

**Product & Brand Management
Assignment**

**On
Consumer Based Brand Equity
Model**

J.K. WHITE CEMENT



JK White Cement - THE PERFECT WHITE CEMENT

JK white cement operations began in the year 1984 at Gotan, Rajasthan, India. Today the plant produces 250,000 tons per annum of “The Perfect International White Cement”. J.K white cement works incorporates the technical expertise of F.L Smidth & Co. Denmark, Worlds leaders in white cement technology. The plant has pioneered process and quality control systems in white cement manufacturing that are unique and consistent. State-of-the-art-technology with continuous on-line control by micro processors & X-rays ensure that only the purest white cement is produced.



BRAND SALIENCE

Brand salience measures awareness of brand. Brand Salience refers to the depth and breadth of brand awareness. While depth talks about how easily the brand is recalled. Breadth talks about the range of purchase and usage situations that this brand has been recalled.



Depth of brand awareness:

When I go for the construction or repair or for white wash of my house and also I want to decorate my kitchen, bathrooms etc with tiles or marble the first thing in my mind is that it will provide me light and brightness in the rooms. Then I just go for white colour. This whiteness is what I need and also a strong material. J.K. White cement is the only name I remember that time, although there are other brands which are very popular i.e. Birla white cement. But the recall value of J.K. White cement is more.

And also the tag line which I remember when I think of whiteness i.e. "J.K. White Cement- The Perfect White Cement". It is easily recognized by its brand elements because of its logo and its punch line.



J.K. White cement- The Perfect White

Breadth of brand awareness:

I easily recall J.K. White cement whenever I think of White Cement. J.K. White Cement in India positioned itself as a quality premium cement. The punch line is also very catchy "The Perfect White Cement" and the ad campaign is also very catchy "Apni Kalpanaao ko saakaar kijiye". In India J.K. positioned it in the rich and upper middle-class customers but to reach middle and lower class customers J.K. launched the cement in small packets of 1kg, 5kg, 10kg.



BRAND PERFORMANCE

Brand performance describes how well this brand provides the basic functions of the product or service category. And many questions arise in my mind like: To what extent does this brand have special features? How reliable is this brand? How effective is this brand's service—does it completely satisfy your requirement? Compared to other brands in the category in which it competes, are this brand's prices generally higher, lower, or about the same

J.K. White Cement is a reputed brand and globally accepted for its quality and whiteness, silky finish and magical strength.

J.K. White Cement has always emphasis on "Quality, Availability and value of product". It has high-quality because it consistently satisfies customer requirements. J.K white cement is consistent in its quality and its features like silky finish and strength. I found that J.K. reached to every place in India and also in different pack sizes. Apart from this J.K. cement introduced the paper packing for white cement to prevent it from moisture content. So, It will give me assurance regarding the quality.

J.K. white cement introduce some schemes to provide discounts, they put the plastic coins in the cement bag with exchange of that the shopkeeper give the money. This is again; give me a feeling of discount on their part. The company provide the details information on the pack that how to use effectively this cement. J.K. continuously innovates its products according to the changing preferences customers for example J.K. white putty, J.K. water proof etc. .

BRAND IMAGERY

Brand Imagery refers, how do you describe this brand? To what extent do people you admire and respect use this brand? Can you buy this brand in a lot of places?

This also refers to intangible aspects of the brand such as User Profiles, purchase and usage situations, personality and values, history, heritage, and experiences.



Following are some of the brand imagery features of J.K. White Cement:

- I mean the J.k. white cement is most popular brand in the area of construction.
- When I go for the white cement purchase then the first name that I think is J.K. White cement.
- If I have to repair my wash basin and filling the gaps between tiles then I purchase this cement because I have faith on its strength and finishing.
- As a brand I imagine this as a premium and quality.
- The company has an experience of over 30 years in the field of cement.

The brand personality of J.K. white cement depicts whiteness, silky finish and strength. The Usage of white cement is in different areas like tiles, painting, marble, roof proofing and making designs on roof etc... I can say that it is used at every construction site.

BRAND JUDGEMENTS

Brand Judgments are customer's personal opinions about the brand, it also asks about your assessment of the product quality of this brand among other brands. To what extent does this brand fully satisfy your product needs? Does this brand offer good value?

I as a customer value J.K. White cement is a premium and quality brand. It is also changes as per market requirement. It has strength and has silky finish also. I am confident that this material is reliable and durable and I get value if I spend money on this.

BRAND FEELINGS

J.K white cement gives a feel of trust, durability, reliability and strength. Apart from this, it also gives a feeling of coolness because of the whiteness. It depicts the cleanliness and brightness. It is also very silky in nature that is necessary for the finishing. The symbol we see shows the strength in it as I see the characters are broad.



J.K. white cement always be with the customers and available easily so, it's in the reach of every person. The company's image also reflects if we find that company also thinks for us, this trust generated with introducing new packaging in market.

BRAND RESONANCE

Brand Resonance describes the extent to which customers feel that they are in sync with the brand.

J.K white cement has successfully established in the Indian market especially in northern region. J.K agencies and distribution centres are all around the country which proves customer loyalty to this brand. J.K white cement seems to relate with feelings of the customers because in festivals like "Diwali" people used to white wash their homes. Customers see this brand as strength, trust, durable and reliable and the brand that respects their values.

J.K. white cement also organise events for public awareness regarding use of cements and also do social services for the welfare of the society that creates a sense of community and active engagement with the society.