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## **Brand Revitalization: Re-Energisation of the Brands.**

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### **Abstract:**

*Brand revitalization is a process, which is often necessary when the brand's offer products as well as associated attention from consumers decline. Even so, the core of a brand needs to be clearly defined, in order for brand revitalization to be successfully implemented. Marketing managers need to be able to recognize the acute, as well as the latent signs of brand aging and need to implement brand revitalization elements and strategies that are most suitable for a certain brand. Marketing Environment is continuously changing. Change in consumer behavior, Competitive strategies, technological changes and other aspects of marketing Environment is making work of brand managers challenging. The present paper tries to discuss tactics for brand reinforcement and revitalization to manage brand for the long run.*

**Keywords:** *revitalization, strategies for brand revitalization,extension ,awareness.*

### **Introduction**

Brand revitalization is a process, which is often necessary when the brand's offer products as well as associated attention from consumers decline. Even so, the core of a brand needs to be clearly defined, in order for brand revitalization to be successfully implemented. Marketing managers need to be able to recognize the acute, as well as the latent signs of brand aging and need to implement brand revitalization elements and strategies that are most suitable for a certain brand. Marketing Environment is continuously changing. Change in consumer behavior, Competitive strategies, technological changes and other aspects of marketing Environment is making work of brand managers challenging. Approaches to revitalization may include one or all of market expansion, product modification or brand repositioning.

A brand revitalization programme involves approaches to reclaim lost avenues of brand equity. It also seeks to identify and establish new sources of brand equity. Examining changes in the marketing environment, competitors' strategies, consumer behavior, evolutions of cultures and many other factors can help determine brand erosion and aid brand development.

Brands get established, they grow, expand and are successful, or they wane in popularity with their users. Through the entirety of their existence in the market environment, brands are surrounded by other brands, with which they constantly compete for clients' affection. Is brand vitality synonymous with powerful brand names, or is vitality dependent on certain external conditions? Numerous brand managers who wish to sustain the successfulness of a given brand, very often encounter the problem of brand aging. A brand is indeed considered to be of age as soon as it starts being neglected or shunned by the consumer (Aaker, 1991). So the question becomes the following: Can brand managers, through a revitalization process, reverse a brand's aging process and make it attractive to the consumer once again? The main purpose of this paper is to contribute to the area of brand revitalization, as one of the approaches to managing aging brands. Therefore we argue the importance of recognizing acute and latent signs of brand aging, the identification of revitalization elements and possible strategies of revitalizing the brand.

## Objectives of the study:

### 1.The need of brand revitalization.

### 2.The importance of it.

#### The brand has to be revitalized because of the following reasons:

- **Increased Competition** in the market is one of the major reasons for the product to go under the brand revitalization. In order to meet with the offerings and technology of competitor, the company has to design its brand accordingly so as to sustain in the market.
- The **Brand Relevance** plays a major role in capturing the market. The brand should be modified in accordance with the changes in tastes and preferences of customers i.e. it should cater the need of target market.
- Nowadays **Globalization** has become an integral part of any business. In order to meet the different needs of different customers residing in different countries the brand has to be revitalized accordingly.
- Sometimes **Mergers and Acquisitions** demand the brand revitalization. When two or more companies combine, they want the product to be designed from the scratch in a way that it appeals to both and benefits each simultaneously.
- **Technology** is something that is changing rapidly. In order to meet with the latest trend, the companies have to adopt the new technology due to which the product can go under complete revitalization.
- Some **Legal Issues** may force a brand to go under brand revitalization such as copyrights, bankruptcy, etc. In such situations, the brand has to be designed accordingly, and the branding is to be done in line with the legal requirements.



The reasons for rebranding and or relaunching a company, product or service are numerous and should not be taken on lightly without sound strategic reasons for engaging in the process. Brands are constantly evolving to ensure they keep abreast of changing needs in the market place. It's the level of change required that is the critical issue. A brand audit and market research will help assess the rate of change required amongst other things. Even some of the greatest brands in the world need rejuvenation. Brands like Guinness, Coca-Cola and Kellogg's are iconic, global in their status. Yet when you look at their market leadership over the decades, they have all changed even if it has been in more evolutionary sense over time, rather than radical overhauls. However some branding does require an extensive change in order for the business to achieve the required regeneration for growth and profitable returns. Revitalisation maintains and celebrates the history and heritage of the brand but shows its target audience (current and future) that you are

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adaptive to change. Change is necessary to stay relevant to the times in which a brand exists and to ensure its future success.

