



# RAMA UNIVERSITY

www.ramauniversity.ac.in

## E-Content BCH-604 : Retailing Management

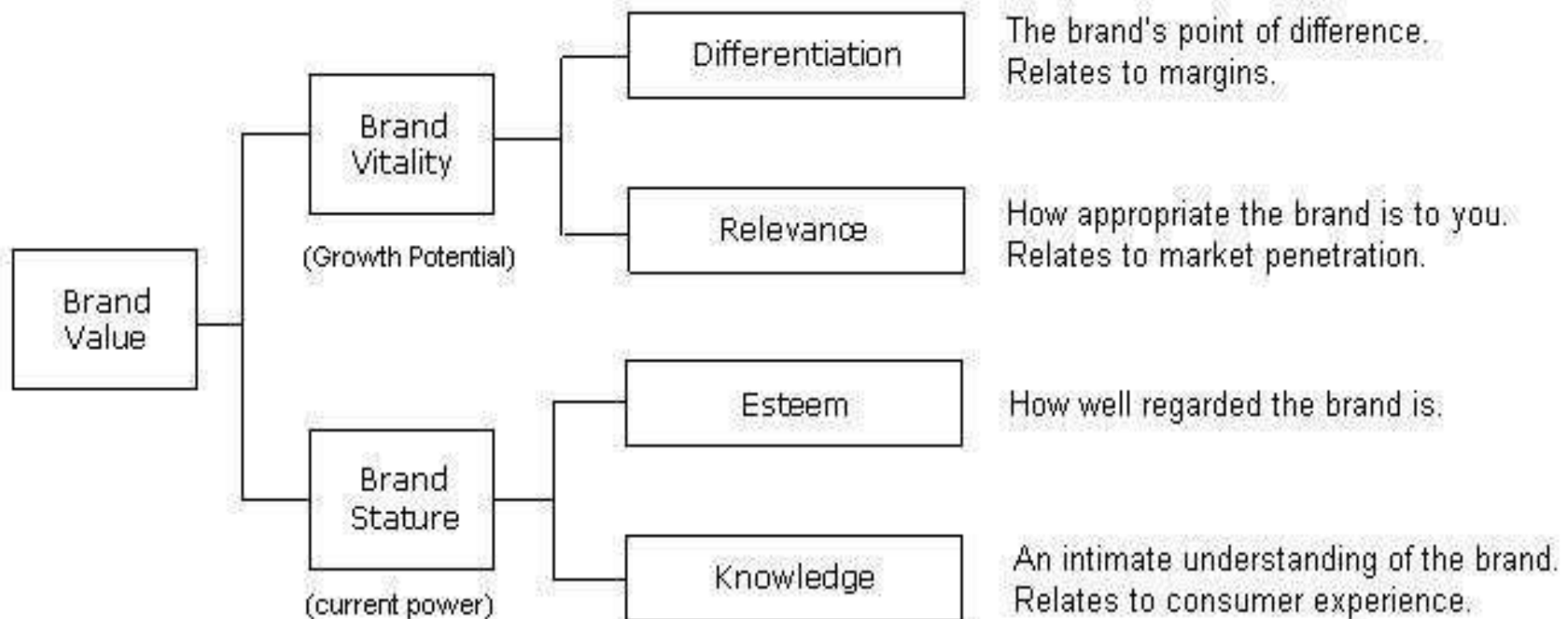
### Lecture 20

Prepared by:- Mr. Raj Kumar, Assistant Professor, Faculty of commerce and management, Rama University Kanpur

# Young and Rubicam's Brand Asset Valuator

- Based on research with almost 2 lacs consumers in 40 countries, BAV provides comparative measures of the brand equity of thousands of brands across hundreds of different categories.

## Brand Asset Valuator (Y&R)



# Young and Rubicam's Brand Asset Valuator

Ignacio J. Vázquez B. © 2017

- A. **Brand Vitality** which refers to the current and **future growth** potential that a brand holds in it.
- B. **Brand Stature** which refers to the **power of a brand**.

## 1. Differentiation

- It is the ability of a **brand to stand apart** from its competitors. Differentiation has three constituents to it.

## 2. Relevance

- This refers to how **closely can the consumers relate** to the brand's offering and is a significant driver for a brand's penetration.

## 3. Esteem

- This refers to the **consumer perception** about the brand. Whether a brand is popular or not, whether it delivers on its stated promises- all this contribute in building up the esteem of the brand.

## 4. Knowledge

- This refers to the **degree of awareness** about a brand in the minds of its consumers. This is very important in building a brand and making the consumers understand of what the brand actually stands for and its implicit message to the consumers.

# Private label

- *Licensing your product to another company to sell under its own name, rather than under yours .*
- Inventors of just one product typically won't have a lot of luck selling that product to mass merchants, because mass merchants don't want to buy from small, unknown companies that could be unreliable suppliers.
- But rather than accept defeat, inventors often turn to private labeling. They find another company that does sell to mass merchants and offer their product to that company to sell under its name.

# Categories of private label brands

- Premium private label
- Copycat brands
- Exclusive brands
- Generic brands

## Brands vs Private Label brands

Branded(Johnsons)



Private Label (Walmart)



# Which category?





# Significance of using private label

- High Margin: The advertising and promotional costs are done away.
- Customer Loyalty
- Differentiation
- Competitive advantage
- Better Bargaining Power
- Control: Private labeling gives you more control over pricing, marketing, sales and distribution.