The Relationships Between Objectives, Promotion and Brand Management Charlie Albert Lasuin

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Create Awareness To Educate & Inform

Coordination of Promotional Mix Elements

Persuade

Name

Term & Sign The key for brand communications is to differentiate one company's offering from another's.

Promotion Management

Evaluating Performance & Taking Corrective Action

Brand – Identification & Differentiation

Symbol

Equity

A well-known and respected brand is an invaluable asset.

Setting Objectives, Designing Programs, Establishing Budgets

Induce Action

Feature

Design

Create Interest

Attract New Customers A successful brand can create barriers to entry for competitors.