

## **BRANDS CURRENT LANDSCAPE AND THE MARKETING MANAGER**

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### **ABSTRACT**

The brand is the essence of the company, which aims to remember important features of the products, in addition to defining key aspects related to the choices made by consumers. The brand identity also represents the insight about herself and expresses its main aspects, namely, his personality, and she has become, today, valuable assets for organizations. With the emergence of new products and new brands in the market, it creates a challenge for administrators are to search for new horizons towards innovation as a way to be recognized and remembered in the market. Thus, this study aims to examine the importance of the administrator in the marketing and management of current brands, assisting in the management and growth of the brand. The importance of the subject is relevant because organizations need to encourage consumers through strategic actions and efficient planning, managed by administrators who have a broader view, in an increasingly competitive market. For this, we conducted a literature review, through books, articles, magazines and the internet, where the methodology was qualitative and descriptive.

**Keywords:** Brand; Branding; *Brand equity* and Marketing Administrator.

### **1. INTRODUCTION**

A brand for the consumer, according to Nunes as Haigh (2003), is all that is in terms of value, being obviously more than the product, whose value is linked to the quality and price of the product, the friendly service and establishment environment, to advertisements in newspapers, the quality of company management, loyalty and consumer recognition, technology and logistics organization, the income of employees and other means.

The stronger the consumer's perception regarding the value of the brand, more viable becomes the established relationship between the consumer and the company, generating an additional perceived value to products and services, which is only possible due to their functional and emotional attributes . (Azevedo and Pomeranz, 2004).

Currently, the brand seeks to invest not only in accumulation of contacts and yes, in long-lasting contacts. This post is also linked to the sale, which happens in places of living of the consumer and their expectations by getting the consumer contact with the brand concretely these locations in order to build a relationship, causing the consumer to mobilize not to continue as a spectator, but rather, they become agents. (KAPFERER, 2004).

In this context, Cobra (2009) reports that for the company to build a lasting brand and consistent with the philosophy of the organization itself, it is necessary to develop strategies that are efficient not only for brand management, but also for the consumer.

Data published by Exame Magazine, conducted by Muniz (2012), show that the company Apothecary invested £ 60,000 to dismember the brand Nativa SPA and that this action resulted in the separation of your online portfolio. These data indicate that, for the first time, the company chose to work with their lines separately, and emphasized by the company, the importance of professional before the target public.

A more recent event was the release of the brand "Coming Soon" Globo TV. In a report carried by Sacchitiello (2013) with the director of central globe of communication, Sergio Valente, he says that during his professional career, has always had the mission to work with brands and currently does so with the Globe brand, getting very happy with the outcome, but such action was possible only because the strategy developed and the great commitment of all professionals involved.

Analyzing the brand managers, according to the subjects addressed, Corte-Real (2007) defines some questions related to these questions. The brand influence in decision making? The brand is source of assurance that consumers are loyal? Thus, customer satisfaction with the purchase is greater? What is the importance and value of the brand for the company?

Thus, this study aims to analyze the landscape and the role of the brand marketer in brand management. Furthermore, as a secondary objective, we have: understand the importance of branding in the management process; and tasks of the marketing professional in brand management.

In this context, then there is the problem of this research: What is the current landscape of brands and the role of the marketer in brand management?

Thus, to better understand the landscape and the role of the brand marketer in brand management, a literature review with research in books, articles, magazines and the internet was conducted; and the methodology applied in this study was descriptive and qualitative. Being such research divided into four parts, besides this introduction. In item 2 the theoretical framework of the concept of the brand is presented; the function of the brand to the consumer; branding; Brand equity; Marketing Management; Similar searches; Annual reports and analyzes results. In Item 3 is presented the conclusions and, finally, in Item 4 presents the references.

Justifies the approach to this issue, since the lack of strategic planning of corporate managers affects the brand's potential and turn their success with consumers on this box brand management must be aware of the innovations that the market provides.

## **2. THEORETICAL**

This item of work will be presented and discussed the concepts of tags, the function of the brand for the professional, the concept of branding and brand equity, the current professional marketing and its functions. In addition, an item similar to this research topic and a description of the marks was drawn according to annual reports of large companies.

### **2.1. BRANDS CONCEPT**

The brand concept, according to Nunes as Haigh (2003) and Schimtt (2000), the value is generated over the experience gained by the consumer through the brand, which the company must improve the quality of management, creating brand awareness for your consumers.

According to Tavares (1998), consumers have reason to prefer one brand, and these reasons are relevant at the time of purchase or choose the same because the company only produces the product, and those who choose the brand is the consumer.

