

Individual Assignment

Brand Management (MKT 624)

Individual assignment is submitted as part of the coursework for Brand Management.



Answer 1:

Brand elements can be defined as tangible features associated with a brand that contribute towards differentiation and identity. According to Keller (2020), efficient brand elements are supposed to meet six fundamental criteria - meaningfulness, memorability, transferability, likeability, protectability and adaptability.

Saudi telecom company, STC Group, delivers ICT services in Saudi Arabia, the Middle East, and Europe. It is known for its innovative services and significantly strong brand identity, with the fundamental brand elements being the following:

1. **Logo and colors** - The organization has a minimalist logo that features shades of violet, purple and yellow, which represents creativity and trust.
2. **Slogan** - The organization uses the slogan "live more with STC" which essentially reflects the dedication of the organization to enrich the lives of the consumers using its services.
3. **Brand name** - The brand name is predominantly used as the acronym STC which is easy to recall and distinctive within the telecommunication industry, derived from Saudi Telecommunication Company, reflecting the core business of the organization successfully.

Based on the six fundamental criteria for efficient brand elements according to Keller (2020), the following evaluation can be conducted for STC:

Criterion	Evaluation of STC
<i>Memorability</i>	The bold color palette and simple logo design make the brand instantly recognizable.
<i>Meaningfulness</i>	The colors and slogan align with the company's positioning as a tech innovator.
<i>Likability</i>	The modern design and inspiring message appeal to a broad demographic.
<i>Adaptability</i>	The logo and slogan have evolved to maintain relevance in a fast-changing industry.
<i>Protectability</i>	The brand is legally protected and enjoys strong market recognition, minimizing imitation risks.

Coca-Cola is a global beverage leader, renowned for its emotional branding and heritage. The primary brand elements of Coca-Cola include the following:

1. **Logo and typography** - The logo of the organization is a red and white script logo which is unchanged and iconic since the inception of the brand.
2. **Slogan** - The slogan of Coca-Cola is "taste the feeling" which is part of the marketing strategy of the organization. It captures the emotional appeal of enjoying a Coca-Cola.
3. **Packaging** - The contour glass bottle is patented and unique for the brand.

Based on the six criteria of efficient brand element, the brand identity of Coca-Cola can be evaluated as follows:

Criterion	Evaluation of Coca-Cola
<i>Memorability</i>	The logo, with its distinctive typography and color, is one of the most recognizable in the world.
<i>Meaningfulness</i>	The red color evokes excitement and passion, while the slogan emphasizes emotional connection.
<i>Likability</i>	The classic design and emotional resonance make the brand universally appealing.
<i>Transferability</i>	Coca-Cola's branding works across global markets, transcending cultural boundaries.
<i>Adaptability</i>	The brand maintains its core identity while updating slogans and campaigns to stay relevant.
<i>Protectability</i>	Its logo, bottle design, and slogan are well-protected trademarks.

Both STC and Coca-Cola have efficient brand elements which can build equity and promote consumer loyalty. While STC has excelled in adapting its branding to technology advancement, Coca-Cola uses its emotional appeal and timeless design to highlight how consistency can sustain brand equity globally. These elements are aligned with the criteria introduced by Keller (2020), ensuring sustainable success.

References:

Keller, K. L. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson Education.

Answer 2:

Qitaf is a loyalty program introduced by Saudi Telecom Company (STC) which essentially rewards the consumer for utilizing its services (Saeedi, 2024). The consumers can on points through activities like purchasing services, paying bills or recharging prepaid accounts. These points can be easily redeemed by the consumers for services, partners deal or discounts (Almotairi & Almeshal, 2015). This analysis highlights the reason why I opted for the Qitaf loyalty program by STC and presents a comprehensive comparison of the Qitaf loyalty program with other loyalty programs.

The fundamental reasons why I opted for Qitaf include the following:

1. ***Ease of use*** - Qitaf's integration with the services of STC is significantly seamless. The points are automatically accumulated when I utilize the services of STC, essentially reducing the requirement for any additional monitoring or registration. The points can also be easily redeemed with an intuitive interface that is available on the STC website or application.
2. ***Attractive rewards*** - Qitaf provides a broad range of rewards such as telecom services, discounts and partnerships with popular brands like shopping platforms, airlines and restaurants. The diversity of the rewards is aligned with my spending habits which ensures that I receive tangible benefits from the loyalty program.
3. ***High value of usage*** - Considering that I am a regular user of STC for internet services and mobile services, the program is extensively rewarding. Since I can redeem points for additional services or bill discounts easily, it essentially helps add value to my regular expenses.
4. ***Reputable brand*** - Since STC is a reliable and trusted organization in Saudi Arabia, the loyalty program of the organization reflects the same level of credibility. This reassured me that by participating in the Qitaf loyalty program I would be able to acquire genuine rewards without any hidden drawbacks.

The other loyalty programs that I declined include the following:

1. ***Supermarket loyalty programs*** - I declined several supermarket loyalty programs, like Lulu and Panda, because of the limited relevance that these rewards have with my spending habits. The points generally expire before they can reach a redeemable threshold, essentially making the participation significantly less beneficial.
2. ***Credit card rewards*** - Several banks provide credit card reward programs, but I did not join these loyalty programs because of the complexity and hidden charges. Some of the programs require particular spending categories or have hidden fees that reduce the total value.
3. ***Coffeehouse loyalty program*** - Popular coffeehouse companies like Starbucks provide loyalty programs but I did not opt for these loyalty programs because I do not frequently consume coffee.

Joining these loyalty programs would mean minimal point accumulation, thereby leading to negligible rewards.

Qitaf by STC essentially stands as a feasible rewarding and practical loyalty program that can seamlessly integrate with my existing purchase habits and services. Its diverse rewards, my lifestyle make it a feasible choice. The other loyalty programs match the balance of ease and tangible benefits provided by Qitaf, leading me to decline them.

References:

- Almotairi, M., & Almeshal, S. (2015). Saudi telecom company: customer focus. *Journal of Competitiveness Studies*, 23(3), 103.
- Saeedi, K. (2024). Promoting Sustainable Household Engagement in Recycling via a Blockchain-Based Loyalty Program. *Sustainability*, 16(21), 9191.