1. **Strategy:**

A method of ensuring success in business (or any type of undertaking) by thoroughly understanding the marketplace challenges, determining how to harness its own resources and putting together a critical mix of elements and processes programmed to launch within a precise timeframe. Strategic considerations include product category competitive review, anticipating changes in the industry or public policies affecting the market and driving the whole organization to adopt a "must win" mindset to achieve short and long term goals.

***Reference:***

What Is Strategy? The Three Levels of Strategy. Mind Tools.

https://www.mindtools.com/pages/article/what-is-strategy.htm

1. **Integrated marketing communication:**

An approach that is focused on the consumer, that melds into a unified force all communication disciplines (advertising, public relations, sales, promotions, personal selling) to produce a strong, consistent message for the brand while generating the maximum impact across all marketing channels.

***References :***

Integrated Marketing Definitions. DMA Data and Marketing Association.

https://thedma.org/membership/member-groups-communities/integrated-marketing-community/integrated-marketing-definitions/

Reinhard, C. Integrated Communication Strategy.

1. **Brand:**

Brand is a product's name, design, distiguishing features like symbol or logo that, as a cohesive group of attributes, sets it apart from other products in the same category. It also refers to the relationship between the product (or organization) and its audience. Examples of recognizable symbols of brands are McDonald's golden arches and Starbucks' twin-tailed siren that complements the company name which was lifted from a nautical character in Moby-Dick.

***Reference:***

Gardner, J. (2013.)The difference between brand and identity. Brandisty.

http://blog.brandisty.com/brand-management-blog/the-difference-between-a-brand-and-a-brand-identity/

1. **Brand image:**

Distinctive character, identity or personality of a product as perceived by its market and the general public gained through the consistent unified look and feel and consumer loyalty and patronage of the same product over time.

***Reference :***

Lake, L. (2017, Oct. 9). Learn Why Branding Is Important In Marketing. The Balance.

https://www.thebalance.com/why-is-branding-important-when-it-comes-to-your-

marketing-2294845

1. **Brand equity:**

From target users' perspectives, brand equity is the perceived value or significance of a brand attributed to it by consumers, culled from their experiences in their brand use. Brand equity is a tangible or an intangible value that affects the brand or organization positively (example: goodwill) or negatively (example: reduced revenues) depending on information derived from users' feedback and other forms of consumer knowledge. It consequently ensures a lasting value about the product in the consumers' minds.

***References:***

AAker, D. What is brand equity and why is it valuable? Prophet.

https://www.prophet.com/thinking/2013/09/156-what-is-brand-equity-and-why-is-it-

valuable/

# Gunelius, S. Brand Equity Basics – Part 1: What Is Brand Equity? AYTM.

https://aytm.com/blog/research-junction/brand-equity-basics-1/

1. **Positioning:**

A marketing concept that creates for a product a distinctive place in the user's mind, setting it apart from competitive brands. This allows for a brand to offer values to the target market and answers the question: "What does this product stand for?" This approach resonates with target consumers and provides a built-in and consistent reason to buy the product when product benefits truly meet users' needs and expectations.

***Reference :***

Market Positioning Strategy Guide. So what is a market positionin strategy. Smartling.

https://www.smartling.com/market-positioning-strategy/

1. **SWOT analysis:**

It is the careful and honest examination of a company's strategic position in relation to its environment, identifying the former's strengths and weaknesses (internal data) and opportunities and threats (external data). The resulting information helps in determining tactical moves after having gained insights into the organization's strong and weak points and resolving to address them while angling for opportunities to grow the business and improve revenues for the future.

***References :***

http://www.businessplantool.org/Dokumenti/SWOT%20analysis.pdf

SWOT Analysis.pdf. http//www2.parkland.edu/businesstraining/ documents/

swotanalysis.pdf

1. **Media plan:**

A campaign document that spells out a brand's objectives in reaching its target market in the most cost efficient manner (resource allocation) via the creative use of traditional and digital media mix and sound scheduling of advertising message placements. The plan analyzes the strengths and reach of various media at any particular time, studies changes in attitude, behavior and media habits of target market and recommends frequency of placements given the available budget.

***References :***

Media planning. Essentials. WARC.

https://www.warc.com/topics/media-strategy/media-planning

http://www.businessdictionary.com/definition/media-plan.html

1. **Audience segmentation:**

Audience segmentation means dividing and managing the population into groups according to their common characteristics or behaviors, based on demographic, psychographic and geographic profiles, personal preferences and values and other insights into their psyche. Segmentation is important to ensure that the total communications efforts are tailor-fit to the preferences of each group with realistic assumptions that the message will be received favorably.

***Reference :***

Guide/Segmentation Made Simple.The Audience Agency. https://www.theaudienceagency.org /insight/segmentation-made-simple

1. **Visual rhetoric:**

Visual rhetoric is the process of persuading the viewer using graphics and images; consequently, ideas and meanings are derived by the same viewer from the process. Visual images communicate meaning; they are powerful graphic stimuli that generate information that can affect the way people think and respond.

***References :***

Curtis, N. (2014, Feb. 13). What is visual rhetoric. The VCG

http://thevisualcommunicationguy.com/2014/02/13/what-is-visual-rhetoric/

Nordquist, R. (2017, April 4). Visual Rhetoric. Glossary of Grammatical and Rhetorical Terms. ThoughtCo.

https://www.thoughtco.com/visual-rhetoric-1692596

Overview: Visual Rhetoric/Visual Literacy. Writing Studio. Thompson Writing Program.

Duke University. https://twp.duke.edu/sites/twp.duke.edu/files/file-attachments/

overview-vis.original.pdf

**Example : Brand Equity of Apple:**





Apple tops the list of 2017 best 100 global brands according to Interbrand, a brand consultancy group. Apple has been ranking as one of the world's most popular brands for many years now, consistently delivering on the brand promise that began with Mac computers. This positive brand reputation has been carried over to iPad, iPod, Apple Watch and iPhones, among others in the Apple basket. For Apple's 2017 rating, Interbrand cited Apple's robust financial performance along with its strong influence on purchase decisions.

***Reference:***

Zillman, C. (2017, Sept. 25). This Is the World's Best Brand—for the 5th Year

In a Row. Fortune.

http://fortune.com/2017/09/25/apple-worlds-best-brand/