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IMPACT OF BRAND LIFE CYCLE TO EXTEND PRODUCT'S LIFE CYCLE

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ABSTRACT

Brand creates the impression of distinction that allow consumers to differentiate and clarify which products offered to be the better choice. This study aims to make sense of brand insights, to answer the question whether brands are like products in that they have life cycle. This research uses an empirical, and phenomenological approach, involving related experience process to obtain a basic and comprehensive picture. Like product, a brand also has its own life cycle. Unlike products that end in the loss of sales on the market after it enter the declining phase, brand have residual that allows to survive in the market. When brand already had a good impression and emotional connection with consumers, it will allow the brand to remain present in the mind of consumers. This condition allows the brand to remain present even though the product is no longer available, and re-launching the brand allows its product to have a chance to come back.

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1. INTRODUCTION

Brand encompasses names, symbols, and designs that are identified easily, and is integrated to the product. Brands help consumers to identify a product and distinguish it from other products and services. Brand is important because it makes an impression on consumers but also allows consumers to differentiate and to clarify what is being offered between competing products and finally the decision to which choose the better perceived product.

Brand like product can last for long or short period of time, depends on how long the brand provides benefits to meet the wants and / or needs of the consumers and brands provide emotional benefits [1]

In the past century, Gillette has become one of the leaders in shaving innovation, providing consumers with the latest technology. The Gillette Company was founded by King C. Gillette in 1901 as a razor manufacturer until today. Gillette remains true to this spirit even more than a century later and continues to keep that promise with innovative razors, featuring innovative blade technology from Gillette Trac II to Sensors, MACH3, to Fusion and Fusion ProGlide.

On the other hand, the Kodak brand was founded by George Eastman and Henry A. Strong on September 4, 1888. For most of the 20th century, Kodak held a dominant position in photographic film. Every corner of any modern city the company will put its "Kodak moment" tagline so much that it enters the public lexicon. This lexicon is for describing personal events that are required to be recorded to be passed on to children and grandchildren, or future generation. However, the company that used to be known for its cameras and films hasn't been able to bounce back since declaring bankruptcy in 2012.

Crocs, as a shoe brand is known to be very strong, durable, and comfortable to wear, which is liked by almost everyone in all demographics such as children, teenagers, and mothers. Not only for work, camping, can Crocs be used even in gardening. However, with simple designs make Crocs products prone to copying, and as such the market is saturated with cheaper knockoffs. The problem is so serious, that Crocs Company has closed some of its retail stores, whether this brand will last long or not, its market share is visibly diminishing.

Apple in 2001 made a breakthrough device with its iPod portable music player. At that time, Apple solution was more expensive than others on the market at the time, however, instead of failure, it created a sensation in the market. The company sold 100 million iPods in April 2007 and in 2008, even Presidential candidate, Barack Obama caught seen using one, which later when he was President, President Obama gave one to Queen Elizabeth as a gift. Now iPod is being made obsolete by Apple sister product, the iPhone, which is more superior than iPod in many aspects as it can do more than just playing music. iPod era seemingly going to end.

The market is abundantly filled with products that is expected by the marketer to became commodities. These product brands strive to introduce a stronger appeal, in order to overcome competition. Competition is won by brand marketers who succeed in attracting the attention of consumers, responding to the brand's appeal more than others, driven by curiosity, consumers usually follow up actively. An attractive brand will entice the user to get more information from friends and family, from the media, and / or directly from the brand itself. Consumers can contact friends to ask for advice or evaluate the short list itself. When they decide to research some more brands, they might look for brand reviews online.

Online media presents a lot of information, providing an opportunity for all parties to voice their thoughts that have relevance to the consumers. Consumers usually interested in entertaining content, combined with a desire to improve the quality of life and welfare.

Whether they like it or not, consumers are directly involved with product brands, as product brands give a lot of meaning to the lives of consumers. What would happen to Consumers who are loyal to certain brands, when the brands they like disappear in the market. The question is whether a brand like a product has a life cycle?

