

CORPORATE BRANDING: AN EFFECTIVE TOOL FOR BUILDING A POWERFUL BRAND

**Imranul Hoque¹, MahmudulHasan Fouji²
& Syed Ahmed Tajuddin³**

^{1&2}Assistant Professors, Department of Marketing, Jagannath University,
Dhaka-1100, Bangladesh.

³Lecturer, Department of Business Administration, World University of
Bangladesh, Dhaka- 1209, Bangladesh.

ABSTRACT

A powerful brand is a great asset to a firm and understandably has been widely accepted by the corporate world. Branding derives its power from brand elements, brand image, brand equity, brand loyalty, brand associations, customer satisfaction, etc. This paper deals with the issue of corporate branding. It attempts to evaluate the effectiveness of contemporary corporate branding activities. It is a quantitative study but some qualitative tools have also been used to conduct the study. A detailed questionnaire has been administered to collect responses from the respondents. The findings reveal that corporate branding activities facilitate high brand recognition, brand recall, brand image, customer attachment, employee commitment, sales and customer commitments. These outcomes of the corporate branding initiative together bring about the much coveted goal of the firm- a successful corporate brand.

KEYWORDS: Brand, Corporate Branding, Recall, Attachment, Commitment.