Influences of Planning on Brand Management

Ling-Yun FU

Jiangxi Institute of Fashion Technology, Nanchang, Jiangxi, China

Keywords: Planning, Brand Management, Influences.

Abstract. With the continuous development of China’s market economy, continuous improvement of consumers’ consumption level as well as continuous change of consumption concept, consumers’ brand awareness has also continuously enhanced, and the importance of brand management for enhancing enterprise’s core competitiveness has become increasingly prominent. Good brand planning is not only beneficial to the effect of brand management, it is more an integral part of brand management. Through the analysis of the importance of brand planning, the paper argues that meaningful planning is the premise of brand establishment, purposeful planning is the guarantee of brand maintenance and planning with connotation is the driving force of brand development.

2016 (Singapore) Global Brand Planning Competition Qualification Trials recently organized in China region attracted the participation of 256 teams from major colleges and universities throughout the country, and displayed many brand management planning plans integrating ideological content, artistic quality, value creativity and market awareness, which reflected our country’s improvement in understanding of the influences of planning on brand management under today’s continuous perfection of market economic system in China.

Since the establishment of brand, brand management activities have already started, and run through the whole process of brand maintenance, development and update and upgrade, it is a long-term, comprehensive and systematic enterprise management behavior. Inside the enterprise, to carry out effective brand management needs the coordination and cooperation of work such as comprehensive utilization of various resources in the enterprise, connotation support of enterprise culture and comprehensive promotion of brand strategy, etc.; outside the enterprise, to carry out effective brand management needs to comprehensively consider strength of national economic development, consumers’ consuming status, market development trend, industry trends and other factors. Good brand management needs to be assisted by good planning.

Meaningful Planning Is the Premise of Brand Establishment

The process of brand management is a value-added process of brand value. It is a kind of comprehensive management behavior to carry out various measures of brand building, brand maintenance and brand development around brand strategies of enterprise by taking brand equity as the core element, and finally realize continuous optimization and maintaining of enterprise brand image, and it is an important way to develop enterprise core competitiveness. In this process, good planning can make brand possess a good image in the beginning of entering market, so as to enhance consumers’ recognition, trust and satisfaction on products.

Planning is not simply to organize activities or release documents, but a comprehensive activity based on full understanding of brand image value. Brand management planning should be consistent and systematic, and possess profound connotation, it should avoid taking short-term sales promotion of enterprise as a way of brand management planning. It is necessary to adopt systematic planning ideas to constantly express value ideas, life ideas and aesthetic taste, etc. carried by brand image of enterprise consistently through a variety of ways, and pass on to consumers, so as to enhance consumers’ purchase intention. At the very start, Apple Inc. paid attention to create its own distinctive brand image and highlight innovation, uniqueness and fashion sense in the brand image formation. Such brand positioning made Apple products get the support of young fashionable group in the beginning. Subsequently, when introducing new products each time, Apple Inc. would
carefully plan new products release conference. Conference site preparation, lighting application, background music selection, color matching and various other aspects were focused to display its brand fashion, high technology and innovative services. In particular, many fashionista, media representatives and product user representatives invited to attend the conference were carefully selected, they possessed stronger driving force for consumption and interpretive ability of brand image. It is just the creative planning which can fully reflect product value, people are willing to buy Apple products which have the same configuration, but whose price is higher than half or even higher, and people are regarding using Apple products as a symbol of status and taste.

**Purposeful Planning Is the Guarantee of Brand Maintenance**

Planning is a purposeful enterprise management behavior. Good planning can make enterprise protect its legal interests through brand management, and make brand image become the symbol of product quality and credit as well as where is its own core competitiveness. In this respect, there are both many successful cases and failure experiences. For example, ‘Laoganma’ trademark battle lasting for five years ended in May 2016, though the final winner was Tao Bihua ‘Laoganma’, the appearance of a large number of counterfeit goods and fight for commodity ownership in the process had brought inestimable economic losses and brand image losses to Tao Bihua ‘Laoganma’. One of the reasons is not enough brand management planning of Tao Bihua ‘Laoganma’ after brand establishment, brand image formation and development rely much on market and consumers’ spontaneous consumption experience and cognition, lack of effective planning guidance, so its recognition of brand image is not high. When Hunan Huayue ‘Laoganma’ appeared in similar package, consumers couldn’t distinguish which was really ‘Laoganma’, thus leading to lack of consumer loyalty, and weakening brand influence to a certain extent. When Midea Air Conditioner hired Jun Ji-hyun as spokesperson, although Jun Ji-hyun’s naughty and fresh advertisement improved brand awareness in a certain extent, due to lack of systematic spokesperson planning, advertising effects were relatively single and hadn’t formed good effect of brand management.