Nokia Corporation, a Finnish multinational telecommunications company, an information technology and consumer electronics company, was founded in 1865. Nokia's headquarters

are in Espoo, in the Helsinki metropolitan area, and since the 1990s have focused on large-scale telecommunications infrastructure, and technology development. Nokia is a major contributor to the cellular telephone industry, having helped in the development of GSM, 3G and LTE standards (and currently in 5G), was once the largest mobile and smartphone vendor in the world. Nokia 3310 classic mobile phone brands, once ruled mobile phone market around the world, but the brands that dominate mobile phone now are Samsung, Apple, and Huawei.

Nokia is now owned by HMD Global, a new company founded by former Nokia executive Jean-Francois Baril, with production factory in Vietnam to Foxconn's subsidiary FIH Mobile. Nokia then signed a long-term licensing agreement to make HMD an exclusive manufacturer of Nokia branded mobile phones and tablets outside Japan, which operates together with Foxconn. At the Mobile World Congress 2017, HMD also launched Nokia 3 and Nokia 5 smartphones, and re-launched the Nokia 3310 classic feature phone.

The research problem is how long a brand last on the market can, can a brand have life cycle? There are some enduring brands like Gillette that survived on the market for almost 120 years. Kodak as a company has a popular brand, which is still remembered even though its products are no longer on the market. There are some brands that are losing consumers, and there are some brands that are trying to get back to the market. This study aims to make sense of brand insights, to answer the question whether brands like products have a life cycle?

2. THEORETICAL BASIS

Product life cycle is the development of a product through four stages in the market. The four stages of life cycle are: Introduction, Growth, Maturity and Decline. Each product has a life cycle and the time spent at each stage is different from product to product [2]. Each product has a different life cycle and time from product to product. Many products have a long life, and many which were present just a moment ago, can just disappeared. Product life cycle is a useful way to explain how the market responds to a product, and gives a different effect in marketing activities. Different products and different consumers give different perceptions about the life cycle of a product.

This product cycle goes through certain stages which are divided into four stages.

Stage 1. The introductory stage

This stage is when a new product is first introduced to the market. Consumers are just aware of the product, and are not yet familiar with the benefits provided by the product, so there is no high demand. The market has just been developed, sales are low and creeping slowly.

Stage 2. Market Growth

After consumers realize and are familiar with the benefits provided by these products, so there is demand for growth. The market has just expanded, sales have increased and the total market size has expanded.

Stage 3. Market Maturity

Target market consumers are formed, and are usually clustered. They are familiar with the benefits provided by these products, and are satisfied. Demand is only based from the established target market, so demand is relatively stable. Demand is for routine purchases as a repeat purchase, and only a few additions to a new group of buyers.

Stage 4. Market Decline

The product has begun to lose its appeal, and has begun to be abandoned by loyal consumers. Consumers have started using substitute products that provide more benefits

compared to these products. Market demand gradually decreases, and sales fall to the lowest point, and eventually disappear altogether.

Some products introduced and soon entered declining phase; others stay in the mature stage for a long period of time. Some enter the declining stage and then cycled back into the growth stage through strong promotion or repositioning. Some well-managed brand could stay indefinitely in the market [3].

3. RESEARCH METHODOLOGY

The social phenomenon of meaning about the brand is done through two focus group discussions, each consisting of ten members who are experienced adult men as consumers. The discussion was held in December 2019 in Jakarta. Before conducting intensive interaction and discussion, the discussion starts with a background explanation, which is facilitated by Internet communication to get the latest picture in the market. Then the results of the discussion were reconstructed again to get the conclusion. This reflective discussion provides an opportunity for researchers to make notes about personal experiences such as speculation, emotions, problems, ideas, thoughts, impressions and prejudices.

This empirical and phenomenological approach involves a process of experience related to obtaining a basic and comprehensive picture as a reflective structural analysis to summarize the essence of the discussion. Phenomenological research is an inquiry design derived from philosophy and psychology in which the researcher describes an individual's life experiences about a phenomenon as explained by participants [4]. To analyze the data in this verbal study, the researchers used an inductive method and a qualitative approach.

4. DISCUSSION

The increasingly complex marketing environment, entails increasingly fierce competition in the market. More and more marketers operate on various platforms, dealing with various online and offline approaches. A good brand name can help build brand familiarity. It can help tell something important about the company or its product [5].

