



ASSIGNMENT MEMORANDUM

SUBJECT : ADVANCED BRAND MANAGEMENT 4 (ABM401)

ASSIGNMENT : 2ND SEMESTER 2011

Prescribed textbook: Laforet, S. 2010. *Managing Brands: A Contemporary Perspective*. 1st edn. McGraw-Hill.

QUESTION 1 [20]

1.1. Brand personality

Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Laforet (2010: Chapter 1, pp. 13-14).

Your answer needs to take the following elements into consideration:

- Brand attributes, i.e. functional benefits
- Emotional benefits
- Symbols
- Associations, i.e. self-expressive benefits/attributes
- Country of origin
- Imagery
- Personality/identity.

(8)

1.2. Brand name

Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Laforet (2010: Chapter 1, pp. 16-18).

The following aspects relevant to brand names should be addressed.

- What's in a name? (2)
- What is the right name? (4)
- Basic types of names, their advantages and drawbacks: (1)
 - Neologisms
 - Advantages of neologisms (2)
 - Drawbacks of neologisms (3)

QUESTION 2**[24]**

- 2.1 **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Laforet (2010: Chapter 3).**

The most appropriate business model that could be applied to the 8ta case study is the fast cycle company model as described in Laforet (2010: 66). **3 marks for an explanation of each of the four concepts of this model.** (12)

- 2.2. **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Laforet (2010: Chapter 2, p. 48).**

Applications of brand valuation (only four need to be discussed) (4)

1. Internal marketing management
2. Internal royalty rates
3. Licensing and franchising
4. Tax planning
5. Securitised borrowing
6. Litigation support

- 2.3. **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Laforet (2010: Chapter 3 (it is mentioned again in Chapter 5 under the topic brand building)).**

The eight factors that need to be discussed: (8)

- Pressure to compete on price
- Proliferation of competitors
- Fragmenting markets and media
- Complex branding strategies and brand relationships
- The temptation to change identity/executions
- Organisational bias against innovation
- Pressure to invest elsewhere
- Pressure for short-term results.

QUESTION 3**[16]**

Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Laforet (2010: Chapter 6).

Students need to consider the entire study unit as outlined in the learner guide and according to Chapter 6 of Laforet (2010), with specific reference to 'Brand structure' on pp. 140-150 as an outline to the answer to this question.

QUESTION 4 [30]

- 4.1 **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Laforet (2010: Chapter 5).**

The six criteria that need to be considered: (12)

- Relevance
- Distinctiveness
- Coherence
- Commitment
- Durability
- Clarity.

- 4.2. **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Laforet (2010: Chapter 7, with specific reference to Figure 7.1 and the discussion on pp. 183-185).**

The strategic comment discussion needs to cover the following aspects:

- Corporate brand (2)
- Dual branding
 - Mutual brand symbiosis (2)
 - No symbiotic associations (2)
 - Negative brand associations (2)
- Single brand (2)
- Brand associations. (2)

- 4.3. **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Laforet (2010: Chapter 7, pp. 178-179).** (6)

See pp. 178-179 of Laforet (2010) as background to your answer to this question.

PRESENTATION [10]

- General layout (1)
- Spelling & grammar (2)
- Word count (2)
- Harvard referencing (3)
- Bibliography (2)