

‘Equity’ Brand: Evolution of a Brand From Stock Market

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Brand Management has been primarily the job of marketing specialists, because brands have so far been seen in context of consumer markets. Many companies have been known for their product brands in the consumer markets but its time now to clearly recognize a company's markets other than consumer market. Hence, a company must have a brand, which appeals to all its markets including consumer market, stock market, human resource market and supplier & intermediary market. Corporate brand generally evolves from one of the above mentioned markets. In this market it gains strength and then starts appealing to other markets. With economic revolution in India, stock markets are fast moving towards maturity making the companies look at brands in context of stock markets.

Brands have started evolving from stock markets. A brand thus evolved is referred to as an *'equity' brand* by the authors. The *'equity' brand* can strengthen the corporate brand very easily as it shares a common name with the company, which in turn can be leveraged in other markets relevant to the company. This article attempts to clearly define what authors call *'equity' brand*, evolution of *'equity' brand*, its relevance to other markets including consumer market and the strategies for the companies to build, nurture and exploit this equity. The article focuses on; 1. Various markets & relevant brands of a company and concept of equity brand, 2. Evolution of equity brand in the stock market, 3. Significance of equity brand to markets other than stock market, 4. Building an equity brand.

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