

CO-BRANDING



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What is Co-Branding?

Co-branding, also known as "brand partnership" is the strategic merging of two or more brands to achieve mutual marketing benefits and create strategies on how best to work together.



Types of Co-Branding

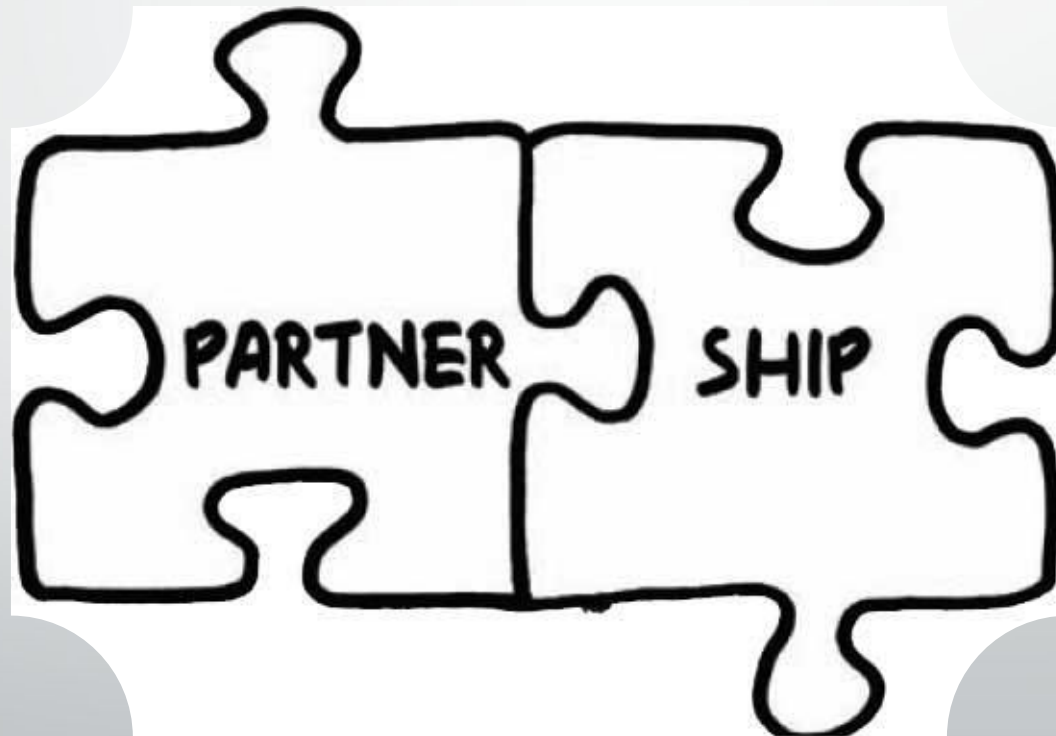
Ingredient co-branding



Composite co-branding



EXAMPLES OF SOME SUCCESSFUL CO-BRANDING PARTNERSHIPS





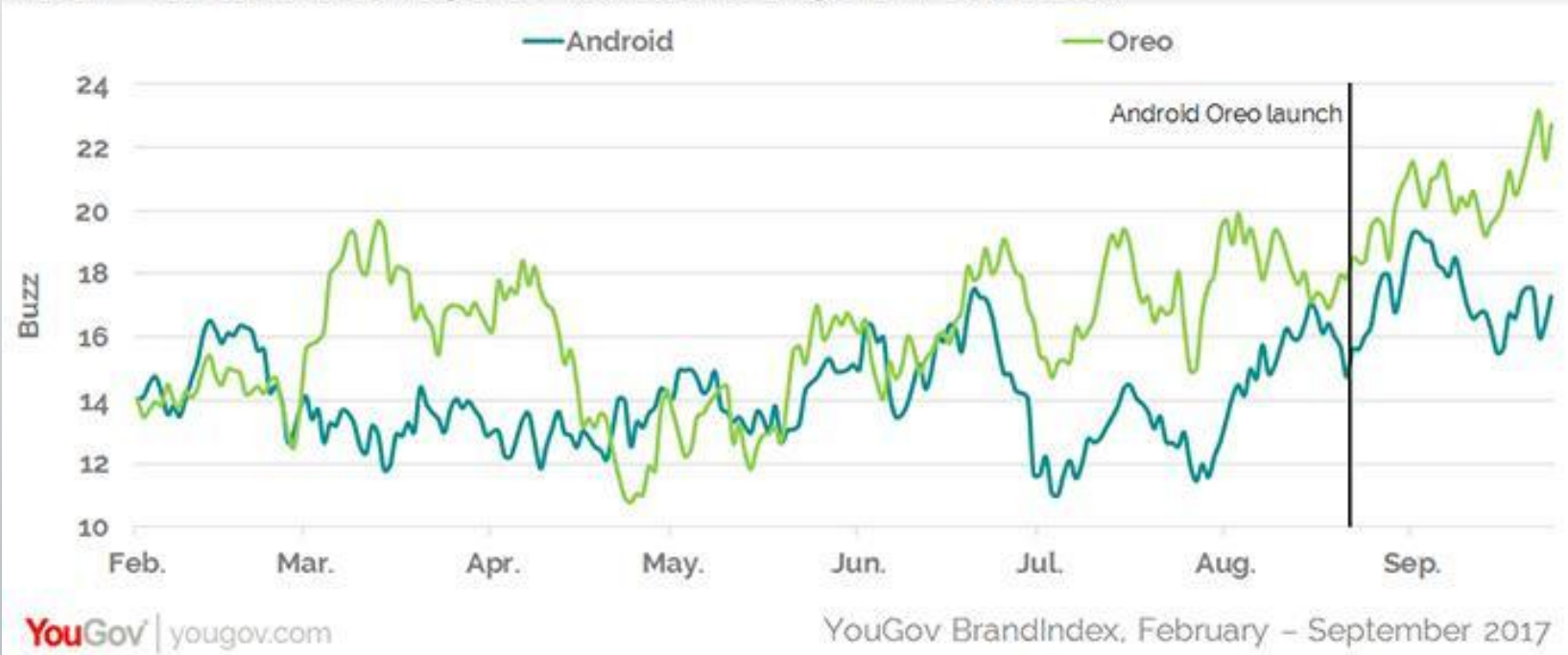
Sony Ericsson

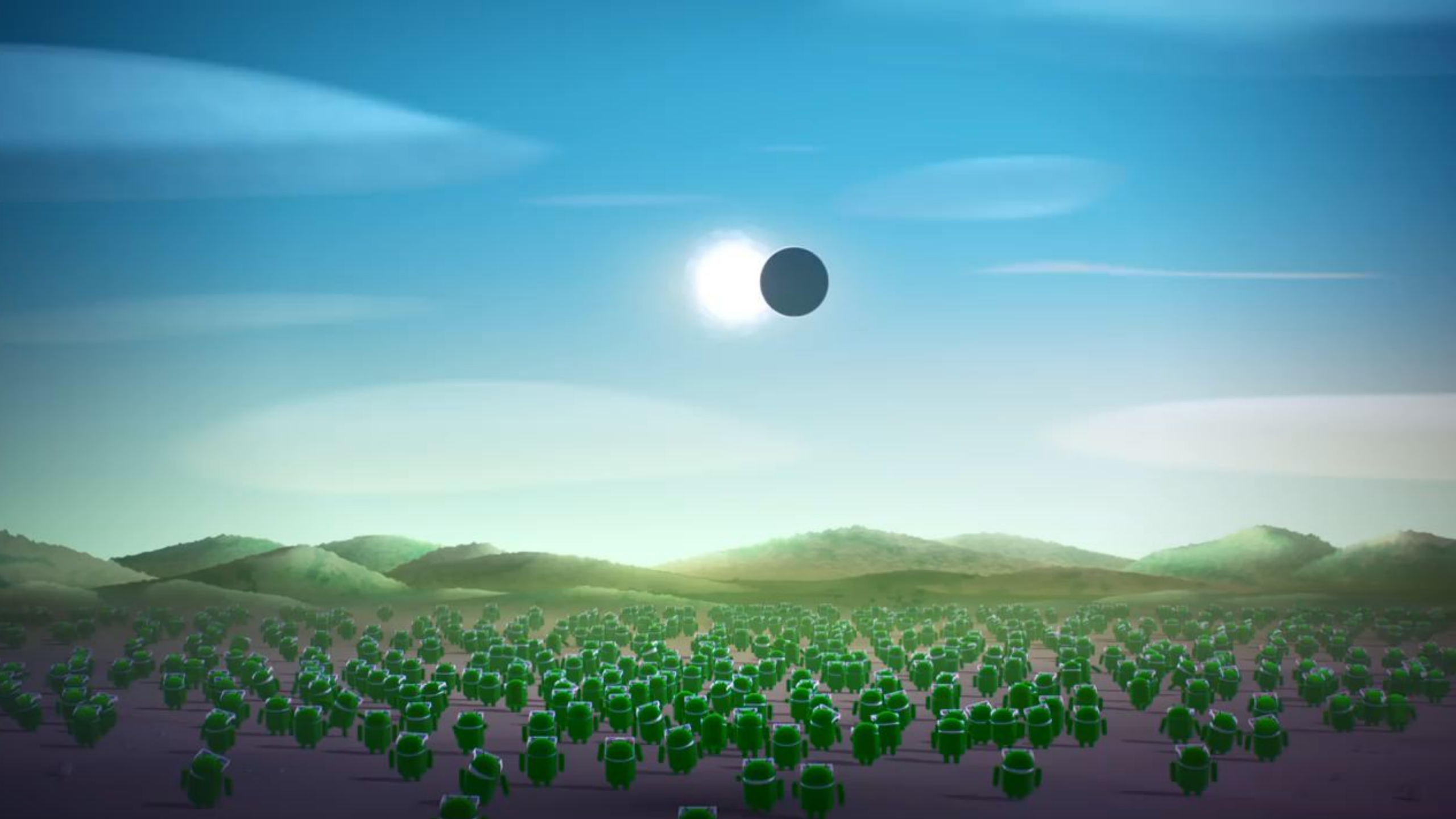


The Oreo logo is displayed in its signature blue and white 3D font.

