Corporate Branding: Alliance and Activation Strategy followed In Retail Stores

Smriti Srivastava
Faculty Department of management studies, BBDNIIT, Lucknow
&
Adarsh Srivastava
BBD Group Lucknow

ABSTRACT:
Alliance and activation gives benefit to both the companies with its tie up. As corporate Branding require long term relationship with its clients it’s an approach to do that. The objective of the paper is to identify the foot fall and revenue generation through alliances and activation strategy and study of all the sectors which are covered through Alliances.

Key words: Retailing, Alliance and Activation, Corporate Branding

INTRODUCTION:
Retail comes from the French word retailers which refer to “cutting off, clip and divide”. Alliances are all about making new business partners by encouraging them to advertise inside the colorful format of a Retail Store. It is about offering the available space of the store to the other companies, so that they can showcase their brands in front of the decent gentry visiting inside the store.
Whereas Activation is all about driving the footfall inside the store through different promotional activities i.e. Bill busters, jinga, 20-20 cricket, kids fashion show, drawing competition etc. It is the tie between two companies to promote the brand of other company. In this way both companies are jointly benefited.
Under activation new activities are drafted which will influence the customers to spend time and money in the store it drives the footfall, it increase the average bill value in the store.
Activation part is also sponsor by the companies which will give a good platform to the companies to promote their brands to their target customers. Activities like kids Fashion show, drawing competition, jinga, 20-20 game, chess, quiz competition and many more activities are performed by these companies.

Potential for retail sector, Organized retail sector making its strong roots in India young indicate that organized retail market in India is set to double in the next coming years to $30 billion and may increase its share to 30% of the retail industry turnover in the next 10 years. There are different types of retailing formats in the organized sector, each catering to specific sets of customer requirements. Initially most of them were established in food sector. As the globalization taken place KFC is Serving in India, Wal-Mart has touched the Indian market very strongly.

Convenience stores like Spencer’s retail limited, Departmental store like big bazaar and other several stores contribute to the growth of modern organized retail.
In general, economic development and growth of retailing are highly correlated. In addition, demographic profiles of the country, rising income levels and its influence on aspirations and lifestyle of people, increase in the number of working women and double- income families, and the changing value orientations of the population from austerity to conspicuous consumption are some of the important factors that fuel the growth of modern organized retailing. This shows that alliances and activation in retail sector have well-built set up it need to be powerfully presented in front of clients.
An important aspect about corporate branding also involves building long term relationships with vendors or partners.
A clutch of retailers in India are looking to do that. This exactly could be done through alliances and activation it will give mutual benefit to both partners. The alliance is source for retail sector to sell its spaces to the companies and generate its earnings.

**ALLIANCE AND ACTIVATION DONE THROUGH 360 DEGREE BRANDING SOLUTION FOR CLIENTS**

<table>
<thead>
<tr>
<th>Retail Television</th>
<th>Glass Window</th>
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<tbody>
<tr>
<td>Display banner on the wall</td>
<td>Carry Bag insertions</td>
</tr>
<tr>
<td>Back Lit Board</td>
<td>In Store Promotion</td>
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<tr>
<td>Product Display</td>
<td>Leaflet Branding</td>
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<tr>
<td>Floor Stickers</td>
<td>Stand Alone Scrollers</td>
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<td>Kiosks</td>
<td>Cash Till</td>
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<tr>
<td>Promo Tables</td>
<td>Banners</td>
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<td>Danglers</td>
<td>Carry Bag Branding</td>
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These are the elements which are offered by Spencer’s for alliances they have fixed rate for these elements. As mall culture is growing at fast phase many big retailers are using. Many big retailer like shopper stop; big bazaar using this area for extra income generation as in east up they are giving these elements at quite higher rate compared to Spencer’s retail limited so it have rupture to capture this in the market.

**RESEARCH OBJECTIVES:**

- Study the impact of advertising on retail space by promoting companies brands.
- Study what strategies a retailer should adopt to increase store brand awareness through in-store promotion.
- How alliances and activation done in retail diligence?
- How activation props up store footfall and amplify its income?
- Why indoor marketing is more abundant for companies compared to outdoor marketing?
- As mall culture is sprouting how its benefit the companies with its tie up with retail stores for alliances and activation.
- Why alliances and activation is imperative for companies and retail industry?
- How can company generate income from alliances and activation?

**RESEARCH METHODOLOGY:**

This paper has enclosed six sectors total 92 companies from which 41 companies given positive response and 51 companies have given negative response.

**TYPES OF RESEARCH:** Descriptive

**SAMPLE DESIGN:**

(i) sample size: 100
(ii) sample unit: Retail stores
(iii) sample location: Lucknow

**DATA TYPE:** Primary as well as Secondary

**INTREPRETATION**

Market has approximately fifty-fifty response so Spencer’s can incarcerate this fifty percent market. The format of Spencer’s is different from big bazaar so the level of customer it serves is different its main focus is on quality not on quantity. So if companies are using Spencer’s for their branding they
are focusing their target audience at one place and they can also get data base through their promoter or by what ever means they use for promotion.

In Spencer’s customer spent that amount of time in which engagement and dis –engagement of its mind can be converted into selling of products or somersaulting of information about product to the customer or collecting the information about the customer. This type of atmosphere is offered by Spencer’s to its customers which is profitable to the companies which use this company for its branding and promotion.

Alliance and activation gives benefit to both the companies with its tie up. As corporate Branding require long term relationship with its clients it’s an approach to do that.