In designing Martins (2000, p. 47) "consumers want to be stimulated, amused, educated and challenged. They seek brands that can provide them experiences and then become part of your life. "

According to Kotler and Keller (2006), brands can indicate certain attribute level, and thus, satisfied customers can of course re-use the same product. Thus it becomes essential the role of the marketer in managing the brand because the brand name should be managed carefully so that the asset value does not depreciate, concerned to maintain the quality, functionality and positive associations, which are perceived by consumers in relation to it. (Kotler, 2000).

So Tomiya (2010) and Mattar et al. (2009) defines brand as a name, term, sign, symbol, or design, and these combined are intended to identify products or services of an organization or group to differentiate them from their competitors.

In this sense, Aaker (1998) states that the brand facilitates the identification of products to consumers and, thus, organizations end up protecting their products from competitors producing similar or identical products.

On a more legal view, "is a distinctive brand able to differentiate a product or service from another. Your requirement is new in the sense of originality and not colidência or similarity to the earlier marks. "(Fuhrer, 2010, p. 30).

However, Kapferer (2003) emphasizes that the brand goes beyond innovation and development, because it shows that a product or service is linked to brand essence, it is the record company.

<b>AUTHOR</b>	<b>YEAR</b>	<b>BRAND DEFINITION</b>
GARDNER e LEVY	1995	The concept associated with the notion of "brand image" brand.
CHANTÉRAC, V.	1989	Brand is the concept of legal entity and source of differentiation supply company.
CHAMBERLIN, E.	1993	Brand is a set of verbal signs, figurative or emblematic applied to a product that they do distinguishes it from others.
KELLER, KEVIN LANE	1993	Brand can be defined by the signature, symbol, and / or design, or combination of them we identify certain company products and services in the competitive market.
AMBLER, T. e STYLES, C.	1997	Brand entity as is the expression of a set of three types of proportional benefits to consumers: functional; economic; and psychological.
AAKER, DAVID A.	1998	Brand is a differentiated and / or symbol intended to identify the goods and / or a seller or group of sellers name services.
KOTLER, PHILIP	2000	Brand is a name, term, sign, symbol, design or combination of them, intended to identify the goods and / or sellers of a company from its competitors services.
LOURO, MARIA JOÃO SOARES	2000	Brand can be defined as a composite of (real versus illusory, rational versus emotional, tangible versus intangible) generating satisfaction attributes.

Table 1: Summary of the concepts of brands of other authors.

Source: Chaves (2010, p.19)

Table 1 presents various concepts of brands, which the Chat rac (1989), Chamberlini (1993), Keller (1993), Aaker (1998) and Kotler (2000) authors refer to the brand as a name, term, sign, symbol, or design, and these combinations are intended to identify products or services of their competitors. However, for Ambler and for Styler (1997) and Blonde (2000), the brand is a composite of attributes that values active businesses. (CHAVES, 2010).

## 2.2. ROLE OF BRAND FOR THE CONSUMER

The function of the brand goes beyond symbols that help consumers to differentiate products or services in relation to its competitors.

The brand is not only based on information it has to create value and be attractive to the consumer. (KAPFERER, 2003).

In this context, Kapferer (2003) defines eight tasks justifying consumer attitudes at the time of brand choice, as shown in Table 2.

FEATURE	BENEFIT CONSUMERS
REFERENCE	See clearly be located in relation to sectoral output, quickly identify popular products.
OF CONVENIENCE	Allow saving of time and energy to repurchase the identical product loyalty.
WARRANTY	Security of finding a stable quality everywhere and all the time.
OPTIMIZATION	Safety buying the best product in its class, with the best performance for a specific use.
CUSTOMIZATION	Feel comforted by their self-image or the image that is passed to others.
STAY	Satisfaction born of familiarity and intimacy of connections with a brand that has been consumed for years and it still lasts.
HEDONIST	Satisfaction linked to the aesthetic of the brand, design and communications.
ETHICS	Satisfaction linked to the responsibility of the brand in its relations with society (ecology, employment, citizenship, not shocking advertisement) behavior.

**Table 2** - The functions of the brand to consumers

**Source:** Kapferer (2003, p 24.).

According to the framework mentioned Kapferer (2003), when it comes to the functions of reference and convenience, both are related to the essence of the brand and are more mechanical, however, the functions of assurance, optimization and customization reduces perceived risk of the brand , and the functions of ethics, hedonistic and permanence are based on familiarity, behavior and structure of the mark.

Pine (1996) as well as Dionysus and Brochand (1999) apud Mantovani (2008, p 19.) Share the same idea that the function of the mark, with consumers, create more values for organizations, which may be valued and attractive to their buyers, contributing to leverage their products to market. According to the authors, we can mention other functions that contribute to the motivation of the purchase of the brand, they being:

- Competitive Function: The products compete between themselves after the marks assinalarem.

