



# Associating Your Brand



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# Associating Your Brand

- Choosing a partner brand for economic connection requires evaluating specific criteria. These criteria, akin to qualities in a desired relationship, support marketing partnership goals and mutual support.
- Main criteria to explore include; customers, relevance to your business, size of opportunity, widely recognized brands, geography, mutuality and cooperation, credentials and trust, growth potential, legalities and channel conflict, to white label or not to white label, partner with winners, partner with an emerging channel, partner to establish credibility and confidence, and partner with brands that offer products your customers want.



# Customers—Strong Reach to the Primary Target Market

- A company's greatest strength is its mindshare, which stems from meeting customer needs with the right products at the right price.
- It's important to understand your customers, including demographics, buying habits, and needs, to determine which partner brands will be a good fit.
- Identify your primary target market *before* choosing partner brands.
- Questions to ask include: What do your customers look like? What products do they like to buy? Where do they live? What is their average income? Who are your best customers? Do they need certain behaviors, skills, or life stages to buy your product?



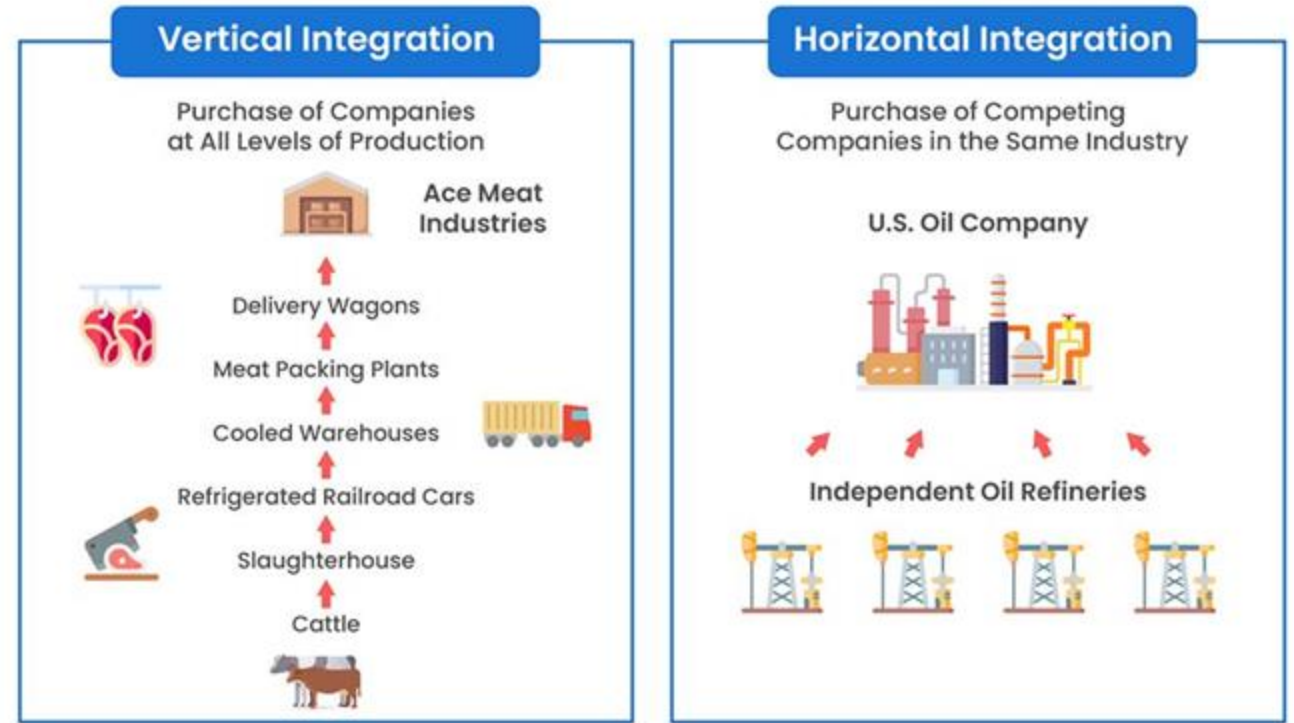
# Primary Target VS Secondary Target

- **A primary target market** is the most promising audience for a business's offerings. Defining it helps tailor marketing and products to meet the audience's needs, leading to increased satisfaction and sales. For example, if a company offers women's golf clothing for seniors, they would target women aged 50 and older, the primary target market, as they are the ones most likely to purchase that particular type of clothing.
- **A secondary target market** shares similarities with primary markets, allowing businesses to expand their reach. Businesses can reach secondary markets by adjusting primary marketing tactics and strategies. Modifications to existing marketing mixes can expand appeal without separate initiatives.

# Example of Airline Company



- Determine if your products target a vertical market (specific industry) or a horizontal market (wide variety of industries).
- Prioritize brands that will trigger a more immediate response from your primary target market.
- Marketing partnerships should be relevant to both businesses and enhance the core value proposition to the target market.



