

**BRAND**

**MANAGEMENT**

## Liverpool profile

Liverpool is the department store chain with the widest coverage across the country.

The combination of a wide range of products, an exciting shopping experience, solid infrastructure, and a focus on profitability allow us to serve the customer and earn their preference

## Mission.

We serve the CUSTOMER, everywhere, every day, all life long.

## Vision

To be the most attractive choice in service, assortment, and value

## Brand role

To make it easier/enables people to live better every day



The Liverpool brand generates among its customers a positive image overall, associated with closeness, familiarity, convenience, and quality.

- ★ Diversity of emotions
- ★ Present at the most special events
- ★ Experienced together
- ★ The closest family to the center



For brand evaluation metrics, various attributes are taken into consideration, such as:

- Awareness
- Ad Awareness

For brand commercials metrics, the following aspects are considered:

- Recall
- Attribution
- CTA
- Liking
- Creative Diagnosis
- Main Message

