



Co-Branding

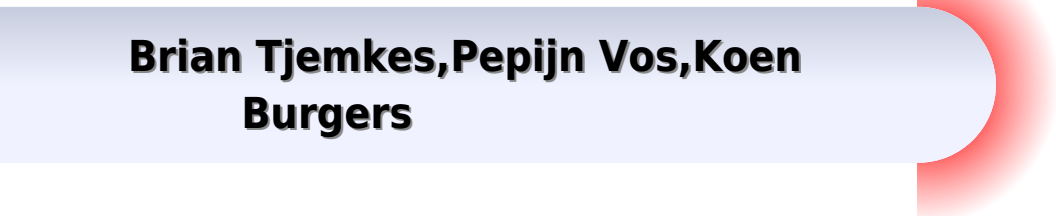
The Science of Alliance

Tom Blackett Bob Boad



Co Branding The Science Of Alliance Wespan

**Brian Tjemkes, Pepijn Vos, Koen
Burgers**



Co Branding The Science Of Alliance Wespan:

Co-Branding T. Blackett, R. Boad, 1999-09-24 The strategic management and development of brands continues to grow in importance for most businesses and the last decade has seen more and more brand owners turning to co branding as a way of adding further value to their brand assets The synergy that can be created by two well matched brands working together in harmony can be considerable and enhance both profitability and the valuation of the brand for both parties However the challenges presented by co branding are considerable getting the strategy right for a single brand is hard enough but once two brands are brought together the challenges increase considerably The brand personalities must be complementary This is the first book to explore this important area

Co-branding Tom Blackett, 1999 *Co-Branding: Fit Factors Between Partner Brands* Peter Zickermann, 2014-09 Firms are continuously looking for new opportunities to exploit and leverage their existing brands to achieve business growth In the past companies have leveraged their most important asset brands through brand and line extensions Nowadays the most recent trend for capitalizing on brands is called Co Branding in which two or more brands are presented jointly to the consumer forming a new product or service offering This new branding strategy promises many benefits especially for companies operating internationally with strong global brands This study is about the perception of fit between two partner brands in a co branding venture Previous studies have already identified that a perceived fit between partner brands leads to a positive evaluation of the co branded offering by consumers But why are some brands perceived as fitting together by consumers and others are not To answer this question this study investigates which factors e g similar price level target group product category lead to a perceived fit between partner brands by consumers

Co-Branding as a Brand Strategy - An Analysis from the Resource-based View Frédéric Begemann, 2008-02 Diploma Thesis from the year 2006 in the subject Business economics Marketing Corporate Communication CRM Market Research Social Media grade 1 3 European Business School International University Schlo Reichartshausen Oestrich Winkel 149 entries in the bibliography language English abstract Organisations hold a distinct resource portfolio which may qualify for competitive advantages But there are always gaps within this portfolio which limit the value maximization of an organisation B rki 1996 The brand is a key resource of an organisation but despite the increasing number of different brands the number of familiar and accepted brands in consumers minds is very limited Esch 2005 p 27 Strong brands can therefore be powerful resources for organisations Confronted with the innovative demand of consumers these strong brands can also serve as basis for further value maximization Nevertheless even a strong brand only has a distinctive brand identity and respective consumersided brand associations which cannot be overstretched without negative effects Kaufmann Kurt 2005 This means that value maximization is limited due to existing brand gaps The aim of this paper is to analyse co branding as a brand strategy which contributes to value maximization of an organisation by filling existing organisational gaps For this reason the brand as distinct resource is to be analysed and alternatives for filling brand

gaps are to be evaluated before guiding a structured analysis of co branding benefits success factors and risks from a RBV Practical implications for co branding partnerships are to be derived from this evaluation

Co-Branding as a brand strategy. An analysis from the resource-based view Frédéric Begemann, 2006-09-06 Diploma Thesis from the year 2006 in the subject Business economics Offline Marketing and Online Marketing grade 1 3 European Business School International University Schlo Reichartshausen Oestrich Winkel language English abstract Organisations hold a distinct resource portfolio which may qualify for competitive advantages But there are always gaps within this portfolio which limit the value maximization of an organisation B rki 1996 The brand is a key resource of an organisation but despite the increasing number of different brands the number of familiar and accepted brands in consumers minds is very limited Esch 2005 p 27 Strong brands can therefore be powerful resources for organisations Confronted with the innovative demand of consumers these strong brands can also serve as basis for further value maximization Nevertheless even a strong brand only has a distinctive brand identity and respective consumersided brand associations which cannot be overstretched without negative effects Kaufmann Kurt 2005 This means that value maximization is limited due to existing brand gaps The aim of this paper is to analyse co branding as a brand strategy which contributes to value maximization of an organisation by filling existing organisational gaps For this reason the brand as distinct resource is to be analysed and alternatives for filling brand gaps are to be evaluated before guiding a structured analysis of co branding benefits success factors and risks from a RBV Practical implications for co branding partnerships are to be derived from this evaluation