Brands as representatives of the marketers to get company revenue are increasingly important. Brand is a company's lifetime commitment, therefore the brand as a whole must represent the entire activities of the company, at all times and in all situations. However, it takes time, large cost, careful planning, and consistency to create an emotional connection between products and consumers.

Consistency, especially regarding brand integrity, is increasingly important as a liaison between producers represented by the marketing communication department and consumers. Brand on the one hand is the perspective of the company and on the other hand how consumers form expectations of the brand they will buy. Brands provide emotional benefits [1]. A brand that is meaningful as a differentiator from competitors also has different views for different people at different times.

Brand is dynamic, in line with developments in the market and is related to its consumers. Brands can play different roles depending on who they interact with and when. Some people are connected to certain aspect of a brand, while others are meaningfully connected to another aspect of the brand. Meanwhile, a person's relationship with a brand can really develop, increasing trust, loyalty, meaning, and involvement. Preference for a brand leads to people choosing the brand more often than during purchase occasions. As such, "brand loyalty" occurs with conscience [6].

Brands need to be managed intelligently to successfully reach all different audiences as it is integral for marketing companies success. This type of management aims to advance brand

relationships with the individuals. Every individual has different feelings, and it is difficult to rationalize each and every one, while brands need to connect to those feelings to create connection.

Many consumers often find it difficult to explain why they like a particular brand, it is often difficult for them to determine the right answer. Understanding the factors that influence consumer choice is crucial for the success of marketing and public policy initiatives and to help consumers maximize their satisfaction with their choices [6].

Given the large amount of information about products on the Internet, there are countless choices available [7]. The difficulty consumers face in making emotionally laden choices such as decisions about medical care or retirement investments, makes decision making studies an ever evolving topic.

A watch is a timepiece device, a Swiss-made branded watches which is mechanically driven, will lack accuracy in seconds per day. These watches are gold-plated, some are studded with diamonds worth over sixteen thousand US Dollar. As the watch brand is so well known, they become the symbol for successful business people. On the other hand, Japanese-made watches, powered by the solar and simple batteries, will have more accuracy, priced in the range of hundred or two hundred US Dollar, but it lacks the element of pride when worn by business people. Ideally as a timepiece, watches should be chosen because they have time accuracy, not accessories, nor because they are just well-known brands.

The purchase of this Swiss-made watch brand may be based on a variety of rational and logical reasons, but in the end, often personal feelings arise for different people. How do business people feel when they make the decision to prefer Swiss-made brands that do not give a precise time? As businesspeople who generally prioritize economic values, why do they ignore their feelings about a Japanese-made watch brand that presents more precision and accuracy of time? Those feelings are complicated, and it frames the brand selection mindset.

Consumers need further understanding in brand selection, because it really depends on the definition of the brand they believe. Belief in this brand definition will help guide consumers in brand selection.

This brand selection is a consumer associative memory, which connects - or associates the brand with a series of attributes, benefits, impressions or emotions. Each individual consumer has a very specific associative memory, so that different individuals it is very possible that the association is also different. Individual differences allow for differences in association. An extensive set of brand associations helps the consumer retrieve information from memory, thus facilitating the purchasing process and biasing it towards the brand [8].

Consumer considers brand as a "promise" between the brand owner and them. When consumers see the icon or symbol of brand recognition, for them, it is something of a promise, or a guarantee. A Japanese-made car brand, in their view, promises high resale value, an efficient engine, and a robust service network. There are implied of open promises, maybe based on brand advertising or direct consumer experience. Even though most brands may have identified the "promise" they want to give, it can still be subjective for other consumers. "A promise" may be of quality, of decent price, of good feeling, and so on. This perspective relates to aspects of emotions or feelings. Brand equity is the perception that a brand delivers on its promise of benefits [9].

Brands are much more than their logo, they reflect the business personality of the marketer. Expressions are not only their products and services, but also ethics, and core values. A brand is something that can be linked to a person's personality and emotions, which makes them feel comfortable and confident. Many brands are chosen by consumers because

they are popular among certain groups. American made motorbikes with large engine capacity, are often identified with street explorers, and those who like adventure.

