

Brand Stretch: Why 1 in 2 Extensions Fail, and How to Beat the Odds

David Taylor

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brandstretch

Why 1 in 2 extensions fail, and how to beat the odds

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David Taylor : Brand Stretch: Why 1 in 2 Extensions Fail, and How to Beat the Odds before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Stretch: Why 1 in 2 Extensions Fail, and How to Beat the Odds:

1 of 1 people found the following review helpful. Insightful! By Rolf Dobelli Given how heavily companies spend on advertising and merchandising, any factor - in this case, better use of branding - that could possibly enhance the survival chances of a product extension deserves serious consideration. In fact, if you are thinking about launching a new product tied to an existing brand, this informative book might save your career. Author David Taylor identifies so many prerequisites for making a brand offshoot successful that you may decide to take up some safer activity - like bungee jumping. That cautionary guidance alone is invaluable. Unlike many other marketing authors, Taylor writes concise chapters, liberally dosed with good examples. Each chapter ends with a summary, checklist and pertinent takeout. The package works well to convey Taylor's provocative ideas. To avoid embarrassing product failures, read

this book. We warmly recommend it to those daring enough to be branding and product-marketing specialists. 0 of 0 people found the following review helpful. Five Stars By B. Serafinski A must-read for all brand planners. 0 of 0 people found the following review helpful. Easy-to-understand guidance for brand-leveraging By A Customer It's a very easy-to-understand book on brand stretching. Brand stretching surely will leverage a brand asset. However, it should be done carefully. This book will guide you step-by-step on stretching your book.

Stretching the Brand offers practical and actionable advice on how to extend successful brands into new areas without losing sight of the value of the original brand itself. Examples of brand stretching include Dove soap, which has now been extended to the shampoo and deodorant markets. This book presents a single-minded focus on brand stretching that covers topics not found anywhere else, such as how to launch brand extensions and support them. Stretching the Brand will help companies increase their chances of winning by looking at the lessons learnt from both successes and failure in brand stretching. It provides the tools and techniques to stretch a brand successfully.

"This is essentially a useful guide for brand managers in organisations without long-term wisdom." (Brand Strategy, May 2004) "If this review were to be only two words, they would be 'Buy this!' [this] book is an essential, authoritative and easy-to-understand." (Media Week 4 May 2004) "...an admirable book..." (Management Today, March 2004) From the Inside Flap David Taylor's insightful and inspiring look inside the world of brand stretch reveals the real reasons for the poor success rate in this area and provides a practical programme to help boost your chances of success. The 'brand added value' approach ensures that extension efforts focus on promising and delivering compelling, competitive consumer benefits. Designed in a highly practical format, Brand Stretch proposes a program of six step-by-step 'workouts' that provide powerful tools and tips on how to start applying them to your business tomorrow: Strengthen the core: how a strong core product forms the foundation for stretch Vision: developing an ambitious vision to guide and inspire stretching Ideas: insight catalysts to help fuel extension idea creation Focus: doing fewer, bigger and better extensions to drive growth Delivery: using excellent execution to supercharge smart strategy. Architecture: organizing the extended range to aid consumer choice Brand Stretch demonstrates the dos and don'ts of brand extension with many stories of success (and failure) including Dove, Virgin, Bud Light, Pampers, easyGroup, Bacardi and Starbucks. It is invaluable reading for anyone interested by or involved with brand extension. From the Back Cover Having spent billions of dollars on creating, building and defending strong brands, it's payback time. These brands need to give birth to some beautiful and profitable offspring. Enter the world of brand stretch; a red-hot issue for brand teams and boardrooms alike. Done well, brand extension has the potential to create explosive growth for your business. However, the overcrowded extension graveyard shows just how hard it is to stretch successfully. This book provides practical help on both the method and the mindset needed to boost your chances of winning, illustrated with cases on Dove, Bacardi, Virgin, Starbucks, easyGroup, Budweiser and many others. "David Taylor's latest book offers a powerful combination of well-researched case studies and practical tips for today's managers. In a world where the ability to stretch your brands further is a key source of competitive advantage, Taylor's advice is required reading." — Andrew Harrison, Marketing Director, Nestle; Rowntree "Taylor cuts through the jungle of jargon and overly-theoretical models that have made up the thin king on brand extension up to now. Brand Stretch is less a textbook and more a handbook for growth that teams can use day to day." — Adam Morgan, author of Eating the Big Fish and founder of eatbigfish, London, UK "Insightful and impactful, the principles in Brand Stretch can help you win in the marketplace." — Maurice Doyle, Commercial Director, Bacardi-Martini UK "A comprehensive list of suggestions to assist in the success of companies looking to extend their brands." — Cliff Burrows, Managing Director, Starbucks Coffee Company (UK) Ltd "David Taylor provides a well-grounded, cohesive approach to leveraging your brand's strengths. Brand Stretch is a practical and creative resource for marketers looking to maximize brand value." — Kevin Lane Keller, E. B. Osborn Professor of Marketing, Amos Tuck School of Business, USA