

## BRAND PROMISE A STRATEGIC FOUNDATION TO DEVELOP UNIQUE CUSTOMER VALUE AND ENTER NEW MARKETS

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### ABSTRACT

Every successful brand comes with a promise to its customers. It is compelling benefit which is authentic and credible, kept all the time. Brand promise is the revenue driving strategy of a company. A rightly crafted brand promise creates the passionate fans who advertise a brand through invaluable word of mouth marketing. It helps to win more of right customers and indeed enter into new market, which stands different from its competitors.

**KEYWORDS:** Brand Promise, Strategy, Customer, Value, Brand Experience

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### Article History

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### INTRODUCTION

#### REVIEW OF LITERATURE

- Leslie de Chernatony and George Christodoulides (2003), Taking the brand promise online: Challenges and opportunities, the authors have stated that a brand is a brand, regardless of its environment, but execution of brand promise differentiates it. Delivering a brand promise through three-level triangle model makes a brand, conglomeration of functional and emotional values through which genuine customer relationship is built with more interactivity and personalisation.
- Khanyapuss Punjaisri, Alan M. Wilson, Heiner Evanschitzky (2008), Exploring the Influences of Internal Branding on Employees' Brand Promise Delivery: Implications for Strengthening the Customer-Brand Relationships. This paper throws light on how employees perception have to be shaped through internal building, so that they deliver the brand promise effectively and build a long term relationship with customers.
- Imran Khan, Zillur Rahman (2015), A review and future directions of brand experience research. Authors opine that rather than product or service, it is the brand experience that counts to build a strong brand.
- Katrine Owinren, Brand Experience A study on how to design for targeted service brand experiences. Through this study the researcher has developed a brand experience tool, to address the touch points like, sensory, affective, behavioural and intellectual. These touch points are developed to provide strong brand experience of the service, because services are intangible. It also suggests that a brand which is adaptable to change can give good brand experience.

- John Hallward (2005), Understanding Brand Value A Review of Price, Performance, Equity, and Category Dynamics. This study puts forth that brand value in a simple equation that is based on what you get for what you pay. The forces like price, quality and relative product performance play important role in creating brand value, which helps the brand to extend their growth.

## **INTRODUCTION**

A brand promise is a declaration of assurance to its customers what they could expect, when they buy its products or services. It is a combination of value, personality and mission of the brand which is delivered to customer at his every purchase. It is the strong loyalty and commitment of brand promise, that differentiates the brand from its competitors. It is attached with both internal and external part of business and has tremendous impact on customer perception. Many famous brands like Apple, Starbucks, ITC have fulfilled their brand promise and have entered new markets by developing a unique customer value. For example, TATA by fulfilling their promise have entered the completely different markets like automobiles and jewellery. This paper is concerned with penetrating the effectiveness of brand promise in diversification of a company into new markets by creating an exclusive customer value.

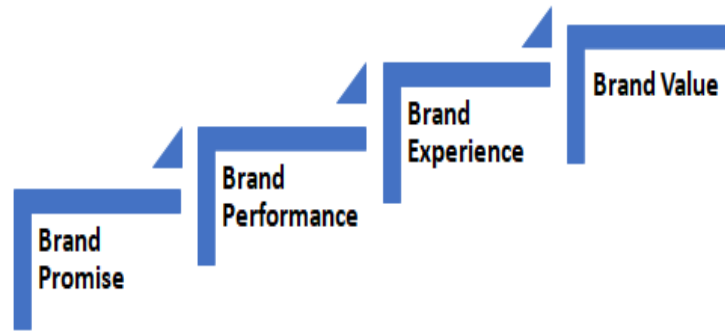
## **BRAND AS A STRATEGY**

Brand Promise is a strategy what consumers get to feel about the brand. Brand promise is the strategy for the evolution of the successful brand, which touches every part of the company. It is the bedrock foundation that strengthens the whole business to build a strong brand. For example, IKEA, a furniture brand delivers value beyond point of sale, through its brand promise “create a better everyday life”. Harley Davidson, shooting the customers with emotional triggers – “Harley Owners Group – to connect their customers with their brand”. By creating both customer value and company value, brand promise is a focused strategy that represents the competitive advantage. For example, Star Bucks is a branded coffee which defines the life style by its promise “To inspire and nurture the human spirit—one person, one cup, and one neighbourhood at a time”. This creates consistency in the minds of consumers, over the long period about the brand. Sometimes the brand promise is also inspirational to customers like apple’s “think different”.