### **The Revitalization Spectrum**

Given the situation encountered and degree of intensity of the problem, brand revitalization could encompass any of or a mix of the following:

- Change in brand name and logo
- New tagline or slogan
- Packaging
- Visual aids and corporate literature, design and signage.
- Communication- On and offline
- Brand culture and experience
- Repositioning and change in promise, personality and tonality
- Redefining vision, mission and values
- Product modifications, new launches, extensions or enhancements
- New brand architecture
- New target audience and markets

### **Methods of Brand Revitalizing:**

- **Customer preferences:** Changes in customer preferences, new competitors, new technology or changes in the marketing environment, can affect profits from brand. That's why brands which were respected have fallen in sustaining their position or have disappeared from the market. Xerox Machines, Shell Oil, BPL TV can be quoted as examples. To regain the lost sources of brand equity (Back to Basics) or gain the new sources brand equity (brand reinvention) is required. Sometimes positioning is relevant but marketing program should be changed or reposition the product completely by changing the meaning of the brand fundamentally.
- **Expanding Brand Awareness:** For mature brands recall (Depth) is not a problem but consumers start to think it in a narrower way thinking that it is applicable only in some situations. So breadth of brand awareness is the problem. So this part of paper deals with strategies to increase usage of a brand (quantity or frequency) or to find new ways to use the product.
- **Identifying supplementary usage opportunities:** When perceived usage is less or different than reality, there is opportunity to increase the frequency of usage. For some products if the perceived length of productive usage is short, consumers fail to replace the product regularly. The strategy may be to present better information to consumers. The easiest way to convince customers about increased usage is when the usage is less than its potential or recommended usage. The brand appears appropriate in some situations or at places or events. This is obvious when brand association is very strong with respect to events, situations. For identifying additional usage opportunities of the same product sometimes special marketing program should be undertaken. The marketing program should be successful in communicating to customer benefits of additional usage or future barriers brands can resolve or disadvantages if product is used less. For Example: Parle Monaco was promoted as tasty and salty as well. But they extended the use of Monaco as toppings for various food items and later on it was promoted as an ingredient for different recipes. For that they designed special recipe books and web pages. This innovative practice was followed by their competitors to supplement the consumption.
- **Identifying New or Different ways to use the brand:** The other way of increasing frequency of purchase of a brand is to introduce new ways of usage of products. For example: Dabur Honey was initially projected as good for health i.e. on health proposition but later on well planned advertisement campaign was launched to project honey as an ideal ingredient for variety of preparations like sandwiches, fruit salads, sweetening agent in milk instead of sugar which not only upgraded the product but product category itself. Cadbury was initially promoted as routine sweets and confectionery for children and adults as well. As a part

of demographic adaption and a way to increase frequency of consumption, they started to promote it as an ideal gift for Diwali, Raksha bandhan to replace the traditional Indian sweets.

➤ **Improving Brand image Repositioning the Brand:** Repositioning may require just to remind customers of the worth or qualities of a brand which are getting forgotten with time. Repositioning can be viewed as changing the perception associated with a brand either because of meaning of a brand has to be made relevant to the changing environment or consumers who were using the product are its 'loyalty'. Maruti repositioned its Maruti 800 (No frill economy car) as a dream car for middle class consumers. Nestle is positioning its perk brand from leisure time to energy by introducing Perk Glucose. Red Label has tried to reposition itself on product attributes like adding vitamins, Red Label Aurvedik.

➤ **Brand Extensions & Sub brands:** To attract new customers and to keep the brand updated with time, one can introduce line extensions or sub brands. The extended brand or sub brand can include new technology, features or other features to satisfy new customers or changing needs of existing customers. A critical factor in the success of brand extension is the elasticity of the parent brand. Some brands can be stretched to other categories more easily while some brands cannot. If brand is associated with particular functionality or use of product, it is less elastic. For example, Burnol was promoted keeping in mind specific use after burn. Because of firm association with functional attributes other brand extensions did not succeed. Consider the case of 'Colgate' with its variants- Colgate total, Cibaka Top, Colgate Whitening, salt, fresh energy gel, Herbal, Kids tooth paste not only offered lot of extensions but also tried to grab major shelf space. Fair & Lovely has introduced sub brands like multi vitamin, antimarks, Ayurvedik Balance, winter fairness creams.

Each of the brand extension is either targeted for existing customers by offering something more than the present product offering or targeted to different customers. Horlicks is offering the energy drink for children and project mother and child bond in their promotion. Horlicks Mothers' Special is extension is developed keeping mothers in mind with different kind of packaging and pricing level. Generally extensions fail because of over confidence in the parent brand that parent brand will support the sale of extension. So these extensions do not get enough attention and advertising support as compared to parent brand.

### Conclusion:

We often overlooked and underestimated role of brand revitalization. In order to understand the situation in which the certain brand is, it is of the greatest importance to recognize the acute and latent signs of brand aging. With different revitalizing elements and strategies, which were examined through research, marketing managers are able not only to react, but take action to revitalize their brands. The selection of revitalization elements and strategies is also dependent on the personal style of brand management, as well as on specific characteristics of the market in which a certain brand takes part. It is important to emphasize that the use of revitalization elements which are carefully integrated into the revitalization strategy can lead to increased: market share (the brand that operates on savory spread market reports continuing growth on all markets), possibility of internationalization (both brands keep spreading their markets), strength of perceived brand Image (reports), visibility of a brand in general (awards, communications). In conclusion, the three main brand revitalization steps are recognition of acute and latent signs of aging, implementation of revitalizing elements and the adoption of brand revitalization strategies.

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