

BRAND PROMISE A STRATEGIC FOUNDATION TO DEVELOP UNIQUE CUSTOMER VALUE AND ENTER NEW MARKETS

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ABSTRACT

Every successful brand comes with a promise to its customers. It is compelling benefit which is authentic and credible, kept all the time. Brand promise is the revenue driving strategy of a company. A rightly crafted brand promise creates the passionate fans who advertise a brand through invaluable word of mouth marketing. It helps to win more of right customers and indeed enter into new market, which stands different from its competitors.

KEYWORDS: *Brand Promise, Strategy, Customer, Value, Brand Experience*

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