- identifying Function: By signing them, the marks identify products or services individually.
- individualizing Function: When product is identified and labeled it becomes individualized from other brands or set of goods.
- Function of discovery or revelation: Is the brand reveal their existence to the consumer, because the consumer becomes aware of a new product being launched in the market.
- Function of differentiation: The product becomes different in its category via a tag.
- Advertising Function: The product ceases to be anonymous when advertising seeks to promote and disseminate the brand to its consumers.
- Role of internal differentiation: Pine (1996) cites, as an example, the popular Volkswagen Beetle that has three versions, Volkswagen 1200, 1300 and 1500, although all three models present are identical, the models showed inequality in the price, and finish product quality, thus, consumers ended up establishing differences in status between the owners.

### **2.3. BRANDING**

The marketing professional has a key role in the management of the brand, the market is increasingly demanding and every strategy Branding has to be directed to your target audience, so that the company can achieve its desired goal in brand building and thus have a competitive advantage over their competitors.

For Cobra (2009), do not just invest only in marketing or have a good brand, but, investing in branding, thoughtful actions that can achieve the results that organizations crave.

Organizations should develop strategies that create value to the brand and consumers, such actions are very important for the development of brand communication and relationship with the same market. In designing Martins (2006), Branding is related to several actions taken by the professional brand that once elaborate, can be part of people's lives and influence them in their culture. Tomiya (2010) shares the same idea, according to the author, the Branding aims to ensure brand development and management through review of indicators measuring the efficiency of the directors of the brand.

Companies seek differentiation of products and services, and the technology has grown abundantly in the market, causing companies to stop and analyze the strategies to be developed and applied before their consumers. In this context, according to Kotler and Keller (2006), the current marketing management must be passed to consumers convincingly about the differences between the brands in a category of product or service, making the branding to be successful, adding value to the company and the brand. Recalling that brands must be carefully designed and managed, they are powerful assets. (Kotler and Armstrong, 2007).

### **2.4. BRAND EQUITY**

According to Kotler and Keller (2006), Brand equity is the way how consumers will react as the brand on the market, with the differential brand awareness that constitutes consumer response in relation to the product or service that the company is marketing through brand associations. According to the authors there are three elements that are important in building brand equity, as follows:

- The initial choices of elements or identities of the brand as the brand name, logos, symbols, representatives, and other slogans;

- All marketing activities must be linked to the products and services that accompany them;
- Transfer to the mark of other associations indirectly, it is linked to some entity.

Moreover, Tavares (1998) states that this association reduces costs, increases profits, it is only for the consumer, provided that it is familiar with the brand. Therefore, the objective of brand management is to increase brand equity, ie, the value of brand equity. (Sampaio, 2002).

Aaker (2010) recognizes the importance in generating information that aims at analyzing the strategies and tactics organizations towards aspects of models that focus on information about the client that can generate effective results in brand enhancement. The assets often add or subtract values to the client and, thus, to the manager of the brand is easier to interpret and evaluate the information that consumers bring the product and the brand.

In this sense, according to Aaker (1998), brandy equity is a set of assets and liabilities that are linked to a brand that add up and subtract from the value provided to a product or service.

Brand loyalty: for organizations is more advantageous and relatively inexpensive to keep customers loyal to the brand than seeking new customers, because loyal customers attract new customers, and the loyalty and fidelity of these consumers is a way for the company to reduce its vulnerability to competitive action. Underscoring that, the brand must always be available to the loyal consumers who do not accept weak product, and when consumers buy targeting in other features and not those connected to the brand, makes the brand equity becomes weak because this is based on consumers' brand loyalty; (Aaker, 1998).

- Knowledge of the name: Aaker (1998) reports that the brand is already known and attracts more customers are more likely to be purchased due to the same family, reliable and good quality, than an unknown brand to be;
- Perceived quality: the quality for consumers should be associated with the brand, and they are influenced by it in the act of purchasing a product or service in relation to its competitors. In addition, there may be a brand extension brand awareness by consumers. However, if a brand in a given segment, is well regarded, this is likely to have a high quality. (Aaker, 1998).
- Associations brand: Consumers develop positive associations, which were moved by feelings or attitudes that are attached to it; whose associations, according to Aaker (1998), can be: lifestyle, class of products for competitors, social class, customer benefits, among others;
- Other company assets: some brand assets are patents, trademarks and relationships with distribution channels. Since the patent can hinder direct competition if it is strong. Have the distribution channel depends on its performance in order to be controlled by a brand. And the trademark has the function of protecting the brand equity compared to its competitors that are intended to confuse consumers with the intervention of the use of similar name, symbols or packaging. (Aaker, 1998).

Although a large number of authors such as Cobra (2009), Kapferer (2003), Kotler and Keller (2006), Nunes and Haigh (2003), Tomiya (2010) and Aaker (1998) have studied about the value of all Brand share the same idea, the brand is the biggest asset of the company, since the brand is perceived by its consumers and that their marketers are efficient to drive the brand strategy and achieve desired business that aims to profit.