Brands like any marketing activities always move dynamically, as any activities that is performed by the marketer impacted on the brand as well. Each brand has stages, a cycle. Consumers buy millions of products that the brand represents every year. This brand has a life cycle where new brands ushering in new market while old brands eventually become less popular. Conversely, the demand for products of a new brand usually increases quite quickly after launch.

The stages of the brand cycle are not the same. Each brand has a limited lifespan, and an extraordinary and continuous effort must be made to maintain it. Most marketers will invest heavily in maintaining and ensuring that their brand continues to survive and grow. A brand enters the market, often without the knowledge of consumers, it has a life cycle that provides brand awareness that provides benefits, likes, advocacies, and eventually becoming very famous for being the top of mind and finally being a product category, becoming a generic name. At this generic stage, the brand must re-check to revive consumers of the brand. The stages include brand awareness, brand retention, brand advocacy, generic brands, and re-branding. This process is ongoing - the brand shifts from the familiar awareness stage to the re-registration. This shift, takes very varied time, depends on various factors including the influence of the micro marketing environment and the macro business environment.

Some brands may remain in the same condition for decades, enjoying continuing fame for a long time, but in other brands, some can only last for a relatively short time. All brands eventually proceed to fame in the market due to several factors including the fit between the wants and needs of consumers, the consistency of quality so that it becomes identical with the name of the category. In Medan, North Sumatra, Indonesia, Honda has become the name of the product category, so when describing on means of two wheels transportation, many people will mention that they use a Honda, as it has synonymous as motorcycle. So, when a person bought a Yamaha branded motorcycle, they will describe they bought a Honda Yamaha.

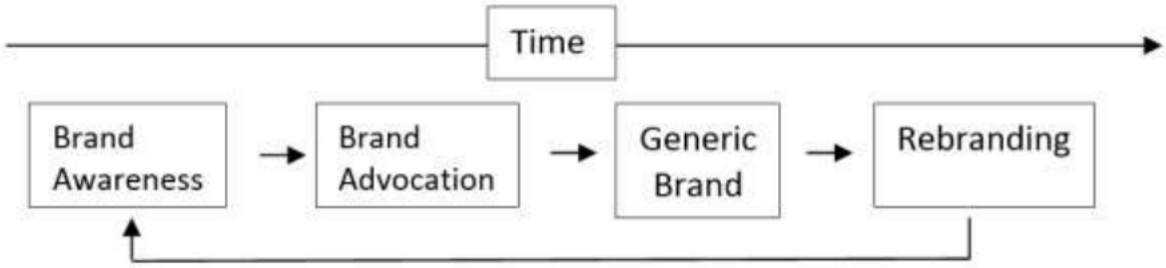

Figure 1 Brand Life Cycle

4.1. Brand awareness

Brand awareness is a marketing term that describes the level of cognitive or consumer awareness about a brand. Brand awareness is a model that uses associative network memory from complex visual and verbal messages. Cognitive content and special perceptions that are presented in complex ways create an informed brand in a relatively short time, and reaching consumers effectively. Consumers as targets can perceive it conceptually and thus reach consumer awareness and memory [10]. Creating brand awareness is a key step in promoting new products or reviving older brands. Ideally, brand awareness can include qualities that differentiate a product from its competitors

Brand awareness is a major consideration in marketing activities to approach consumers, manage marketing communications, in specific case, advertising, and brand management. Familiar awareness of brands influences the decision to buy. Purchases may not be made if the consumer do not get the knowledge about the brand as consumers in the initial stages are not familiar with the brand. The brand must be able to show consumers that the product can meet the wants and or needs in the lives of consumers. Awareness doesn't have to consider consumers to remember specific brand names but they have to weigh in distinct features before decision to purchase is made.

Another sequential buying process model proposed by Lavidge and Steiner [11] proposes a sequence of hierarchical effects resulting from the perception of advertising that moves consumers closer to buying a particular product or service. This model is known as a "hierarchy" because the number of consumers moving from one stage to the next decreases as they move through the model. There may be many consumers who see a particular product advertisement but not everyone will make a purchase. It takes a lot of effort to bring consumers from awareness to the final purchase stage, so businesses need to make sure they try their best to get customers confidence to complete the final purchase stage.

