

# Activity Topic 4—Developing a Brand Expansion Plan

Students will analyze real-world brands, apply strategic expansion techniques, and develop actionable plans through teamwork and critical thinking. The 45-60 minute exercise culminates in group presentations and reflective discussion, offering practical application of brand management concepts.



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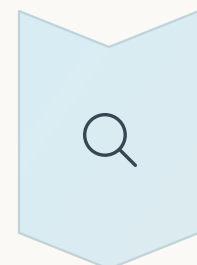
# Activity Instructions

This hands-on group activity is designed to immerse students in the practical application of brand development strategies. By analyzing and expanding real-world brands, participants will develop critical thinking skills essential for modern marketing professionals while fostering teamwork and presentation abilities.

## Getting Started

The class will be divided into 3 members/group. This size provides enough diversity of thought while ensuring each member can contribute meaningfully. Each group will then select a well-established brand like Nike, Coca-Cola, or Samsung.

## Core Analysis and Strategy Development



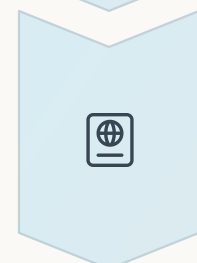
### Analyze Current Position

Conduct a thorough assessment of the brand's current market position, including its strengths, weaknesses, target audience, and competitive landscape.



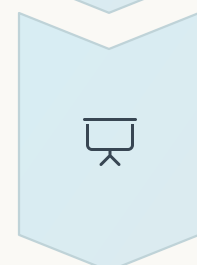
### Select Strategic Approach

Identify which brand development strategies (penetration, extension, reinforcement, repositioning, diversification, global branding) would most effectively expand or strengthen the brand's market position.



### Develop Strategic Plan

Create a concise yet comprehensive plan that outlines the selected strategies, justification for these choices, specific implementation actions, and anticipated outcomes or benefits.



### Prepare a Presentation

Organize a compelling 5-7 minute presentation that effectively communicates the strategic vision using creative elements like visuals, mock advertisements, or proposed slogans.