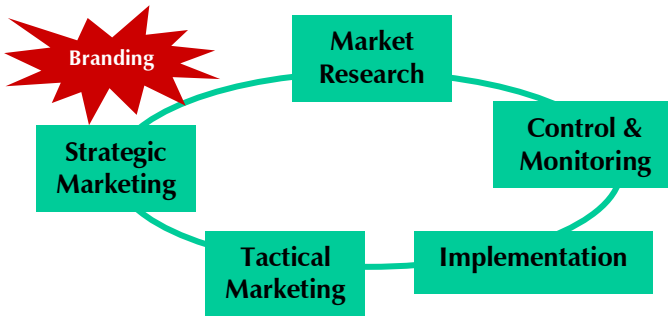


Branding is an important element in the marketing management process cycle, playing a key role in marketing strategy formulation.



**Brand – what is it?**

... a product or service to which (consumers) attach a bundle of **tangible** (functional product and service characteristics) and **intangible** (emotional and/or symbolic) meanings that add value

A brand has one strategic purpose and that is to differentiate itself from competitors.

(Source: *ESOMAR online glossary*)



**Brand name and logo**  
for instant recognition

**Interaction among  
Key Branding Elements**

**Brand associations:** product promise and performance, tangible and intangible benefits, relevance to customers’ needs and expectations

**Brand identity:** who am I? A me-too? Or someone unique?

For details of MVA branding advisory, please contact us at [bmsr@mva.com.hk](mailto:bmsr@mva.com.hk)

MVA Branding Advisory provides:

- comprehensive consultation on **brand building strategy** for start-up brands as well as existing brands seeking re-branding, or brand extension
- professional support and unbiased moderation in **customized branding workshop** with clients' internal and external stakeholders
- **full-service branding research** (Brand VA™) for monitoring and controlling the implementation of brand strategies and tactics, in close scrutiny of the performances of own brand and competing brands

... an MVA brand and strategic positioning research tool

**Brand VA™** is a value-adding, straightforward, and all-rounded solution to your marketing brand development and monitoring needs.

MVA Business, Market and Social Research (BMSR)

Brand VA™ – an MVA brand and strategic positioning research tool

**BrandVA™ Ladder**



To show customers' relationship (intensity) with a brand  
- from basic awareness to loyalty

**The Analytical Framework**

**BrandVA™ Zigzag**



To illustrate a brand's strength and weakness relative to all other brands in the same product category

**BrandVA™ Map**



To map on a 2 dimensional plot (usage vs awareness, or other dimensions) the positioning of all brands in quadruple matrix

**Brand Personality Web**



To demonstrate the brand personalities of a brand relative to those of other brands