This model illustrates that every action that ends with a purchase will go through a six-step process. These six stages do not have a diversity of processing time and can occur simultaneously. For an innovative and expensive product, this process may require a relatively long time. While products are impulsive, these stages will occur in seconds. The six stages are:

Stage 1: *Brand awareness* - Consumers become aware of a category, product or brand (usually through advertising). This is a challenging step, as there are no guarantee that customers will know the brand of the product after they see the ad. Customers see many advertisements every day but will only remember a small portion of the product advertised.

Stage 2: *Brand knowledge* - Consumers begin to gain product knowledge, for example through the Internet, retail advisors and product packaging. In today's digital world, this step is even more important because consumers are able to gather product knowledge with just the click of a button. Consumers will quickly move to competing brands if they do not get the information they want. The advertiser's job is to make sure product information is easily obtained.

Stage 3: *Brand liking* - Consumers develop a favorable / unfavorable disposition of the brand. At this stage, marketers must use competitive advantage. The goal of competitive advantage is to be able to encourage consumers to like the brand compared to competing brands.

Stage 4: *Brand preference* - Consumers begin to rank one brand above other comparable brands. Consumers may like more than one brand of product and can finally buy one of them. Preference occurs because of the benefits and unique selling points of a particular brands so that consumers can distinguish them from competing brands. Consumers are expected to be bound to the brand they like, breaking emotional ties with competing brands.

Stage 5: *Brand conviction* - Consumers have demonstrated a desire to buy a product brand. The product brands are already believed by consumers, so a simple approach, just a reminder is enough to encourage consumers to go to the purchasing stage.

Stage 6: *Brand purchase* - Consumers who are confident in the brand they choose make a purchase, to be used as they should. The buying process should ideally be simple and easy, for example with various convenience options that encourage purchases. If complicated and unsatisfactory services, such as complicated and slow websites, will hamper the buying process, consumers will feel uncomfortable and the buying process does not occur.

Brand awareness consists of two main components, which are about the brand and brand recognition. In some cases, the two components support each other in fundamentally different ways. The benefits of a branded product is that they are embedded in the minds of consumers, but the memory creation must be supported by product's performance. Brand perception must be the same as brand object performance.

Brand awareness that gives rise to brand perception and introduces brands plays an important role in the consumer purchasing decision process and in marketing communication activity. Brand awareness is closely related to concepts regulating considerations involving certain brands that involve consumers in purchasing decisions. If consumers are faced with various choices, consumers will choose and buy one of the top three brands in their consideration because consumers have proven to only buy a brand that is well known to give a statement of satisfaction to other consumers in the form of advocacy. As such, the product needs to be already established in his mind (top of mind).

4.2. Brand advocacy

Brand advocacy is a positive statement of a person thereby enhancing the brand image he likes. This activity is channeled through word of mouth or the media. The content of this positive statement is a positive review of a product brand that once satisfied the consumer. They are also happy to provide referrals to new customers. New consumers, now tend to look for social recommendations before buying, advocacy is a strong part of a brand marketing strategy. Unique combination of people and platform accelerates measurable word of mouth and fosters sustained brand advocacy [12].

Brands that are given advocacy usually able to overcome their competitors, and move to number one in their categories. Consumers already know more about the brand of the product, so there is no need for further reasons why the product is deemed superior. Brand advocacy provided by consumers will strengthen the brand's presence in the market. Brands have the power to forge an emotional connection and bond with their audience, generating a loyal consumer base that can become brand advocates [13].

Satisfied consumers who are unaffiliated with the company will make their support pure and are able to influence other consumers effectively. Consumers who hold the role of purchasing as influencers can expand their reach to a wider market and target audience through social media networks.

Through social media networks, including peer-to-peer references and word of mouth marketing, they drive some better results because the communications are delivered in communicative, authentic, knowledgeable language, delivered by trustworthy peers. Brand advocacy allows for selective perception as consumers only want to accept what they think according to their views.

If the brand comes to be seen as symbolic identity, the brand can even become permanently embedded for loyalty and advocacy of the brand [14].

