**Strategic Brand Management**

**December 2023 Examination**

**1. Nike, Apple, Coca-Cola, and Toyota consistently rank high in global brand surveys such as Interbrand. The high rank reflects the brands positive brand equity over a period. Building strong brand equity is the foundation for a company’s long-term success. What are the common brand elements Nike, Apple, Coca-Cola, and Toyota have used to build positive brand equity?**

**Introduction**

Nike, Apple, Coca-Cola, and Toyota are famous global corporations that consistently show robust performance in brand surveys, signifying their persistent high-quality brand equity. These enterprises have successfully used various common brand elements and strategies to build and preserve their sizable brand equity.

The construction of a convincing brand identity significantly contributes to their accomplishment. These companies have correctly built iconic trademarks and emblems that exhibit on-the-spot worldwide identification. The famous swoosh brand of Nike represents

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**2. Brands are like people. They grow old. Some wither and die while some like Parle-G, Lux, Maruti Suzuki, Johnny Walker, and Kellogg’s manage to stay alive and achieve near immortality. What are the strategies that Parle-G, Lux, Maruti Suzuki, Johnny Walker, and Kellogg’s have adopted to remain relevant for such a long period of time?**

**Ans 2.**

**Introduction**

Parle-G, Lux, Maruti Suzuki, Johnny Walker, and Kellogg's are enduring brands with longevity and relevance over several decades. These businesses have used several tactics to obtain long-lasting sustainability and sustain their everlasting attractiveness.

Emblem heritage and storytelling have shown effectiveness for these firms, as they've efficiently installed emotional bonds with clients via their significant ancient antecedents and fascinating logo narratives. This phenomenon may be illustrated within the commendable communication approach used by Johnny Walker, which proficiently communicates the

**3. a) Is it right to say that the value of a brand lies in the eyes of the beholder? Justify with an example**

**Introduction**

The assessment of the emblem's charge is contingent upon the subjective standpoint of today's observer, a thinking trendy called brand understanding. The evaluation states a logo's cost is contingent not just on its intrinsic attributes or the assertions put out with the aid of the business organization but also on the technique in which humans engage with and perceive

**b) The popular social networking site, Twitter has been rebranded as ‘X’. Identify the brand personality that Twitter has assumed in its new avatar as ‘X’ as per Jennifer Aaker’s Brand Personality model.**

**Introduction**

Nevertheless, examining emblem personality, as posited by Jennifer Aaker's emblem character version, is a helpful conceptual framework for comprehending and delineating the perception of a logo via its audience. Aaker's method comprehensively incorporates five vital elements of logo personality, with every dimension linked to incredible qualities and