

Puzzle: Understanding Service Brand Building

Question:

Below are different **service brand-building strategies**. Match each strategy with the correct description of how it contributes to building a strong service brand.

Service Brand-Building Strategies:

1. **Brand Positioning**
 2. **Brand Loyalty**
 3. **Brand Equity**
 4. **Brand Personality**
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Descriptions:

- A. Creating a unique place in the consumer's mind, ensuring the brand is seen as different as and better than competitors.
 - B. The value a brand adds to the service, reflected in consumer perceptions and their willingness to pay more.
 - C. Developing a set of human-like traits that consumers can relate to, making the brand feel more personal and trustworthy.
 - D. The emotional connection customers have with the brand, which leads to repeat purchases and strong customer retention.
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Answer:

1. **Brand Positioning** → A. Creating a unique place in the consumer's mind, ensuring the brand is seen as different as and better than competitors.
2. **Brand Loyalty** → D. The emotional connection customers have with the brand, which leads to repeat purchases and strong customer retention.

3. **Brand Equity** → B. The value a brand adds to the service, reflected in consumer perceptions and their willingness to pay more.
4. **Brand Personality** → C. Developing a set of human-like traits that consumers can relate to, making the brand feel more personal and trustworthy.