Co-branding Frederick-Sebastian Krause, Handelshøjskolen i København. Institut for Ledelse, Politik og Filosofi. LPF, Copenhagen Business School. CBS. Department of Management, Politics and Philosophy. MPP, 2008

Co-Branding. Strategy to strengthen brands Ann-Sophie Theuring, 2018-02-26 Seminar paper from the year 2017 in the subject Business economics Offline Marketing and Online Marketing grade 1 7 ISEC Institut Sup rieur de l conomie dern eufom University course Wirtschaftspsychologie language English abstract Nowadays to enter a new market or to gain awareness for products is complicated The markets are crowded with competitors and the consumer can easily decide between different options of a product It is indispensable to stand out from the crowd and to raise the consumers awareness for the own products to be successful Most of the time the brand is the core of a company It reflects the image of the organisation and connects it to the products As hard as establishing a brand is as easy it is to destroy it with a critical headline in newspapers selling defective products or similar Ironically it is even harder to regain the brand image and regaining the trust of the customers afterwards as cases like Abercrombie Fitch and Volkswagen showed In some cases even a regeneration is almost impossible Therefore there are different strategies a company can implement to simplify the process of branding Co Branding is a strategy where companies work and sell their products together without giving up their own brands Next to advantages like gaining attention of a different market segments there are also risks and obstacles the company has to face by implying this strategy For this reason it is important

to analyze which company is able to use the strategy and which requirements are needed to create a successful cooperation for the participating parties

Co-branding as Sub-case of Brand Extensions and Strategic Alliances Christoph Nölke, Danmark. Institut for Ledelse, Politik og Filosofi. LPF., Copenhagen Business School. CBS. MSc in Economics & Business Administration. 22., 2008 In recent years the practice of co branding has attracted a large number of scholars and practitioners While the body of work is growing an underlying framework and common taxonomy are still lacking Thus research is undirected and fragmented with much attention paid to the interplay of the involved brands and their evaluation by customers yet little room for other important issues What does become clear from previous work is that co branding apparently constitutes a hybrid of strategic alliance and brand extension Accordingly in this paper a framework for co branding is suggested based on theoretical discussion of brand extensions and strategic alliances The model reveals where in co branding concepts and ideas from each of the other theories can be applied Suggestions for practitioners are made to support initializing and managing brand alliances in an appropriate way Furthermore the model also offers scholars areas in which further research seems necessary to yield a more comprehensive picture on brand alliances Additionally an integrated taxonomy for brand alliances is developed based on previous work done in this area Co branding is defined and different forms of brand alliances classified as either symbolic or physical are identified

Multiple Co-Branding Inca Beckmann, Kristina Willas, 2005-01-31 Inhaltsangabe Abstract The exchangeability of products has led to the producers need to differentiate themselves from other offers Due to the flood of advertising on TV on the radio in magazines or on hoardings people usually do not perceive all these stimuli anymore A well known brand can help a company to attract new customers and to keep customers loyal Since there are already many well established brands for most product categories some producers have tried to improve their market position by using co branding Puma uses Gore Tex material Ferrari and Fila have developed a sports shoe together and even Coca Cola one of the world s most well known brands has launched a new co branded product with the beer producer Diebels called Dimix Already in 1998 co branding was said to have a 40% annual growth rate in the US This paper focuses on a new trend among co branding companies multiple co branding Co branding one s product not only once but with several well known brands one after another or simultaneously in independent agreements is a relatively recent marketing strategy It has to be said that even for co branding in general there are only very few empirical studies giving evidence of co branding s effects on the consumer but so far it seems that multiple co branding has been ignored completely We could not find any sources giving special attention on this new growing phenomenon Therefore we decided to do some research of our own in this field To analyse if multiple co branding helps companies to strengthen their brands and to defend their market position against competitors we will examine how consumers evaluate this strategy The central questions that we try to answer are the following Q1 Do consumers perceive multiple co branding Q2 How does multiple co branding influence the consumer s attitude towards the brand that uses this multiple co branding

strategy A consumer survey via e mail was conducted in order to gain insight into consumers view of brands using multiple co branding The coloured chocolate lenses Smarties and the ice cream Langnese Cremissimo served as examples in our questionnaire since they have created new products together with many other brands The findings shall give some useful advice to companies concerning aspects which have to be taken into account when opting for a multiple co branding strategy Disposition The introduction will be followed by the theoretical part which is **Co-branding** Checchinato Francesca,2007

