

ABSTRACT

With the growth in time, then more and more companies are popping up, this causes confusion for the public to distinguish one company to another. Whereas we know today as the competition companies competing for the consumer no longer confined to the functional attributes of products but has been associated with a brand that able to provide images of the product.

Build consumer perception can be done through the brand. Prestigious brand that will have a strong equity of brand. The stronger the brand equity of a product, the stronger the appeal to bring the consumer to consume the products offered by the company, in this case would create a brand image for the product. A brand that has been established will have a prominent position in the competition when supported by strong associations, because of various brand associations that are interconnected to create a circuit that is called brand image. More and more associations are linked, the stronger the brand image is owned by the brand. In general, brand associations (especially those that form the brand image) then it becomes a foothold in the consumer purchasing decisions and loyalty of the brand.

Keywords: brand, rebranding, brand image