

# THE IMPORTANCE OF BRANDS: HOW TO PROTECT, STRENGTHEN AND ADD VALUE TO THE BRAND

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Many political and economical ad lib Cassandras are predicting a tough economical recession for the following months. In a shaken environment, the temptation to neglect the brand is huge, because its tangible interest is not very well known. Moreover, the economical situation is calling for attention everywhere else. Yet, the brand is the essential identity sign of any product or service bearing its name and/or its logo. So it might be a very strategic and competitive asset. Then, letting it drifting away without relevant management can cause a costly and sometimes lethal ageing process. Because as living marketing variable, brands can get old, then forsaken and forgotten for good if not enough protected, and well managed. After reminding in ten points why a brand is useful, this presentation will analyze and illustrate the brand's life cycle, the fundamentals of the ageing process, the possibility of a rejuvenation action, and clues to prevent the ageing phenomenon. Even if the timing is short, this presentation will try to give related examples and relevant case studies.