## **DELIVERY OF BRAND PROMISE**

A brand promise must be articulated clearly and delivered consistently to its customers. Employees are the right catalysts to deliver brand promise to the customers. There is a need of initiating, internal branding as a strategy to enhance the skills and capabilities of employees to meet the customer expectations. Internal branding influences them to develop sense of belonging, brand commitment and brand loyalty, so that they transform the brand vision into brand reality. They have to be properly trained to deliver the coherent brand message exactly as it is promised. Customers can be retained by the virtue of brand, when the front-line employees deliver the products, services and experiences consistently at promised levels. It is through them customers experience the brand promise. It is rightly called as the employees are the real brand ambassadors.

The companies that deliver what they promise are likely to gain more loyal customers and build strong brands. By giving a deep-rooted differentiated experience, brands influence the consumers choice



**Figure 1: Brand Promise Delivery Model.**

## **BRAND EXPERIENCE**

In the world of brands, experience is a profound concept of a customer's life. Marketers have considered that brand experience is a vital strategy to build a strong brand customer relationship. It provides the sustainable competitive advantage to its consumers and facilitate the differentiation among its competitors, to make their consumers life easy. A keen focus on brand experience, bridges the gap between the brand strategy and customer experience. Through its brand experience a firm can easily trap other concepts of brand like, brand equity, brand value, brand associations, brand attitudes and brand personality. Consumers always prefer the brand which impart with unique and memorable experiences which is real and authentic and not simply the slogans or messages. It is a channel that builds the human connections and creates the brand value.

## **BRAND VALUE**

Brand value is the financial value of having customers who will pay more for a particular brand. It is the heart of successful branding. Through the 'assurance of value' strong brands win customers preference. The value of the company increases on account of brand position in the market. It facilitates in creating value for consumers and captures value from consumers in return. For example, Toyota is a brand which is defined from customer perspective – customers trust that it delivers excellent value and believe that it presents something that other brands don't. This positive consumer experience builds loyal customers who play eminent role in word of mouth recommendation.

Brand value is the simple equation of what you get for what you pay. It plays key role in evaluating the potential of brand strategy, marketing capability that provides useful insights into strengths, weaknesses and opportunities to extend their brands into new markets.

## **ENTRY INTO NEW MARKETS**

A transformational approach is inevitable to rupture into new markets and connect with the customers. This is possible only when there is relentless consistency at every customer touch point, by crafting the overall customer experience. For example Mahindra and Mahindra, reformulated the strategy and adopted much more disciplined approach in branding the agricultural utility vehicles. EOS (Evolution of Smooth), a cosmetic company in U.S became the second highest seller of lip balm, which once was a start up. It has also expanded its products in shaving cream, body and hand lotions and has reached more than 18 countries. By changing the shape of the balm, that is like soft sphere, which became the icon of EOS, that was user friendly. By keeping up its promise Kellogg's a breakfast cereal brand has extended its market line of biscuits, snacks and nutrition bars.

## CONCLUSIONS

A visionary and proactive strategies that are adopted to full fill brand promises, makes the brand an ICON. A brand must convey more compelling and sustainable differentiation, to be truly unique and growth oriented through their promises. A brand has to create a distinctive, emotional and connective advantage, so that customers keep their favourite brands alive in their lives and accept them even in new markets. Strong brands have the power to constantly grow, innovate themselves and build a long-lasting genuine relationship with customers, by enhancing their interpretation and also guides the business to extend their brands in unexplored markets. To outgrow the market, brand should always act with integrity. When the brand bridges the gap between the expectation and satisfaction of the customers successfully by applying the strategy of brand promise, it builds the credibility of brand to sustain over a long period of time and it will be more manageable for the companies to extend their brands to new markets.

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