
Branding: Analysis Of “The Importance Of Branding And Rebranding For Strategic Marketing”, Author Raluca-Dania Todor

Does the high quality of a product guarantee success to the company? If yes, why some firms that produce high-quality products or services fail? In the article “The Importance of Branding and Rebranding for Strategic Marketing”, author Raluca-Dania Todor (2014) claims that in the technological era quality of the product is not the only factor for success. He highlights the importance of branding strategy and discusses its connection with strategic marketing. While the article successfully achieves its objective, the writer does not provide any recommendations.

In the article, Raluca Todor aims to show the connection between branding, rebranding, and strategic marketing and explain the importance of this connection for the company's performance. The article is divided into several sections: an introduction with objectives, considerations regarding branding, branding strategy, rebranding strategy, and conclusion. Firstly, Todor analyzes brand equity from three different perspectives. Financial perspective determines the price premium for product, brand extension perspective is about brand awareness and creation of additional brands, and consumer perspective is about positive consumer attitudes towards the product. Further, the writer analyzes strategic marketing, its characteristics, and components, and claims that all of them should be considered in branding strategy. Finally, Todor discusses rebranding strategy and explains when rebranding can be implemented and when it should not. In the end part, he restates his thesis and states that both branding and rebranding decisions are difficult to make.

In the article, Todor successfully achieves his goal of showing the connection between branding, rebranding, and strategic marketing. Firstly, he discusses each term separately and then explains the connections among them. For example, in branding strategy (part of the strategic marketing part), Todor defines what is strategic marketing and then explains why aspects of strategic marketing should be considered in brand marketing. It creates a clear picture in the mind of readers and does not confuse them by using many similar terms. In the rebranding strategy part, the author also firstly discusses decisions done on rebranding and then explains the connection of those decisions with strategic marketing. Therefore, the aim of the author is achieved.

On the other hand, the article has weaknesses, too. One of them is the absence of the recommendations part. Even though Todor succeed in explaining the connection between three concepts, he did not provide any case and did not make recommendations to the companies about how to use branding strategy effectively. Todor generally mentioned several well-known brands like Puma, Apple, Gucci, and their successful rebranding. However, he included a lack of information about them. Instead, he could use only one brand and deeply analyze its rebranding story, and provide recommendations based on that. This would make the article more interesting to read and clear for the readers to understand the connection between rebranding and strategic management.

To conclude, even though Todor achieved his objective and successfully shows the connection

between branding, rebranding, and strategic management, he does not provide any recommendations in the conclusion part. After restating his ideas in conclusion, he could give specific advice to companies about branding and rebranding tips.