The objective is to increase the foot fall and revenue generation through alliances and activation and comparative study of all the sectors which are covered through Alliances.

ALLIANCES AND ACTIVATION PLAYS VERY IMPERATIVE ROLE IN RETAIL SECTOR

Marketing is everywhere. Formally or informally, people and organization engage in a vast number of activities that could call marketing. Good marketing has become an increasingly vital ingredient for business success. And marketing profoundly affects our day to day lives. It is embedded in every thing we do – from the clothes we wear, to the web we click on, to the ads we see. A marketer is someone who seeks a response – attention a purchase, a vote, a donation – from another party called the prospect. If two parties are seeking to sell something to each other, both are called marketers. This can subsist done by alliances when two companies tie up with one another for their branding of their product.

Companies address needs by putting forth a value proposition, a set of benefits that they Offer to customers to satisfy their needs. The intangible value proposition is made physical by an offering, which can be a combination of products, services, information, and experiences. A brand is an offering a known source.

A brand name such as Mc Donald’s carries many associations in people’s mind that make up the brand image: hamburgers, fun children, fast food, convenience, and golden arches. All companies strive to build a strong, favorable, and unique brand image. This possibly will be done through retail sector alliances and activation area to reach to target market companies should change their outlook of branding as mall culture is growing at fast phase they should espouse different means of branding apart from news papers, magazines , radio, television, mail, CDs, audiotapes , and the internet.

Time has come that companies should think out of box branding of their products because competition is increasing day by day. Change is need of time people prefer shopping in ac malls compaired to ordinary market

They prefer to spent time and money in malls because of changing life style; income ; education ; quality; style latest fashion trend and environment in which they are shopping. This advantage companies can used for promotion of their brands inside the malls such as hyper market, super market tie up with will mutually benefit both the companies SPENCER’S is doing this through its alliances and activation area. The marketing concept emerged in the mid -1950s. Instead of a product – centered, “make-and sell” philosophy, business shifted to a customer-centered, “sense-and respond” philosophy.

The job is not to find the right customers for your products, but to find the right products for your customers.

The marketing concept holds that the key to achieving organizational goals is being more effective than competitors in creating, delivering and communicating superior customer value to companies chosen target markets. Basically target marketing will help companies in escalating their sell and getting the direct response from the horse mouth with this feedback they can improve their drawbacks with respect to their competitors.
Alliances and activation is elucidation for the companies to be close to its consumers and get an opportunity to analyze the market its consumer’s preferences needs feedback about the products and services which they are offering this could not be done through newspaper or internet.

Selling focuses on the needs of the seller; marketing on the needs of the buyers. Selling is preoccupied with the seller’s need to convert his product into cash; marketing with the idea of satisfying the needs of the customers by means of the product and the whole cluster of things associated with creating, delivering, and finally consuming so it reminiscent of how the company brand its product in front of its customers according to their needs or even work as the tool in generating its product need in the mind of customer by direct marketing. This could be done through alliances and activation in retail sector by promoting their brand inside the store and getting direct target addresses visibility.

Branding of any product plays very important role in transmittable the customers towards the product and if that product is presented in that place where they are spending their pleasure time in that time pitching of information through banners; promoters; standee; glass window adversities or through activities will make an impact on customer mind. Kids new spring of marketing or selling the products to the consumers companies are targeting kids for their branding.

In malls or supermarkets families walk in with their kids homemakers usually accompany along with their kids in hyper markets for shopping in this time companies engage their kids through various kind of activities such as jinga; chess; 20-20cricket with in this time families will spent time in shopping companies’ promoters can take data base of the customers.

In 60days of study this was enclosed that the detail analysis of alliance and activation which is done for east UP area covered 92 companies of six sectors such as Education; Telecom; Healthcare; Insurance and banking; Automobile; and others. Total 92 companies of east UP were covering six sectors Education, Insurances, Health care, Telecom, Automobile, and others. In telecom total seven companies were covered from which got the most positive rejoinder. In education sector total thirteen nine companies were enclosed from which mixed response were gathered.

In insurance and banking total eleven companies were covered. Health and care eleven companies were covered and others covered eleven percent of market in others sector it enclosed companies like advisement company creative outdoor, Club mahindra, Country vacation.
CONVERSION OF POSITIVE RESPONSES INTO FINAL DEALS

Total 92 companies were covered from which positive were 44.56% and negative were 55.43% from the affirmative deal 29.26% were deal finalized were as 70.73% deals were still in process according to market profundity telecom sector was booming sector. As this sector has concentrated competition they use advertisement as main source of communication to its customers. this sector given most revenue to the Spencer’s. Other sector also profitable sector for the company.

AWARENESS

TYPE OF RETAIL OUTLET

FACTORS

TYPE OF ELEMENT

CONCLUSION

As retail sector is booming. We live in a word with too many stores and we are witnessing a dramatic thinking of the retail herd by the dual forces of a changing consumer and a stunning global economy. When times are good retail brand might get along by emulating others. Coping everything from their visual look and feel and real estate strategy. However when times get tough it’s the great retail brand that win the ones that innovate, understand the DNA of their brands and connect with their customer. As per learning about Alliances and
activation in 360 days it is profit maker for a retail Store it helps in increasing the revenue and foot fall building relationship with other Brands and giving them lead to showcase their elements inside the store. It also helps the company in increasing the awareness about the store and its products.

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