

ABSTRACT

In recent world of marketing and business competition, "BRANDING" is one of the most important activities. A brand has to be nurtured as a plant and built as a house. The more it is looked after, built and made more attractive, the more a brand will have a higher value in its genuine meaning.

In an effort to build a brand, it needs to be smart in terms of reliable approach, so that any branding investment will not be wasted but will produce multiplied results. In this regard, CBBE is one of the most interesting concepts to apply.

Customer Based Brand Equity (CBBE) offers the Brand Value Chain approach as a model to measure brand value stages from marketing programs as sources of CBBE to market performance parameters as outcomes. The sources and outcomes are linked by the customer mindset which shows what happens in the mind of customer towards a brand as a result of a marketing program. With this approach, marketing programs are then able to direct to effective brand building efforts.

Fujitec as one of a local brand of electronics and home appliances products in Indonesia has been present since 1983. It is about time for Fujitec to be armed with proper branding weapons. Brand Value Chain analysis of Fujitec shows that its CBBE value is positive. Yet, its current marketing programs are still not putting CBBE as a main consideration.

Columbia as the owner of Fujitec has to make integrated efforts on brand building with CBBE approach as the main tool. A proper use of the CBBE concept will assure maximum outcomes of the marketing program investment in form of continuously stronger brand which in turn will improve its market performance and the Fujitec brand value itself.