## **2.5. MARKETING MANAGEMENT**

The marketing management, according to Kotler and Keller (2006), is to choose your target market through communication and creation of ideas, with the goal of creating value and customer satisfaction, generating thereby return for both parties.

The AMA (American Marketing Association) apud Cobra (2009, p. 40) defines marketing management as the process of planning and executing the conception of pricing, promotion and innovation of ideas, goods and services to create and preserve the exchanges that satisfy the goals of individuals and businesses.

In the settings already mentioned, has been the first, based on the direction of goods, services and ideas, value and satisfaction relating the markets, businesses and consumers; the second is based on the concepts of exchange and satisfy individual and organizational goals.

To Maran and Pereira (2004), when the organization has a good marketing management allowing all areas of the company to interact, this means that marketing activities are more organized, because the interaction between them there is an adequate exchange of information that is, a communication without noise, obtaining thus a correct product. In addition to internal communication that provides positive results and if used the right way, there is the Marketing Communication, which is defined by Kotler and Keller (2006), as the means by which companies seek to persuade and inform consumers about their products and brands, thus building a relationship between the two.

As Mattar (2009), the company, strategically oriented, focuses on efforts to understand the needs and desires of consumers and observe and evaluate their competitors, thereby, the company has its goal in offering an ongoing basis, the highest rate in their products, thus gaining consumer preference.

The marketer, according to Kotler (2009), considers the four Ps of the marketing mix (product, price, promotion and point of sale) a tool able to assist and guide in marketing planning, determining the cost-benefit ratio, and , starting it, the professional can design appropriate to your company and be able to maximize the profit of the same marketing mix.

For Cobra (2009), the formulation of marketing strategy should be aimed at maximizing resources in generating profit, or better, every action must be linked to profit.

### **2.5.1. THE MARKETING MANAGER AND YOUR FUNCTION.**

The moment a person makes a decision to satisfy their wants and needs, it performs an exchange of a good or service with money; whose exchange is nothing more than marketing, which influences and awakens desires in consumers being an essential factor for companies to take heed to incorporate benefits to attract customers, thereby obtaining competitive advantage competitors, being a conquest planned by professional marketing. (MARAN, PEREIRA, 2004).

The search for new niche markets are also essential ways to expand and grow the vision of marketing practitioners, besides conducting demographic, economic, political-legal and sociocultural analyzes, which provide relevant data in strategic decision to be adopted in marketing sector organization, facilitating studies on customers and their needs and the achievement of designing new products particular brand. (MARAN, PEREIRA, 2004).

According to Kotler (2000), marketers need to take several key decisions, such as controlling the costs of advertising, sales associates, packaging and development of new products on the market.

Currently, marketing managers should pay attention to the innovations that the market provides, as competition is increasingly fierce and, according to Kotler (2000), marketers use some reminders to keep in achieving competitive advantage, whose

reminders are frequently asked questions that assist in making decisions these professionals.

As Kotler and Keller (2006), the marketer is someone seeking response from another party, known as a potential client seeking to sell something to each other, and they are responsible for managing their demand. According to the authors mentioned above there are eight possible states of demand to meet the organization's objectives, which are:

- Negative demand: consumers to pay for products when they do not like them;
- nonexistent demand: consumers, not knowing the product, has no interest in acquiring them;
- Latent Demand: Consumers have a strong need for any product on the market can satisfy them;
- Declining demand: consumers buy products with less frequency and, consequently, fail to buy them;
- Irregular Demand: Because consumers buy according to the month, week, day and time, your purchases end up becoming seasonal;
- Demand full: consumers correctly buy all products that are placed on the market;
- Excessive demand: there are more consumers interested in purchasing the product than the products that are available;
- unwanted Demand: Consumers are more attracted to products that have undesirable social consequences.

The eight states serving demand for marketers identify what state is your demand, if the demand is not in the desired state by the company, there is the possibility to change it by an action plan, whose plan is determined by for these professionals, so if you meet the desired level. (Kotler and Keller, 2006).

The function of marketing with sales is confused by most professionals as Kotler (2002) apud Bortoli (2008, p. 32) states, and that marketing is a process that anticipates sales and market analyzes to identify needs consumers and thus introduce new products; and is also a way to make the sales process easier.

Marketers have the challenge of building a strong brand, but for this there is the need to ensure the proper and correct type of experience with the products and services and also with the proper marketing programs obtained by customers; in order to build desired structures on the recognition of the mark. (Kotler and Keller, 2006).

The activities of marketers are mostly related to planning, because of the need to adapt to the constant changes in the current market. (BORTOLI, 2008).

