

Corporate Co-Branding

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Abstract

Today customers are more knowledgeable and do not stick to any particular brand for a long time. The present day over-exposure in the media also keeps the customers in a fix such that they find it difficult to choose a specific brand. The amalgamation of two different brands to offer a third unique product is known as co-branding. Co-branding is a powerful means to create synergy to increase the customer base and to maximize the utilization of space by sharing equipment and labour. Co-branding can be used as a powerful tool by marketers to ensure their sustenance. It helps to create value for customers, eventually boosting the sales and revenues of both the partnering companies.

Keywords: Co-branding, FMCG markets, customers.

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