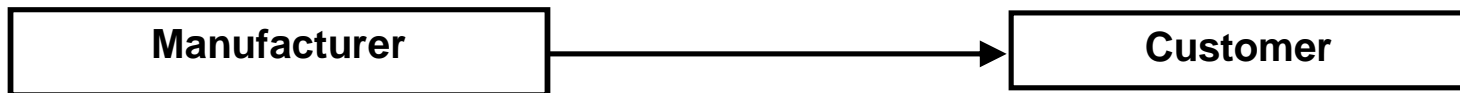
# Value Pricing

Basic feature is **free**

The payment system is generally Monthly basis. Monthly payment is only: **150 BDT**

But if anyone likes to pay it once for a year this will be only: **1650 BDT**, here one month will be free as **150 BDT discounted**

# Value Delivery Network



# The Quality to Build A Strong Brand

Pro-active  
Dedicated  
Energetic  
Honest  
Innovative  
Experienced

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# Conclusion





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