

Module 3: Brand and Corporate Image Management

- **Topic to be covered**
- Introduction to Corporate Image and Corporate Reputation
- Managing Corporate Image
- Component of Corporate Image
- Components of Corporate Image
- The Role of Corporate Image – Consumer Perspective
- How to Create Corporate Image?
- Creating the Desired Image

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Corporate Image and Corporate Reputation

- The corporate image is the stakeholder's perception of the way an organization presents itself.
- It is the result of **the interaction of all experiences, beliefs, feelings, knowledge and impressions of each stakeholder** about an organization.
- The corporate identity resides in the organization, but the corporate image resides in the heads of the stakeholders.
- **The corporate image is not always consistent with the desired corporate identity; in other words, an image gap may exist.**

Managing Corporate Image

- When image of an organization or one of its brand is tarnished, sales revenue and profit can plummet.
- **Rebuilding or revitalizing an image is difficult task**
- Brand managers are responsible for developing and maintaining a quality image.
- Marketing experts are expected to **create message that sell products** in short term and **build firms' image overtime**.
- Managers must have knowledge about the strength of corporate image and individual brands
- It helps to create solid connect with the consumers.

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Component of Corporate Image

- Corporate image also contains intangible elements
- Consumer's perceptions of goods and services
- A firm's image is consist of a unique set of components, i.e, the corporate image of an automobile manufacturer may be , evaluation of vehicles features, company origin like foreign or domestic, customer view of advertisement, reaction to the local dealership and service
- Example: Toyota dealers provides children play area in the show room, a coffee bar and nicely decorated rest room.
- What harm corporate image, drugs testing on humans, strike, labor disputes

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Components of Corporate Image

TANGIBLE ELEMENTS

1. Goods & Services sold
2. Retail outlets where product is sold
3. Factories where product is produced
4. Advertising Promotions & other form of communications
5. Corporate name and logo
6. Packages & Labels
7. Employees

INTANGIBLE ELEMENTS

1. Corporate's environmental policies
2. Ideals and beliefs of corporate personnel
3. Culture of country and location of company
4. Media reports created perception

The Role of Corporate Image – Consumer Perspective

- Provide confidence purchase decisions of familiar products in unfamiliar settings
- Give assurance concerning purchases where there is little previous experience
- Reduce search time in purchase decisions
- Provides psychological reinforcement and social acceptance
- Example, Coke and Pepsi have similar taste every where.
- Buy a product from Wal-Mart in Los Angeles , defective item can be returned in Ottawa

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Role of Corporate Image in Company Perspectives

- Purchasing from well-known company reduces the risk
- It makes the product choice easier, reduce search time
- Can make the difference in choice between competitors
- Brand image is valuable to company expanding globally, IBM, IKEA, Caterpillar etc.
- Be able to attract new customer

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School of Business

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Course Name: Advertising Management

Top Corporate Global Brands 2020

Rank	Company	Brand Value (Billions)	Country
1	Amazon	\$220	United States
2	Google	\$160	United States
3	Apple	\$140	United States
4	Microsoft	\$117	United States
5	Samsung	\$94	South Korea
6	Industrial and Commercial Bank of China	\$80	China
7	Facebook	\$79	United States
8	Wal-Mart	\$77	United States
9	PING AN	\$69	China
10	HUAWEI	\$27.7	China

How to Create Corporate Image?

- A corporate image can be major part of its success.
- To promote desired image evaluate the current image
- Tailor communication to promote the proper image
- Communication should reach to employees, customers and suppliers
- **Clearly define corporate image**
- The image summarize what the company stand for and the position of the company has established (LIC, Tata, Dell, Toyota, Nike).
- Goal is to create specific impressions in the mind of customers.
- What customer views about the firm are different than the company officials

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Creating the Desired Image

- Right image send clear message about a company and products
- Try to understand the nature of current image
- Sends clear message among customers, suppliers and employees
- A strong image portrays what the firm sells
- Create communication to build and promote the right image
- When an image is well established other promotions can be built around the reputation
- This fuels long term customers loyalty and future sales
- Example: BMW, produce quality products, it also sells BMW motor cycles , they are indisputable mark of real ride.

- Reference

- Textbook : Author- Kenneth, E.Clow. and Donald E.Baack., Title - Advertising, Promotion, and Marketing Communication Edition - New Delhi, Pearson, 2014

- Reference Book: Author-Kruti Shah, Title-Advertising and Integrated Marketing Communications, Edition-New Delhi, McGraw Hill Education,2014

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