Brand Equity

The value the name itself adds, and how it is built.

Marketing

The components of equity.

Components

- Awareness — being known at all
- Associations — what comes to mind
- Perceived quality — expected performance
- Loyalty — resistance to switching
- Assets — trademarks and channel position

What it buys

- Price premium over the generic
- Lower cost to acquire customers
- Resilience through a bad year
- Easier entry into new categories
- Bargaining power with retailers

> Equity is slow to build and quick to lose. Most measurable erosion follows a failure of experience, not of advertising.