## **2.6. SIMILAR SEARCHES**

In this item published works similar to this research issue, which will be shown the importance of the brand and its development and use, as well as the role of managers in organizations are presented.

The work of Fernandes (2005) emphasizes the importance of professional marketing in the area as having relevance Make the theme, in which the author focuses that this issue has been discussed for a long time, but without due attention of managers, students, entrepreneurs and the community, and the lack of resources to be searched about this in our country.

Thus, it is concluded that the generation of profits for shareholders, the expansion of quality jobs and the dissemination of knowledge of the population generate better wages, benefiting the nation's economy and contributing to the quality of life of society, and this paper of health professionals in the community, in order to implement the

winning brands. The same notes that this matter will not be ended by being of great importance and scope.

Costa (2008), in his work, demonstrates the importance that brand management has to markets and organizations, taking into account the representation of a trade mark relating the life cycle of the product, good or service. Which there is a need of getting a qualified team to manage and identify the correct action to apply when variations in the positioning of the company in the market now. It also emphasizes that the lack of effective management can take several companies into bankruptcy or cause damage that could be avoided.

In conclusion, professionals must integrate management actions with efficient communication tools appropriate to each situation, and it is essential for the organization to achieve the desired success because, as the author says, we are living in a competitive and innovative market, requiring thus, the search for new possibilities.

In his work, Pessôa (2009) seeks to present ways for the company to ensure its success and gain competitive advantage, whose forms are proposed marketing strategies used to market positioning as advertising, promotion, and other elements that present the image of the brand public, with a strategy to add value to products and services of organizations.

The same conclusion in his work, the importance of brand management is essential for gaining competitive advantage in the market, assisting in the performance of products and services, which creates a bond of loyalty, and thus generates the decrease about the risks in relation to competition and market changes. Besides decreasing the perception of the consumer price increase of the product, enabling the growth, development and brand value.

A similar theme was Khauaja (2009), which examined the process of building and managing brands as part of the internationalization strategy and inclusion, in a globalized world, organizations. To complement your goal is to use the marks on the internationalization of Brazilian companies strategy and how they are managed abroad, with the intent to encourage and increase the mindset and understanding of brand management.

We conclude that entrepreneurs should increase the participation of Brazil in the globalized world, with the suggestion to conduct quantitative research to improve the role of the professional in brand management and internationalization processes.

## **2.7. ANNUAL REPORTS ANALYSIS**

In this item it will be demonstrated how some companies manage their brands and the importance of professional involvement in the current management. Companies cited are: Petrobras, Hypermarcas and Google, which have been chosen for this analysis of annual reports, as companies are concerned with investments in marketing and quality of management, and management dominated by renowned and skilled professionals with in order to make your very visible and acceptable in the eyes of the consumer brands, and provide products and / or services that meet consumer desires and products and / or services that solve their problems.

### **2.7.1. PETROBRAS COMPANY**

Petrobras is the result of a great grassroots campaign started in 1946 with the historic slogan "The oil is ours", and then founded in 1953 by President Getulio Vargas, aiming to run the activities of the oil sector in Brazil. Installing this was completed in 1954, and inherited two refineries of the National Petroleum Council: a refinery in Mataripe (BA)

and the other in Cubatao (SP), the first company assets and the beginning of its future expansion. (PETROBRAS, 2013).

The company Petrobras has the corporate strategy to expand all its businesses, based on sustainability factors in the integrated growth, profitability, and social and environmental responsibility, beyond the relentless pursuit of value creation stakeholders with a focus on discipline capital and management costs. There is also strategy to develop the whole chain of goods and services, bringing technology, professional training (being valued and recognized individuals and teams to high performance) and great opportunities for the industry. It also has a strategy for increasing the area of distribution, increasing the logistical capacity to meet domestic growth that the market is providing, with the goal of maintaining leadership in the country and make Petrobras the preferred brand of Brazilian consumers. (PETROBRAS, 2013).

Technology and Petrobras brand ensure the quality of products to meet the needs of every consumer and market. It also has various sizes of distribution channels for its products, in order to fulfill the legal requirements to compete. Products and brands Petrobras are supplied and distributed by subsidiaries Transpetro and Petrobras Distribuidora, which carry crude oil and distributing the products of crude oil such as gasoline, diesel, lubricants (brand Lubrax), naphtha, kerosene airplane; Petroquisa subsidiary, which acts as a mediator for petrochemicals, made from oil, which is currently exploited and produced in the pre-salt layer (producing oil at 7000 meters depth with a strategic position); Liquigás subsidiary, which bottles, distributes and sells cooking gas across the country. And Petrobras is mainly focused on the production of biodiesel and ethanol produced from renewable sources, in addition to producing various renewable energy sources (wind, solar, hydro and hydrogen fuel). Such brands and products receive great investment, technology and strategic planning in relation to market needs. (PETROBRAS, 2013).