This view shows that consumers filter stimuli both consciously and unconsciously when they feel a stimulus. Consciously, one can block certain stimuli. He consciously focuses only on certain stimuli and ignores disturbing, unimportant, or conflicting information. In other words, someone actively chooses what information can be digested and what is removed.

A light smoker who likes to do sporting activity spends two hours every day in the gym and only eat healthy and low fat food. He knows the risk of smoking, but he believes that as long as he is doing regular exercise, eating healthy, and smokes less than one cigarettes box every day, he will be excluded from the negative effects of smoking. This also in conjunction that he sees the warning indication and the graphic images on the cigarette box. This selective

perspective divides what is good and bad in his mind. As such when a consumer advocate a brand, he already created selective perspective that they chose the right thing in their life.

Top-of-mind awareness will form when belief in brand choice is considered right if it is continuously communicated outside a person communication circle. Top of mind means consumers will buy one of the top three brands in their assessment set. One of the benefits of brand advocacy is to increase information about consumers including certain brands being a priority in purchasing in their consideration sets. Brand placement is a priority as the first brand that appears in the minds of consumers, is a reflection of that brand to be the most trusted to be purchased.

A popular brand that continues to be shared with the public will be able to enjoy the general awareness that forms considerations before making a purchase. The intended consideration is that the brand gives satisfaction the most, a brand that makes it easy for consumers to make decisions. Top-of-mind awareness relevant to consumers makes quick choices between buying brands in the low purchase category or for impulsive type purchases.

Not all consumers understand about brands advocated by other consumers. They only immediately believe in the product brand message, their friends, and other references as the main consideration when making purchasing decisions.

Purchasing decisions are based on brand awareness which can be considered a very influential foothold on how consumers make choices when buying goods and services. Brand awareness is consumer recognition of brands that influence purchasing decisions, especially when consumers purchases popular brand. This condition also occurs when a person purchase a product from a brand for the first time and is not familiar with the brand. The consumer immediately decides to buy even though he himself does not really understand the reasons why the brand is so popular.

The popularity of the brand and being the top of mind created an anomaly in purchasing decision. The popularity causes consumers to immediately buy the product regardless of logical decisions. This anomaly will gradually transforms a brand into a generic brand in its category.

4.3. Generic Brand

A generic brand is something that is sold with the brand name to one product category. As a generic name category, the brand is difficult to be defined as a standalone product. Product brands that that are given this special status are often those who are pioneers, the first mover when they enter the market, occupying position as a generic brand, usually comes after becoming number one in their category. This success generally invited many competitors in the same category so that the market becomes increasingly large. Because of this, competitors usually also succeed in quickly following in the footsteps of pioneering product brands in the market. In this stage of growth, it is important that the first mover to continue to strengthen the brand and consistently occupy the number one position.

Generic means that the brand is used to represent all product segments. In this definition, a generic brand is the name whose awareness and appeal are so great that it changes the actual product name in the respective language. For example, most people in Indonesian restaurants when they want to order mineral water will ask for "Aqua", a mineral water brand of Danone. When given other branded mineral drinking water, they will accept the mineral water. So restaurant stewards and consumers have the same perception that Aqua is a generic name for bottled mineral water in Indonesia. This means that any brand of mineral water is substituted for Aqua.

The advantage of being a generic brand is that the brand is easy to remember and garners good reputation. However, on the other hand, it does not create loyalty to the brand itself. Consumers when given substitute brand when ordering something in the generic category will fell indifferent because the features and benefits obtained are the same.

There are also generic brands in the medical community known as generic products. This generic product is cheaper than branded products and does not have a widely recognized name or logo. Generic products can be made by small companies or sometimes by the same company that makes branded products. These products usually do not have any advertisements or promotions.

Generic brands have gained popularity and most consumers claim that this product is as good as a branded or expensive one. People prefer generic products because they are cheaper to purchase. Many generic products today are packaged as well as branded ones. High blood pressure-lowering drugs that contain Amlodipine are high blood pressure medications or hypertension. Controlled blood pressure can prevent strokes, heart attacks and kidney disease. In the market consumers easily mention wanting to buy amlodipine and be given the generic product brand name Amlodipine Besylate even though this brand is actually a previously registered brand.

