

MBA - II
Marketing management - II

Brand Sponsorship :-

- # It is a marketing strategy in which brand is supporting an event, activity, person or organization.
- # Sponsorship allows big, small and medium brands to partner with other companies as well as event agencies, in order to generate a relationship that aims to economically benefit both sponsor and sponsee.
- # Like sponsoring any game, event, festival etc.

Benefits of Sponsorship :-

- ① Increase brand awareness
- ② Increase in sale - by getting into top of mind of new and existing customers
- ③ Differentiate from competitors → Being a sponsor of big event, you can develop image in the mind of customer as if you are a company of good financial repute, fulfilling social responsibility etc and can get a chance to become leader in market
- ④ Increase in brand loyalty and charging premium prices.
- ⑤ Increase your CSR reputation → By sponsoring a charitable event or foundation, you can enhance your brand image

Brand Portfolio

- # It refers to an umbrella under which all the brands or brand lines of a particular firm function to serve the needs of different market segments.
- # In simple words, brand portfolio encompasses all brands offered by a single firm for sales to cater the needs of different groups of people.

Advantages of Brand Portfolio

- ① Management can check on all the brands as a whole and frame policies with broader perspective.
- ② Management can take the decision regarding allocation of resources accordingly. i.e. more resources to which brand and less resources to which brand.
- ③ Company can enter into different markets with different brands.
- ④ Company can build new brands credibility by associating them with established brands.
- ⑤ Company can develop brand portfolio strategy (operating multiple, diverse brands as business strategy) to follow expansion as growth. Eg. Pepsi Co in 2001 acquire Quaker Oats.