The company Petrobras provides products and brands population need and quality, with the intention of making your brand a great business card, with it being a large company with popular knowledge and authentic brands, therefore, of great worth to be mentioned in the annual report of companies.

### **2.7.2. HYPERMARCAS COMPANY**

The company has Hypermarchas Capital of Brazilian origin and the largest and most diverse brand portfolio, predominantly leading brands and is considered one of the largest companies and consumer goods, began its operations in 2001, the cleaning and hygiene market being the owner of the trademark Assolan and continuing its activities with the expansion of acquiring brands. This company operates retail food and pharmaceutical channels, with a sales structure and distribution with national coverage. For each transaction made there is a specialized sales force with the participation of vendors with the help of a network of promoters, too, getting a team of medical visits for drug promotion to doctors. Regarding the portfolio of brands and products, there is an established demand which provided historically a solid cash flow to the organization. (HYPERMARCAS 2013).

Hypermarchas team also includes the participation of a management and shareholders with extensive experience in the consumer goods industry and getting great experience in identifying, attracting, acquiring and integrating businesses in this sector, in addition to implementing policies for growth and achievement investment in marketing, which allows the growth of brands. The growth strategy of the company is defined by the combination of organic growth with acquisitions, with 28 acquisitions in order to

expand the portfolio of brands and products, whose acquisition can be cited by the marks have already been performed: Pom Pom, Jontex, Biocolor, risqué, Carrot and Bronze, Doril, among other leading brands. (HYPERMARCAS 2013).

The company's management has expectations about the future of the business and its continued access to capital to fund its business plan, considering in future issues of dependence on changes in the market, the sector and the Brazilian economy, competitive pressures, among other factors. In order, the administrative strategic plan based on sustainable profitable growth and cash generation with strengthening trade executions (sales, merchandising), productivity growth in the application of resources (media, trade marketing, promotion), cost reduction and control expenses, and the launch of new products (deep understanding of consumers), thus being a model of high performance management. (HYPERMARCAS 2013).

This was mentioned by company stand out in a variety of brands, containing a segment of a larger market to meet various niches mercadológicos.

### **2.7.3. GOOGLE COMPANY**

The Google company was founded in September of 1998 by the founders Larry Page and Sergey Brin, the former is responsible for the daily operations of the company as lead product development and technology strategy. Have Sergey currently directs special projects. Since 1998, the company Google was growing to more than 30,000 employees around the world, given its range of employees, some most experienced technology professionals in the industry, which are represented by a professional team of managers, who work behind the tools that consumers use every day, in addition to creating great products and brands. And, Google currently has more than 70 offices in over 40 countries around the globe. (GOOGLE, 2013).

Google's strategy is to make their products work better and intuitive way, and that Google has grown to offer products beyond research. Having the goal of making it as easy as possible for consumers to find the information they need and thus accomplish the desired things. (GOOGLE, 2013).

Some of Google products are: iGoogle (a way to add news, games, etc. on the Google homepage.) Google Mobile (Google products on your mobile phone), You Tube (watch, upload and share videos), Picasa (find, edit and compatilhar photos), Google Chrome (a browser designed to be fast, simple and secure), Google maps for mobile (see your location and maps, tracing routes on mobile), and other products offered to consumers. Google also provides a variety of tools to help businesses of all types to succeed on and off the web, which is extremely important programs in the Google company business, in order to allow companies to entrepreneurs around the world also expand the their business by providing advertising programs (from simple text ads to rich media ads), helping businesses to find customers, be more productive and save money. Some of the products that can be used as business tools for entrepreneurs offered by Google is Google+ (allows the company to establish a relationship with your customers), Google AdWords (helps the company find new customers), among other ways to expand their business. Stressing that the company Google believes in the infinite possibilities of the Internet itself. (GOOGLE, 2013).

There was a great evolution of the web since Google, the first time appeared on the scene, providing simpler and faster ways for consumers to take what they want, which is a company that deserves to be mentioned in the question of brand management.

## **2.8. RESULTS ANALYSIS**

This analysis seeks to interpret the results which are the best ways for a company to reinforce the importance of the brand and enhance the management of the marketing professional. Kotler (2000) summarizes that the brand needs care in its management so that does not depreciate their asset value, which requires maintaining and improving awareness and positive perception of the quality and functionality of the brand. Besides mentioning that for some analysts, Products and concrete premises of a business not last longer than brands, which is considered its durable. Anyway, to the author, the most appropriate focus of marketing planning is to expand the value of loyal customers in the long term, managing the brand as an important marketing tool.

According to Nunes as Haigh (2003), the brand concept refers to the value generated by the experience gained by the consumer through the brand, always improving the quality of management of enterprises whose management seeks to know, increasingly, on the contribution of marks for success and optimizing their business.