Brands that have become generic can no longer present themselves completely because they have become as representatives of the product category. On the other hand, generic brands in the pharmaceutical sector increasingly affirm that generic brands are in the lower price segment. Competition is very tight and the products are substitutable. Consumers don't expect much more than the standard product at a low cost [13].

This means generic brands do not have a strategy as individual brands. To restore the position as a strong brand and have a dominant position requires affirmation of characteristics, especially reaffirming the company's vision, mission, and values in order to continue to get a positive response from consumers. This affirmation is done by a rebranding effort that takes into account the current market condition.

4.4. Re-branding

Re-branding starts with identifying whether the brand requires a partial or complete re-branding. Not all re-brandings must go through the same process, by choosing a partial or thorough strategy in accordance with current market condition to acquire the best strategy to restore brand values. These brand values are the reason for the purchase that consumers expect behind the brand. These values must be part of the dedication towards the brand's vision and mission. Rebranding must be built to solve a problem or fill a specific need [13].

However, as brand develops and changes, some of its initial values may become unsustainable in the current market condition. The brands must renew their values to reflect the actual value today. This change must be done carefully because it has a direct impact on businesses and brands.

A thorough change of the brand when business and brand have been established may lead to a potential disruption. If the brand has occupied an established position, a partial image change can help maintain brand loyalty that has been built. Re-branding is done, while following changing conditions. Partial image change as an adjustment that focuses on the brand's visual identity to match market developments.

Overall, if the brand is still in line with current conditions, then the best course of action is to maintain it. However, if at this time the brand does not match the characteristics and identity of the company, it is due time for a change and adjusted to the conditions of development in the market.

Market development is dynamic and the population of young people is increasingly dominant, making some companies have to adjust their messages constantly. Lacoste garment company redefined its outlets by emphasizing a leaner, younger design, compared to Lacoste's basic design. Lacoste has successfully redefined its place in the market and has seen huge growth every year since the repositioning of the brand, all while maintaining what makes Lacoste still look cool for those who like contemporary style and also who likes simple design.

When the vision, mission, and brand values change during re-branding, the aspects of the brand must also change. The vocabulary, tones, and sounds used for the brand must be in accordance with the core message of the market. A complete change with brand changes is a big job, which can make a brand lose old customers. If the brand change becomes part of the re-branding strategy, it must be supported by plans for recovery as part of the post re-branding strategy.

5. CONCLUSION

Brand is the essential element that increases marketing function in an organization Brand is a long term asset which needs to be taken care off indefinitely. The core of marketing communication is to build brand in the mind of the consumer. The use of symbols delivered via marketing communication created brand identity as it will lead to the creation of brand personality. This personality will tie and created emotional connection to the consumer, which in turn will solve product fragmentation and consolidate the intended target market effectively. Brand which has been known well and garner trust from the consumer will become marketer strategic asset. In the end brand will become the beacon of consumer to choose, reduced effort of time and money to give assurance of quality and other positive relevance.

The brand is entangled to the product, becoming a one entity. Brands become meaningless without the product as its intermediary or products became an ordinary commodity without the brand. On the other hand, brand without product merely becomes a symbol of identity without intentions. Brand and product are like coin, two faces of a single entity.

Brand life cycle helps to set up the frame work to extend a product’s life cycle. The four frames work includes brand introduction, brand advocation, which grows the product’s brand on the mind of the consumer, becoming a generic product, losing its identity and relevance on the market. The final effort which is to re-brand the product’s brand, reintroduced the product’s identity, gaining the market share it once had lost, and penetrates new market in the new time period.

Brand life cycle is giving a significant impact to a product that it can prolong a product past its declining life stage and can manage the new cycle of said product.

Just like product, brand have its own life cycle. Different with product life cycle, brand life cycle lingers past the decline stage of its life cycle. As brand enters the stage of brand awareness and enters advocacy stage, it then enters the generic phase, which have the potential to be invigorated again through rebranding effort. If the brand has positioned itself in the top of mind, changes in image partially, will help to defend the loyalty that has been cultivated before. Brand refresh can be activated while monitoring the market environment to create an effective relaunch of the brand. Even though the product is no longer available in the market, if the consumer have created emotional connection, it will allow the brand to resurface on the market.

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