**Relevance to Your Business—Enhances Offering to the Primary Target Market**

# Size of Opportunity

- Partnership marketing programs take time to develop and launch.
- It's not just about the size of the organization, but also the size of the opportunity available.
- Gather information about a partner's customer reach and marketing vehicles.

Brand Vision  
*Insights*

## Nike's Record-Breaking Athlete Deals: The Power of Partnership

Written by  Dana Nemirovsky, Journalist at Brand Vision.

MARKETING · 5 MIN READ

OCT 29, 2024



Nike doesn't just sign athletes—it builds legends. Over the years, the brand has crafted partnerships that go beyond sports, turning elite athletes into cultural icons and

Case study of Nike partnering with athletes

# Widely Recognized Brands

- Partnering with widely recognized brands can benefit from their market position and large customer base.
- Large, well-established brands often prefer to work with other market leaders.
- Smaller brands should present their value proposition and demonstrate how it aligns with the larger brand's goals.



# Geography

- In today's digital world, partner brands do not need to be in the same geographic region.
- Online marketing allows for transparency and tracking regardless of location.
- **Example:** strategic brand partnerships on digital platforms offer businesses the opportunity to leverage each other's strengths and co-create compelling content that resonate with consumers. The collaboration between Samsung and Spotify stands out as a prime illustration of leveraging complementary strengths to enrich consumer experiences.



The partnership between Samsung and Spotify has been a game-changer in the world of technology and music streaming: Spotify's music streaming service has been integrated into Samsung's smart TVs and mobile devices in 2022. This partnership allowed Samsung users to easily access and enjoy their favorite music through Spotify's platform.



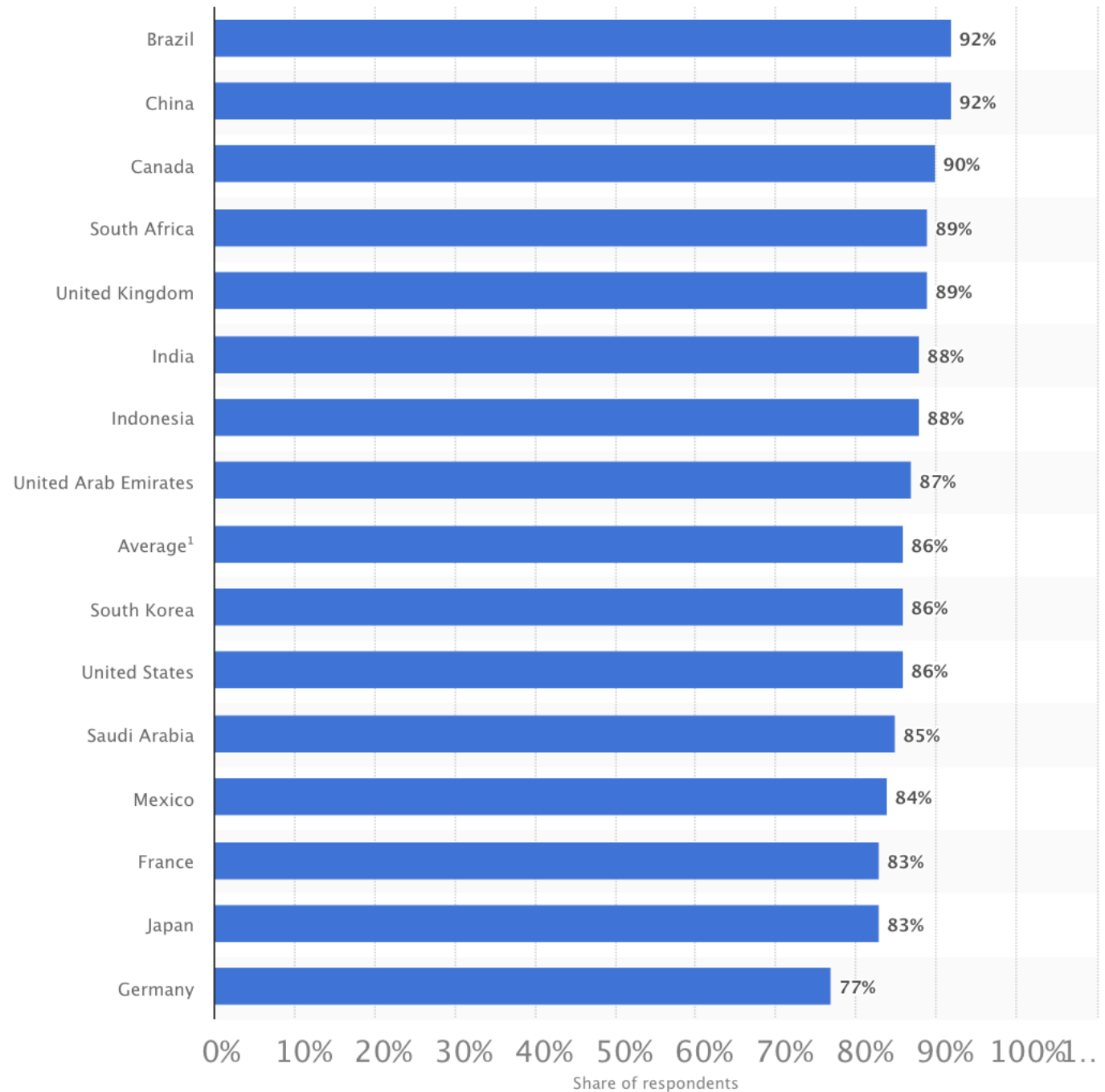
# Mutuality and Cooperation

- Partner brands must value each other's contributions to ensure cooperation and success.
- Both brands are mutually dependent on each other and need to carry out their commitments.
- Assess a prospective partner's experience with other partner programs.
- Questions to ask include: Which programs are working best? What makes the most successful programs work? What were the objectives of your last few partner programs, and did you meet or exceed them?

