**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_\_**

**International Marketing 7.0: International Product & Brand Management**

**7.1: Product Strategies**

* **Factors that influence standardization versus adaptation decisions**
* **How do companies create global brand positions & equity**

**Key Terms:** Product Brand Product Positioning Brand Equity Grey Market Family Brand

|  |  |
| --- | --- |
|  | **Description** |
| Product Name: |  |
| Tangible Aspects of the Product |  |
| Intangible Aspects of the Product: |  |

**Four Ways to grow a product brand globally:**

Choose a restaurant to expand globally. In the box below choose a menu item that adheres to the strategy given.

|  |  |  |  |
| --- | --- | --- | --- |
| **Strategy #1:**  **Keep Product in Home Country the Same** | **Strategy #2:** | **Strategy #3:** | **Strategy #4:** |
| **Product Drawing / Description** | **Product Drawing / Description** | **Product Drawing / Description** | **Product Drawing / Description** |

**Why would a company choose standardization over adaptation?**

**Why would a company choose adaptation over standardization?**

**When determining whether or not to use standardization or adaptation in product expansion; companies must examine characteristics from three areas:**

|  |  |
| --- | --- |
| **Characteristic** | **Description** |
| 1. |  |
| 2. |  |
| 3. |  |

**What is a global brand?**

**What is the Country of Origin Effect?**

**What is Product Positioning?**

**When you think of Lexus; what impression / image do you have of their brand? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What is Brand Equity?**

**What company is dedicated to tracking brand equity ? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What can have a negative effect on brand equity?**

**What is a grey market?**

**Name a product that uses packaging to build its brand image & sales?**

**Give an example of a Family Brand: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**