

【Key Note Lecture】 Meeting place : The 3rd meeting room (10 : 20~)

Brand equity and a retail packaging

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The author proposes that brand equity, retail packaging and commercial integrated packaging are three essential factors for market development.

The concept of “common thread” proposed by Igor Ansof means that retail market development needs to involve all the parties concerned including consumers. Consumers are tied to products’ brand equity as well as their functional quality in a market’s common thread. Some critics say excessive brand consciousness has detracted from real product quality and is detrimental for both business and consumers. However, the author believes that brand equity constitutes part of the product’s quality. In this context, image quality is as important as technical and functional quality to appeal to consumers. If the majority shares the same image of a product, it becomes a social phenomenon, which in turn decides the fate of sales. Thus, brand marketing is an intangible yet crucial factor in expanding demand.

In the same context, branded retail packaging and commercial integrated packaging are what helps a business reach the right target and increase sales.

Brand retail packaging denotes refining the mechanism of product distribution. Swift and accurate comprehension of market developments will be required for successful brand retail packaging. Integrated packaging literally means integrating all the factors that will attract consumers.

Brand equity, retail packaging and commercial integrated packaging will all continue to create new demand by grabbing the target audience’s attention.