Kapferer (2003) reports that the brand to deliver value to the consumer, has to be attractive and can not be based only on information but go beyond innovation and development.

As discussed by the authors Nunes and Haigh (2003), Kapferer (2003) and Kotler (2000) the importance of brand management in consumer-driven, is based on the experiences and attractions that brand management needs to achieve the organization's success beyond the planning of marketing.

Branding is a tool that, once well planned, assists in the various actions taken by the professional brand as reported by Martins (2006). However, Kotler and Keller (2006) state that the Branding, to be successful, must be managed by marketing professionals, which should make differentiation between the two marks. The Brand equity provides value to both the consumer and the company, which should be linked to the name and / or symbol of the brand. It is interesting to be mentioned that Aaker (1998) emphasizes five categories that help the consumer perception, which are: brand loyalty, name knowledge, perceived quality, brand associations and other assets of the trademark owner.

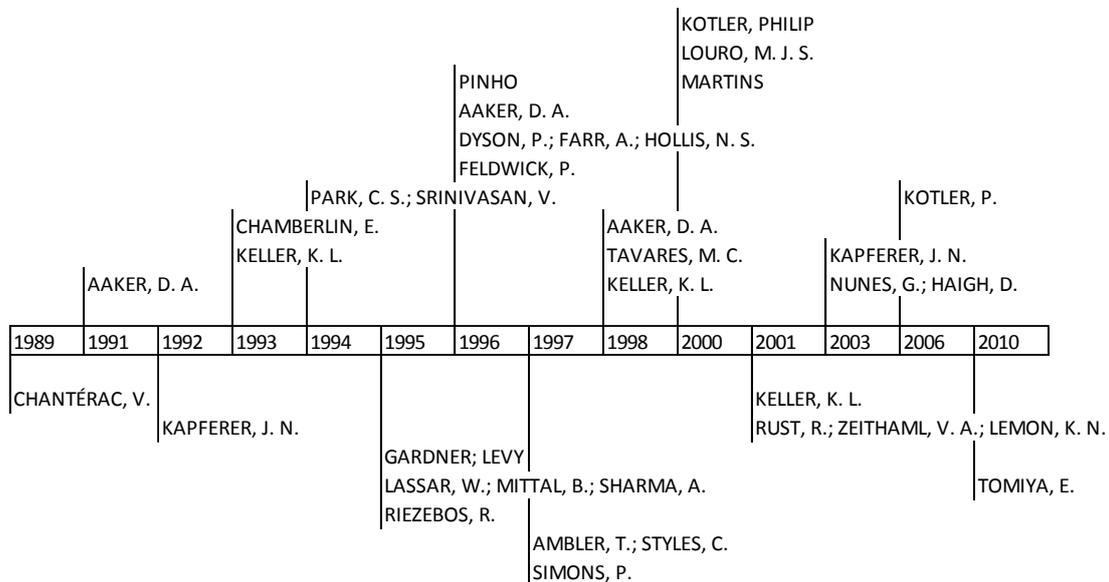
However, for the company to be successful and lead the market, there is the need for skilled professionals in management and marketing management. As Maran and Pereira (2004), the marketer must possess planning to have competitive advantage over competitors, not only to meet the needs of customers, as well as the organization's goals. Petrobras is an example of a company that focuses on its good image with consumers and shareholders, with the corporate strategy to expand all its businesses, with the goal of maintaining leadership in the country, making your brand the preferred consumer . And Petrobras brand guarantees quality products to meet the needs of consumers and the market. According to Aaker (2010), it is important to generate information regarding the analysis of strategies and tactics organizations, so that results can be achieved in order to obtain the value of the brand. Thus, Petrobras has various sizes of distribution channels for its products, which provide various brands to various types of market and strategy of the organization.

Another company that is currently excelling in brand management is Google, which has a range of employees, who are represented by a team of managers that create great brands and products that meet the needs not only of consumers, but as entrepreneurs because they provide the easiest ways to expand their business.

When analyzing management adopted by each company, it is observed that for the company to achieve the desired success in whatever your branch, it must develop a proper marketing plan to market needs and their resulting changes and be alert brand image and hence the company, with an essential function of making professional

marketing strategies and goals of the company more viable and thus achieve brand enhancement.

The timeline helps to better visualize the concepts related to the brand, which will be demonstrated in the main facts of history and author of the brand already mentioned in this research, with the aim of demonstrating the panorama of brands, as Figure 1.



**Figure 1:** Timeline Overview Brand.

**Source:** Research Data

As the timeline, Keller (1993) was the first author to report on the concept of the brand, emphasizing the design to identify the products and services of a particular company in the competitive market.

Pine (1996) states that the brand contributes to the growth of the products of a particular company in the market, being an essential recovery and consumer attraction factor.