Brand management is an important link connecting enterprises with consumers. To do well in such connection work, excellent brand management planning must be possessed. There are many planning modes for brand management, but it can’t leave the most important several principles, namely planning can’t be separated from brand category, can’t be deviated from brand attributes, can’t weaken brand value, can’t obscure brand usefulness and can’t ignore consumer willingness. On one hand, planning should accurately grasp the needs of consumers, on the other hand, it should take full account of the social value of brand. All planning activities should be implemented based on consumer acceptance, so as to enhance social influence of brand through effective planning. For example, for a long time, Apple Inc. focuses on activity planning to enhance brand influence. For example, it had once planned and implemented a public welfare undertaking, invited the most popular stars to sign on iPod, and inputted each star’s favorite songs in iPod in advance, and then carried out iPod jumble sale. There were nearly 100 first line and popular stars worldwide to participate in the charity activity successively, and even including former president and Warren Buffett. The planning and implementation of the activity fully embodied social responsibility awareness and playing spirit of Apple brand, and played a positive role in enhancing brand reputation.

**Planning with Connotation Is the Driving Force of Brand Development**

If wanting to ensure that brand value has been constantly enhanced, brand awareness has been constantly reinforced, brand reputation has been constantly improved and brand loyalty has been continuously strengthened, any enterprise needs to carry out effective brand management. In order to expand its domestic and international brand influence, Huawei Company narrowed the distance with different users, and improved connectivity degree with users at home and abroad. In recent years, it
had successively planned and sponsored a number of sports events, and even entered the field of film and television. Especially in 2016, it also hires the popular movie star Wu Yifan as a spokesperson of Huawei Honor, which highlights the two buying points ‘Technology’ and ‘Face Score’ of Huawei Honor products, subdivides middle and high end mobile phone market again, and has laid a solid foundation for seizing the market in development period of enterprise brand. Over the years, international and domestic sports events sponsored by Huawei included La Liga (Spanish Football League) and FISE2016 World Extreme Sports Tour, etc., in the field of film & television and culture, it had also planned the sponsorship of Amazon Landing South by Southwest Music, Science & Technology and Art Festival in America, and held ‘Honor New Power Video Contest’. The planning and implementation of these influential brand management activities were specific initiatives for Huawei Company to be committed to meeting the consumption demands of young people all over the world, and were also a series of brand promotion activities aiming at consuming preferences of the consumption crowds after their systematic activity planning. Good activity planning and site planning have promoted the promotion of Huawei’s brand value, and also created immense economic value for Huawei. In the first half year of 2016, under the weak market of industry of the first negative growth of Apple Inc.’s business income over the past 13 years and continuous decline of sales status of Samsung Corp. in three consecutive years in the Chinese market, Huawei Company had made a good momentum of 40% growth in business income on year-on-year basis.

Brand exists by relying on product quality, performance and other tangible carriers, but its influence is more expressed in the mental experience of consumers, it is an affirmative and positive attitude for brand. Therefore, in the planning of brand management, it is necessary to fully establish user-centered planning concept, avoid planning behind closed doors, and always be consumer-oriented, plan brand management activities with consumer standard, so as to constantly accumulate consumers’ recognition on brand image. For example, Angel, founded in the 1990s, had the glorious history of developing China’s first water purifier, but with the changes of time, one was Chinese consumers’ continuous improvement of awareness of healthy drinking water and continuous development of health drinking water industry, the other hand was young consumer groups’ strangeness to Angel brand. In the face of increasingly fierce industry competition, brand equity of Angel couldn’t be released to transform into enterprise’s core competitiveness due to poor brand management. In this case, Angel made use of combination blow and systematic planning to promote the optimization and upgrading of brand image. Firstly, they determined product positioning as high-end drinking water market. Secondly, they started systematic planning for brand image remodeling. They invited A-list star Fan Bingbing as spokesperson, and conducted brand publicity in the international activities of Fan Bingbing, so as to enhance international brand image; planned and organized new product release conference to improve new product popularity, concentrated in delivering ads on major satellite TV stations to form unified voice and image, and eventually created unified brand image; on the occasion of new product A6 water purifier being put on the market, it conducted brand image promotion of ‘Good filter element is the hard truth’ in Suning, Gome, Dazhong and other electrical appliance stores, and carried out key cities and key stores road show, which rapidly enhanced the degree of market recognition of brand image, and set a new record of daily mean sales in China’s water purifier industry.

The current market in various industries has shown the characteristics of overall homogenization. To stand out in the market competition, it is necessary to carry out effective brand management planning, show the intrinsic value of brand, exert brand influence, support force and development power, promote brand management toward the road of virtuous circle through implementation of high quality planning plan, and finally build core competitiveness of enterprise.

References

