

# Earning the right to brand

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## **Abstract**

There have been changes in scenarios in which firms compete - consumers are more and more sophisticated, media and distribution channels have multiplied – thus requiring companies to develop their marketing strategies differently.

From a global perspective, for instance, creating, managing, and defending a brand is no longer exclusive role of manufacturers. Every player of the supply chain could have one.

The concept of brand has not exhausted its ability to attract new customers. On the contrary, brand strategy is still a marketing corner stone.

Everyone who aspires to gain part of the value generated from the distribution channel will always need brands, will need to know how to build them and will continue to do it in order to develop a relationship with the customer.

Even the best approach towards the client does not allow for selling a product or service if the customer doesn't know it.

As building a brand requires a good relationship with the customer, the firm that is closer to him has a competitive advantage.

This implies seven strategies to manage the brand that the firms can choose according to their strength.

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