

ABSTRACT

This project “Brand StewardshipTM for Taro” is done in order to check the health of the brand “Taro” fish snack. It is to check the value of the brand and the positioning of the brand in the mind of the consumers so that we can create the framework for the brand that we can use it as reference when we have to make any decisions about the branding and marketing campaign.

In fact the concept of Brand StewardshipTM is developed by Ogilvy & Mather, top advertising agency in Thailand. This project is carried out by interviewing the target group which are the core users to find out what they perceive about the brand, what their linkage with the brand is, etc. All the process, starting from the question to interview, the systematic thinking about the branding theory, is done according to the step of Brand StewardshipTM by Ogilvy & Mather. After getting all the information about the perception of the consumers, the marketers will understand more about how the brand is important to the consumers, then they can design a campaign and direction for the brand that is consistent with the consumers’ perceived value, and they can also conclude all the information into one single statement called “BrandPrintTM” which is the vivid statement of the unique relationship that exists between the consumer and the brand.

The project was accomplished to conclude the perceived value of the brand to the consumers. The result, BrandPrintTM, will be used to suggest the direction of the brand and the marketers can use it as the guideline in developing any campaign or make decision about the branding issue.