The Future of Co-branding Louise Fenger,2010 Equity of the parent brand as the level of this will determine how the ingredient brand and the alliance will affect the equity post alliance Further as an increasing number of brands enter alliances across borders the aspect of country of origin becomes pivotal in finding a suitable partner Brands inherit the heritage of the country which they are associated with and companies must consider how the consumers perceive the particular country and whether it is a dimension worth emphasizing Especially as consumers from different countries have different brand familiarities and as soon as one of the brands in the alliance is unknown the consumers tend to use the country of origin as a decisive selection parameter Brand alliances are deemed to be one of the futures most lucrative brand leverage strategies Therefore this thesis is important reading Partner Brands Selection in Co-branding Projects Magdalena Grebosz,2015-03-02 Due the development of cooperation between companies and the desire to increase the proposed added value co branding is becoming an important concept in marketing management The present monograph allows to emphasize the interdisciplinary nature of the co branding as an effective marketing strategy This book has been divided into three chapters In the first chapter the concept of co branding is discussed and international research results in the area of co branding are analysed The second chapter has empirical character the general results of own research on implementation and evaluation of a co branding strategy are presented the factors tool and model for selection of partner brand to co branding projects are also proposed The third chapter is to present the results of own studies concerning the attitudes of consumers towards co branded products the impact of the image of country of origin of partner brand on the assessment of co brand image is also analysed The book is mainly addressed to scientists that develop research in the area of brand alliances and to brand managers that want to expand the business activities This book reviewer was Professor Jacek Otto **Co-branding for Building Business Ecosystems** ,2014 **Co-branding** Lisanne Maria Bouten,2010

Strategic Alliance Management Brian Tjemkes,Pepijn Vos,Koen Burgers,2023-06-27 Strategic Alliance Management presents an academically grounded alliance development framework detailing eight stages of alliance development with consideration for specific management challenges For each stage readers are presented with theoretical insights evidence based managerial guidelines and a business case illustration Other chapters consider alliance attributes alliance competences and alliance challenges and cover topics such as innovation co branding co opetition business ecosystems alliance professionals alliance capabilities societal alliances and a tension based alliance mindset This fully revised 3rd

edition leverages the book's strengths in marrying theory with practical insight. All the chapters have been updated to reflect the current academic literature whilst new international case studies are incorporated throughout. Two new chapters feature in this edition considering the importance of the mindset required to successfully navigate alliance arrangements and emerging alliance practices exploring how new technologies, sustainability and the external environment have disrupted alliance management. In chapter text boxes discussing emerging themes provide opportunity for discussion and analysis. The textbook remains highly valuable core and recommended reading for postgraduate students of Strategic Management and Corporate Strategy, MBA and Executive MBA as well as reflective practitioners in the field. Online resources include chapter by chapter lecture slides, two long case studies and short interviews with alliance executives.

Measuring Brand Image Perceptions in Co-Branding Pascal Kottemann, 2017. Co-branding provides a possible way to create brand associations and to reinforce the images of partnering brands. At the same time, important associations can be transferred from the partnering brands to a new unknown co-brand. However, no prior study has investigated in detail which particular associations are transferred from the partnering brands to the new co-branded product or how these associations contribute to the co-brand's image. Furthermore, prior research has not investigated the brand association network of a co-branded product in more detail and applied Keller's 1993 seminal work on brand equity and thus brand image. Against this background, the aim of this article is to empirically investigate brand image perceptions in the field of co-branding by using the brand concept maps approach. To be more precise, we examine in how far the brand association network of a co-branded product consists of brand associations that contribute to the image of the allying parent brands. The results reveal that both a transfer of brand associations that determine the image of the partnering brands as well as a potential loss of important brand associations through the co-brand alliance can be observed. Thus, investigating brand image perceptions by means of brand association networks in co-branding might be a promising way to gain early insights in the potential success of co-branded products.

Alliance Brand Mark Darby, 2006-07-11. As pressure continues to build on organisations to achieve more with less, partnering offers tremendous promise as a strategic solution. However, up to 70% of such initiatives fail to meet their objectives. In this book, alliance expert Mark Darby argues that in the age of the extended enterprise, firms must display a positive reputation and hard results from their alliances in order to attract the best partners and stand out from the growing crowd of potential allies. Building on this, he introduces the Alliance Brand concept, explores its critical success factors and shows in detail how to apply it in your organisation. Darby's straightforward advice and comprehensive maps and tools will guide you on the journey to fulfilling the promise of partnering. The results are higher revenues and reduced alliance failure rates along with lower costs and fewer risks. Alliance brands also have more satisfied staff and partners and a transparent, audit-friendly process to satisfy increasing governance concerns. This leads to sustainable alliance success and ultimately partner of choice status in your chosen industries and markets. That's a compelling return on investment. That's an Alliance.

Brand **Global Branding and Co-branding** Ahmad Sufyan,2004 *Co-branding, Analysis of Global Brands Entering in Partnership with Local Brands in Order to Increase the Likelihood of Being Successful in Those Markets* Anna Mangili,2013
 An Investigation Into the Possible Outcomes of Co-branding in a High Technology Industry Michael Christopher
McManamon,J. Zolkiewski,University of Manchester Institute of Science and Technology. School of Management,2002

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