# Credentials and Trust

- Both brands need to trust each other's ability to deliver and maintain a good reputation.
- It is crucial to research a prospective partner's reputation and standing.

Share of consumers who said it was important for them that brands they bought or used had a good reputation in selected countries worldwide as of April 2024



# Growth Potential

- A partner brand should be able to drive volume, value, revenue, profit, and opportunity for your business.
- Assess the stability and growth potential of a prospective partner.
- Questions to consider: Are they growing or contracting? Do they face a lot of competition or are they a market leader? What are their key growth metrics? What are the trends in their industry?

89%

- of organizations have some version of a partner marketing strategy

91%

- of a formal strategy say their events partner programs are extremely/very effective

89%

- says the partner programs generate demand

93%

- of a formal strategy are extremely satisfied/satisfied with ROI of partner programs.



# Legalities and Channel Conflict

- Be aware of industry-specific marketing laws and restrictions.
- Avoid distribution channel conflict by ensuring your offer is unique from other partner offers.
  - Vertical channel conflict happens when there's an issue between different levels of a supply chain or distribution channel. For example, if a vendor sells directly to consumers through its own e-commerce site or sales team, it's competing directly with resellers or distributors (especially if it offers lower prices).
  - Horizontal conflict happens when partners are all selling the same product or service, and they're targeting a similar ideal customer, such as offers the drastically different prices.
- Be sensitive to existing partner relationships and potential conflicts.

# To White Label or Not to White Label

- Consider how to brand the new proposition resulting from the partnership, and whether to use white labeling (offering a solution under the partner's brand only).
- Branding decisions should align with the key success metrics and business objectives.
- White labeling can be effective to gain distribution when brand awareness is less of a priority.



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# Partner with Winners

- Partner with brands that have a strategy and are likely to be successful in the future.
- Consider sales trends, market share, and future product development.
- It's important to look at what opportunities the partner can bring to your business.
- Focus on the top three things you can offer them and what you would like them to offer you.
- It's not just about the size, but about partnering with companies heading in the right direction.

# Choose a Partner Brand that Has a Market Share Within Your Target Market

- Ensure the partner brand reaches the specific target audience you are trying to reach.
- Partner with brands that speak to the same audience you want to be speaking to.
- The McDonald's and Monopoly partnership is used as a case study to emphasize the importance of target market alignment.



# Know the Viability of Your Partner Brand's Products

- Consider the future viability of a partner's products.
- Assess if the products have a long shelf life or are subject to changes in regulations.
- The example of Rubbermaid bins is used to illustrate how changes in industry standards can impact product viability.



# Partner with an Emerging Channel

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Coastal is now ContactsDirect!  
Even better together

Coastal and ContactsDirect are joining together to offer you something big. You now get to enjoy our many exemplary services and your favorite contact lenses prescribed by your doctor at great prices, fast & easy.

And the best thing, free shipping is always included with every order!

Let us introduce you to some of the many services we offer our customers on ContactsDirect

- Consider partnering with businesses that are innovating and changing their industry.
- New channels for selling and distributing products are emerging, so it may be beneficial to partner with them.
- The example of Coastal Contacts and ContactsDirect are joined together by selling contact lens online which emphasizes the importance of partnering with emerging channels.



# Partner to Establish Credibility and Confidence

- Partnerships can enhance credibility and confidence, particularly for new businesses.
- Partnering with an established brand can help overcome challenges of limited resources.
- The partnership between Tim Hortons and Cold Stone Creamery is quite success in the US but not in Canada due to low revenue received in 2013.

# Partner with Brands That Offer Products Your Customers Want

- Ask your customers what products they want to see from you.
- Prioritize brands that offer what your customers are looking for.
- Relevant offers and products are essential for a successful partnership.

Master Card allow its users to store their credit and debit cards on Apple Pay



Apple & Master Card partnership



# Conclusion

- A retailer's promotion offers gift cards from various brands to entice customers to spend more. While the retailer prioritizes partnering with brands that have a strong national distribution, a problem arises when one brand's target audience doesn't match the retailer's primary customer base. This strategic decision underscores the significance of finding a balance between distribution and customer profile compatibility in marketing partnerships.

# Individual Activity

- Select one of the criteria learned in this topic, then find an example to explain it using your opinion. You can put your answer in the Padlet by scanning from this QR code here.

