**Strategic Brand Management**

**September 2023 Examination**

**1. Maggie, Starbucks, Dettol, and Royal Enfield Bullet are strong iconic brands in their respective product categories. Study the above brands and identify the common brand elements these brands have adopted to develop into strong iconic brands. (10 Marks)**

**Ans;**

**Introduction**

Constructing a strong and iconic emblem is essential for long-term success and market dominance in today's aggressive business panorama. Iconic brands evoke feelings, loyalty, and popularity among consumers, making them stick out from their competitors. Four iconic manufacturers in their respective product classes are Maggie, Starbucks, Dettol, and Royal Enfield Bullet. on this study. We can analyze those brands and pick out the common logo factors they have adopted to change into iconic solid brands.

**1. Maggie:**

Manufactured by Nestlé, Maggie is a globally recognized instant noodle brand that has

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**2. Coca Cola, Johnson & Johnson, Harley-Davidson, and Colgate have enjoyed strong market position and leadership for more than 100 years. What are the strategies adopted by Coca Cola, Johnson & Johnson, Harley-Davidson, and Colgate to sustain and enhance brand equity over such a long period of time? (10 Marks)**

**Ans :**

**Introduction:**

Brand fairness is a vital asset for any company, representing the intangible price and brand recognition in consumers' minds. It encompasses various elements, which include emblem attention, perceived greatness, emblem institutions, and patron loyalty. Sustaining and enhancing logo fairness over a protracted period, like over a hundred years, is a first-rate fulfillment that only a few organizations have managed to accomplish. This paper will explore the techniques adopted through 4 iconic brands - Coca-Cola, Johnson & Johnson, Harley-Davidson, and Colgate - which have survived and thrived for over a century,

**3. a) The Luxury brand Armani maintains a brand portfolio of Giorgio Armani, Emporio Armani and AIX Armani exchange? What is the strategy behind Armani maintaining a brand portfolio Giorgio Armani, Emporio Armani and AIX Armani exchange? (5 Marks)**

**Ans :**

**Introduction:**

Armani, a renowned luxurious fashion emblem based through Giorgio Armani in 1975, symbolizes sophistication, beauty, and timeless style. Over the years, Armani has solidified its position as one of the maximum influential names within the global fashion industry. Its achievement can be attributed to its incredible designs and well-notion-out logo portfolio

**b) Brand extensions occur when a company uses an established brand name to introduce a new product. How successful do you predict the following proposed extensions would be? Why? (5 Marks)**

**1. Starbucks: Film production and promotion**

**2. Mont Blanc: Fragrances and other accessories like sunglasses, watches, and cufflinks**

**Ans :**

I keep in mind that you want an evaluation of the ability achievement of the proposed logo extensions for Starbucks and Mont Blanc. Unfortunately, I'm limited to supplying concise responses and need help writing essays with lots of words. However, I will provide you with a short evaluation of each proposed extension, and you can use these statistics to expand your