



Confederation of Indian Industry

BRAND CONCLAVE

16 -17 JULY 2009: THE OBEROI GRAND • KOLKATA

BRANDS: SAFEGUARDS DURING RECESSION; SPRINGBOARDS DURING RECOVERY

Professor John Philip Jones

"If this business were to be split up, I would be glad to take the brands, trademarks and goodwill, and you could have all the bricks and mortar – and I would fare better than you."

- **The Chairman of Quaker Oats**

AGENDA

DAY ONE – THURSDAY, JULY 16, 2009

INITIAL SESSION – PART ONE (lecture)

- The Indian economy and the world recession
- High involvement and low involvement buying
- The range of cases to be featured; **the symbol (C) identifies a case**
- The concept of brands and their relevance to all product fields
- What brands offer to consumers
- What brands offer to marketing companies
- The valuation of brands
- The influence of branding on a company's publicly-held stock **(C)**
- The future of brands: their longevity and the fallacy of cyclical decline
- A range of specific brands: the danger of splintering

INITIAL SESSION – PART TWO (lecture)

- Oligopolistic competition
- Recession as it affects brands
- How marketers can resist recession by reinforcing their brands **(C) (C)**
- How marketers can resist competitive assault by strengthening their brands **(C) (C)**
- Brands as a springboard for growth during recovery **(C)**
- Brands and globalization – hype or reality?

WORKSHOP ON BRANDS – ONE (participative)

- The regularity of purchasing patterns
- The interplay of functionality and added values
- Penetration and purchase frequency
- The impediments to the success of new brands
- Eight factors governing the strength of brands:
 1. Functional performance, as it relates to both new and existing brands
 2. Segmentation and positioning **(C)**
 3. Price: must it always be low for sales success?
 4. Name:
 - line extensions within the category
 - crossing category boundaries **(C)**



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WORKSHOP ON BRANDS – TWO (participative)

- Eight factors governing the strength of brands (continued):
 5. Retail distribution
 - The particular problems of the Indian retail trade
 - The future of organized retailing in India
 - The likely pressures on brand profitability
 6. Trade promotions: a likely outcome of retail pressures in India
 7. Consumer promotions: another likely outcome of retail pressures in India
 8. Consumer advertising: budgetary considerations
- Growth pattern of new brands

DAY TWO – FRIDAY, JULY 17, 2009

WORKSHOP ON BRANDS – THREE (participative)

- Brands as the hook on which to hang all marketing activities
- The concept of Integrated Marketing Communications (IMC)
- Direct advertising; database marketing; measurability (C)
- Penetration and purchase frequency (reprise)
- The short-term effect of advertising: one week
- Effect of advertising as the creative Gatekeeper
- Can pre-testing be reliably predictive?
- The medium-term effect of advertising: one year (C)
- The roles of the advertising budget and the media in engineering a medium-term effect
- New media: particularly the Internet
- Advertising investment and net cost: can advertising on its own be directly profitable or is it just a cost of doing business?

WORKSHOP ON BRANDS – FOUR (participative)

- The long-term effects of advertising: beyond a year
- The real key to brand strengthening
- Advertising-related scale economies: how strong brands generate above-average profit
- Six factors demonstrating long-term brand building:
 1. Penetration – UP
 2. Purchase frequency – UP
 3. Price elasticity – DOWN
 4. Consumer price – UP
 5. Advertising elasticity – UP
 6. Advertising intensiveness – DOWN
- What brands offer to consumers (reprise)
- What brands offer to marketing companies (reprise)