

Marrying a Brand! What is it? How does it Work?

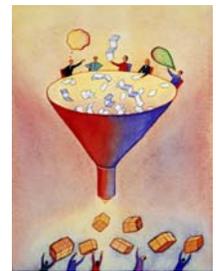
Teachers Guide

Relevant National Content Standards for Entrepreneurship

L	Marketing Management Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas
Product/Service Creation	
L.10	Build brand/image
L.11	Evaluate customer experience

The Targeted Teaching Topic in the July 2006 issue of Nebraska E-News Monthly focuses on the concept of creating brand loyalty and how customers can actually become so passionate about a brand that it can literally be described in the same terms as a marriage.

Because we are surrounded by brands everywhere, students are likely to be able to relate their own personal stories of brands or businesses to which they have formed strong bonds. After having students read the Targeted Teaching Topic, open the class up to discussing these very personal stories. But, for each brand “marriage” a student describes, probe deeper into the “why” of their passion.



Probing Questions

- ✓ When did you first experience this product, service, or company?
- ✓ How long have you been a customer/consumer of the product, service, or company?
- ✓ How did this brand gain credibility (trust) with you? Be specific.
- ✓ Have you tried other brands? Why aren't you as passionate about it/them?
- ✓ Have you “sold” others on this product, service, or company?

Top Global Brands



As a follow-up to this discussion, copy and distribute the Student Handout, “Top 20 Global Brands.” Ask the students to individually try to pick the actual top five (or ten) they think have been rated as tops. After an appropriate amount of time for them to do this, have them compare their choices with 2 or 3 other classmates, allowing them to change their responses based on this discussion.

Following this small group discussion, show the actual Top 20. This should lead to some lively discussion on the why and how these brands created their top positions. Have them consider whether they think these companies have created brand “marriages” or just have spent tons of advertising dollars to gain their positions.

Reference Sources:

Married to the Brand by William J. McEwen, Gallup Press, ©2005, <http://www.galluppress.com/>.

Business Week/Interbrand, Best Global Brands Study 2005, <http://bwnt.businessweek.com/brand/2005/>.