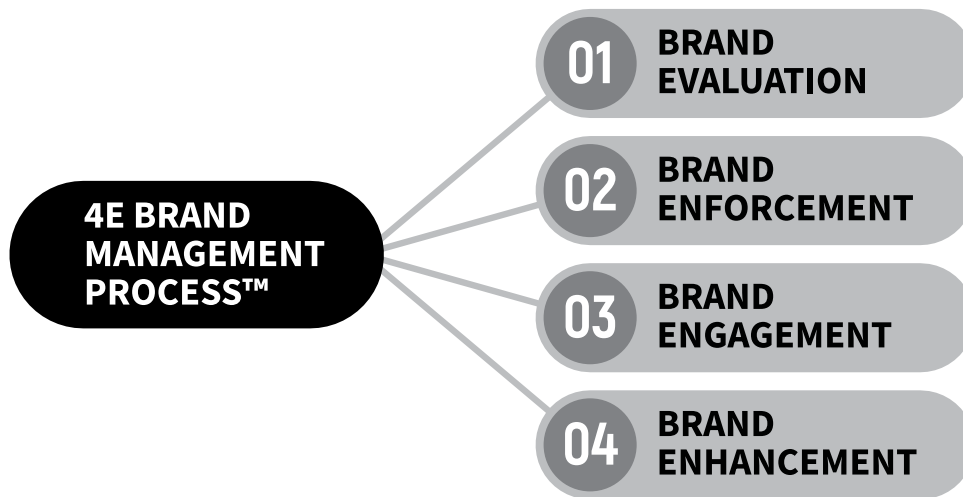


The 4E Brand Management Process

The **4E Brand Management Process (4E-BMP)** is a logical approach that can unleash a brand's potential and keep it competitive in today's constantly changing marketplace. It serves as a blueprint for building a massive architecture that has both practical and aesthetic values. Brands that are built with solid foundations have the potential to become a permanent landmark.

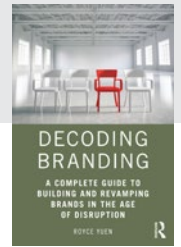


The 4E-BMP involves four interlinked steps:

Brand Evaluation – The first step of 4E-BMP is to find out where the brand currently stands in the market and in consumers' minds. It warrants the interrogation of the brand's position from all angles, including the brand's performance from the user's perspective, how it compares with the main competition, lost business opportunities, how well it is represented by staff at all the contact points, etc. This will ensure that we derive an objective, professional, and complete evaluation that can lead to the successful formulation of the most viable brand strategy.

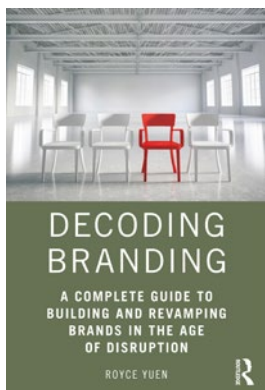
Brand Enforcement – After gathering all the relevant information and strategic insights, the next step is to consolidate all the inputs to articulate your brand promise in a compelling way that your target customers cannot resist. Brand transformation involves more than just launching a new advertising campaign. It may require fundamental changes to the product design or how the service is delivered. In a nutshell, the focus of Brand Enforcement is to identify an enduring and viable positioning for the brand so that it answers customers' needs better than the competition can in a highly differentiating way.

Brand Engagement – The third step of the 4E-BMP is to map out an integrated approach to effectively engage the brand's different stakeholders to the extent of converting them into brand advocates. The branding messages should be customized so that the various segments receive the most relevant information throughout the different stages of their involvement with the brand. All the above-the-line and below-the-line communication work should be reviewed thoroughly to assess whether they reinforce the brand promise at every single touchpoint. The outcome is to maintain a dialogue between the brand and its stakeholders to contribute to strong bonding.



The 4E Brand Management Process

Brand Enhancement – A strong brand may enable the corporation to step into new territory that has synergy with its core business. By doing so, the corporation can leverage its established brand equity through brand extension, new segment penetration, global expansion strategy, and more means.



For further details on how to apply **The 4E Brand Management Process** in upgrading your brand performance, please refer to “Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption”.

<https://www.routledge.com/Decoding-Branding-A-Complete-Guide-to-Building-and-Revamping-Brands-in/Yuen/p/book/9781138802674>