Oreo gets the bigger boost with its Android co-branding campaign

If you've heard anything about the brand in the past two weeks - through news, advertising, or word of mouth - was it positive or negative? (Buzz scores range from -100 to +100)







ANDROID

4.4 KitKat





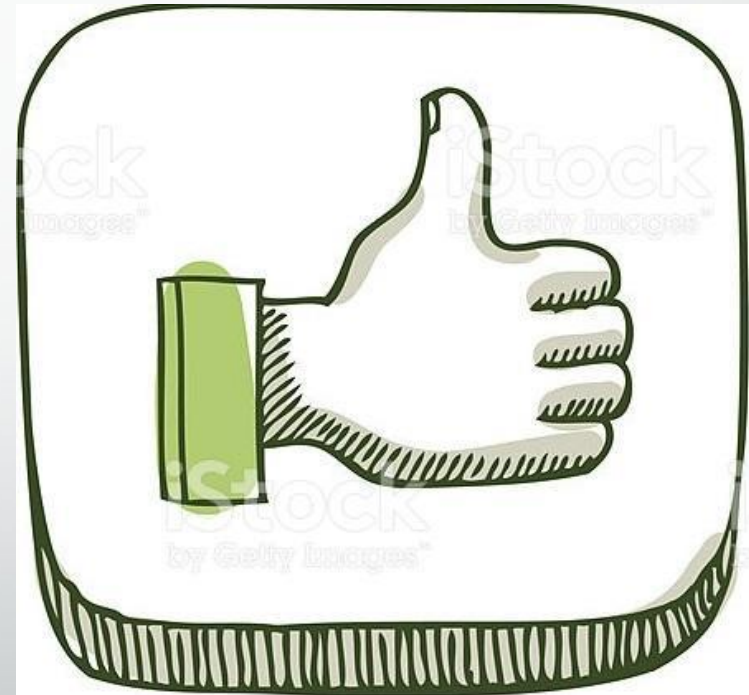
PROS AND CONS OF COBRANDING



PROS AND CONS OF COBRANDING

PROS

- Shared Consumer Loyalty
- Reputation
- Customized Product
- Shared Risk
- Cost-effectiveness
- Increase in Sales
- Brand Awareness
- Product Awareness
- Technology Sharing
- Portraying the Right Image
- Wide Range of Consumers



PROS AND CONS OF COBRANDING

CONS

- Dilution of Communication
- Impact on Brand Equity
- Business Ethics
- Small Businesses May Not Get Noticed
- Large Businesses May Get Affected
- Fear of Misalliance



FACTORS AFFECTING ITS WORKABILITY

- Brands involved in co-branding
 - How the brands complement each other
 - Reputation of the brands
 - The value they provide to the consumer
 - Timing of the co-branding
 - Packaging of the product
 - Marketing of the product
 - Price of the product
 - Benefits it will offer to consumers

THANKS FOR LISTENING



ANY QUESTIONS?

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