To Aaker (1998) brand is a distinguished name that identifies the goods and services from one or more vendors to be competitive in the market, getting the same thought Keller (1993). Have Tavares (1998) states that the consumer has to be familiar with this brand to become one. And the author also emphasizes that those who choose the brand is the consumer, as the company only produces.

So to Kotler (2000) the brand also refers to the combination of name, symbols among others, with the intent of the product or service being identified by consumers before the competition; the author also emphasizes on the essential role of the marketer in making appropriate decisions to keep the company's brand into a competitive advantage. In the same year, 2000 Martins says consumers seek brands that provide good experiences for later these are part of their lives.

In 2003, Kapferer emphasizes that the brand is the record company, which can generate consumer value if it is attractive, noting that the product or services are connected to the essence of the brand. In this sense, Nunes and Haigh (2003) reported that the brand experience is generated and the value obtained by the consumer, and emphasize that the

company should give importance to improving the quality of management of marketing to create brand recognition by consumers.

To Kotler and Keller (2006) brands must meet the consumer needs to achieve their satisfaction and thus, with certain level of quality, this brand can be defaulted again by the consumer, beyond play valuable roles to the company.

Finally, Tomiya (2010) defines a brand as Kotler (2000), the combination of parameters (name, sign, drawing, etc..) To identify products or services of a particular company in order to differentiate from competitors .

The success of marketing management and, consequently, the conquest of the perceived value of the brand by consumers in a particular company may be assigned by the ability and responsibility of the marketer as already mentioned in this research, however, are listed the main functions or professional tasks such as Kotler and Keller (2006) as well as Mattar et al (2009), which called marketers and brand managers. Whose duties are:

- Develop a competitive strategy to long-term products;
- Conduct annual marketing plans and annual sales forecasts;
- Perform work with agencies / advertising firms to develop programs and campaigns;
- Encourage support for products between the sales force and distributors;
- Analyze and meet on an ongoing basis, information on the performance of the products, on the behavior of consumers and intermediaries and also about new problems and opportunities;
- Propose the improvement of products to meet new market needs;
- Develop strategies to address the needs of consumers and business objectives;
- Adapting strategic objectives into operational goals for its products;
- Perform development and implementation actions in the administrative and operational areas, aiming to achieve the objectives and goals for their products and
- Serve as a representative of consumers on the other areas of the company. (Kotler and Keller, 2009).

This analysis is important because it could be seen a real picture of the brand and the essential role of the marketer in managing a particular company, which enables better strategic planning to leverage the visibility of the product and the brand to consumers and competitors.

### **3. FINAL REMARKS AND CONCLUSION**

This study aimed to demonstrate the importance of branding and the role of the marketer in the current management of the markets and organizations, for the company to achieve its desired goal needs to have a range of qualified professionals closely following the acceptance of your brand to the consumer essentials taken proper and fundamental to be applied when there are variations in the market that may affect the positioning of the organization and decisions. Therefore, managing a brand is essential to organizations when it is seen differently, ie as a competitive differentiator, which helps to identify a product, and contribute to ensuring a consumer loyalty and build sustainable barriers as competitors, achieving competitive advantage. (Kotler & Keller, 2006).

It should also be mentioned that the brand management needs creation of strategies in order to create value to the brand and consumers in order to generate value to the organization. In this sense, "branding can be seen as a powerful means of ensuring competitive advantage." (Kotler & Keller, 2006, p 269.).

The Brand equity is another important way in marketing management, which provides brand awareness on the responses of consumers about the product and / or service and can also provide value to the brand in the long term, enabling the enduring relationship

between the brand and audience must always be taken care of with professional innovations and market changes.

Currently, we live in a globalized world and consists of discerning consumers who seek quality products and satisfying their needs, and provide solution for the comfort of these.

Thus, we could observe how they are being managed brands in the current management of the companies mentioned in this paper, which use the strategy of adding value to the consumer and the enterprise; development of products and services based on technology and professionals involved in marketing and investment, enabling the growth of brands focusing mainly on the consumer and therefore the achievement of the objective desired by the company which is the brand value and with that, the generation of profit from it. Therefore, the objectives of this work were made based on the studies and the theories of the authors in previous items, it is clear the importance of the role of the professional in brand management and its influence on consumer buying process.

### **3.1 SUGGESTIONS FOR FUTURE STUDIES**

The first suggestion for future studies is to integrate efficient management actions with appropriate communication tools to achieve successful results.

The second is to conduct a study on the behavior and knowledge of brands not only for the organization but also to the various market niches.

The third suggestion is to monitor the management of the brand Allied PDCA cycle, which is a quality tool that facilitates decision-making, aiming to reach the goals of the organizations, thus facilitating management processes for more than one year (one cycle). Finally, conducting a study that evaluates the response of consumers to the brand.

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