

## Unit 5

### Brand Equity and Global Brands

#### 品牌资产和全球品牌

#### Comprehension questions:

1. Explain briefly the concept of brand equity.
2. From what perspectives can we view brand equity?
3. Can strong brand equity provide any benefits? What are those possible benefits?
4. Why it is said, “brand equity is not always positive in value”?

#### Part A Exercises

- 1) **Directions:** *Listen to the first news item carefully and complete the following passage by filling the missing information.*

Possibly no brand has done a better job of mining the potential of these new brand-building principles than Korean consumer electronics manufacturer Samsung Electronics Co. Less than a \_\_\_\_\_ ago, it was a maker of lower-end consumer electronics under a handful of brand names. Over the past \_\_\_\_\_ years, No. 20 Samsung has posted the biggest gain in value of any Global \_\_\_\_\_ brand, with a 186% surge. Even sweeter, last year Samsung surpassed No. \_\_\_\_\_ Sony, in overall brand value. However, some of the older brands in our ranking are clearly \_\_\_\_\_ to remake their marketing and product mix for a more complex world. This year's biggest losers in brand value include Sony (down 16%), \_\_\_\_\_ (down 12%), and Levi's (down \_\_\_\_\_). VW acknowledges its brand value slippage.

- 2) **Directions:** *Listen to the second news item carefully and decide whether the following statements are “T” (true) or “F” (false).*

- (1) (    ) Basketball sensation Yao Ming has filed suit against soft drink giant Pepsi.
- (2) (    ) Yao has recently initiated legal proceedings against Coca-Cola for an unauthorized use of his image.
- (3) (    ) The star is asking for ten dollars in compensation for emotional stress.
- (4) (    ) Coca-Cola argues, it has a legal right to use the image of Yao Ming and his teammates on their product packaging since they signed a contract with the publicity agent for the Chinese Men's Basketball Team.
- (5) (    ) From its global operating practices, Coca-Cola doesn't know that they could only use the image if they get the permission of every team member.

## Part B Exercises

1) **Directions:** *Listen to the interview and fill in the blanks in the following sentences.*

- (1) Branding rules apply to any business, whether they are \_\_\_\_\_ online or an online distribution \_\_\_\_\_ for a bricks and mortar business.
- (2) The key is to develop and \_\_\_\_\_ your brand to build brand \_\_\_\_\_ and ROI.
- (3) Advertising is a very excellent, \_\_\_\_\_ way to build brand awareness and recognition, but it is just one of many tactics to positively \_\_\_\_\_ and engage customers.
- (4) Any behavior that in anyway creates \_\_\_\_\_ of your brand should be changed immediately.
- (5) Even if the affiliate is a top performer but \_\_\_\_\_ the brand guidelines, they should be warned to \_\_\_\_\_ with your guidelines or face termination.

2) **Directions:** *Listen to the interview again and answer the following questions.*

- (1) Are there any effective branding rules applicable to a business? What are those rules?
- (2) What is the key to brand equity building? What role does advertising play in building brand awareness and recognition?
- (3) As a businessman, how do you treat with an affiliate that is a top-performer, but is hurting the brand in the long run?

Can you recommend some other online resources for the students of business to learn more about branding?

## Part C Exercises

1) **Directions:** *Listen to the news coverage and fill in the blanks with the appropriate words you hear.*

China's developing brands are also beginning to appear on the international market. Chinese Haier electric appliances account for \_\_\_\_\_ percent of the European market, and Chinese computer brands \_\_\_\_\_ and \_\_\_\_\_ are advancing into the world IT industry. The \_\_\_\_\_ Double-Star Group shoe manufacturers have grown from a \_\_\_\_\_ small workshop to a concern encompassing 10 overseas

companies \_\_\_\_\_ in 46 countries. A large number of excellent and well-reputed local brands, such as Golden Star, Changhong, and Konka are also gaining \_\_\_\_\_ on the world market where, in 8 \_\_\_\_\_ to China, the Made in China label is actually becoming a common sight.

**2) Directions:** *Listen to the news coverage and complete the following table with detailed description.*

In 1840s	
In 1980s	
In 1990s	
In recent years	

### **Acting out**

- Pair work: Ask students to form into pairs, and debate on the following topics, one is against and the other is for each of the following statement.
  - 1) Harry Potter is dead.
  - 2) Chinese local consumers prefer foreign-branded products to domestic ones.
  - 3) A top performer in business can violate the brand guidelines sometimes so long as it makes profits.
- Group work: Ask students to form into groups to make a presentation on the historical development and progress of China Brand.

### **Key to Exercises**

#### **Part A**

News item 1

1. decade    2. five    3. 100    4. 28    5. struggling    6. Volkswagen    7. 11%

News item 2

1. F                      2. T                      3. F                      4. T                      5. F

## **Part B**

1)

1. solely, channel    2. manage, equity    3. quick, touch    4. negative, perception  
5. violates, conform

2)

(1) Are there any effective branding rules applicable to a business? What are those rules?

Yes, there are some effective branding rules. Effective branding begins with understanding who your customers are and what they want, who you compete with for their business and what promise they are making to the market, and determining what promise you will make to customers that differentiates you from competitors, is salient, and is built upon key company assets.

(2) What is the key to brand equity building? What role does advertising play in building brand awareness and recognition?

The key is to develop and manage your brand to build brand equity and ROI. If you follow the rules listed above and focus on involving and measuring everyone in the organization who touches the customer to ensure a superior brand experience, you will quickly develop loyal customers who will stay with you and provide not only a stream of reliable revenue but also serve as your brand endorsers that help generate new business.

(3) As a businessman, how do you treat with an affiliate that is a top-performer, but is hurting the brand in the long run?

Any behavior that in anyway creates negative perceptions of your brand should be changed immediately. Brand implementation guidelines should be developed for use with affiliates and other third party channels of distribution. Even if the affiliate is a top performer but violates the brand guidelines, they should be warned to conform with your guidelines or face termination. Brand is your company and its promise to your customers. You must have a means to ensure that the promise is lived up to in all brand contacts.

(4) Can you recommend some other online resources for the students of business to learn more about branding?

[www.brandchannel.com](http://www.brandchannel.com) and etc.

## **Part C**

1)

1. 10                      2. Lenovo                      3. Donghai                      4. state-owned    5. 1980s  
6. registered    7. ground                      8. contrast

2)

In 1840s	The market became swamped with foreign products whose quality and price the Chinese national industry could not hope to compete.
In 1980s	Home produced products were still squeezed out of foreign brands.
In 1990s	Domestically produced goods, with high quality and low price, such as color TVs, cell phones, surpassed those imported sets and locally made cell phones resisted imported mobile monopolization.
In recent years	Young Chinese consumers have begun to buy local brands off their own bat. In addition, China brands are beginning to appear on the international market.