ABSTRACT

Purpose – The underlying reason in making this case study research is because it is interesting to analyze how did Sour Sally, a relatively new firm used its brand and manage to lead the fro-yo market.

Design/Methodology – This is a qualitative research, using two methods: field research and desk research

Findings – This research founded that the power of Sour Sally is in its brand. It has become a sustainable competitive advantage. With a strong brand, Sour Sally would be able to diverse its business to any other areas that is in line with its brand identity.

Research Limitation – This case study research will only focused on how PT. Berjaya Sally Ceria created their brand “Sour Sally”, how they manage their brand, how they create brand equity, and how to make their brand #1 in frozen yogurt market

Practical Implication – Firms can use brand equity concept as a mean to create a competitive advantage

Originality/Value – learning on how to do brand formulation, gaining knowledge on the factors that must be considered when building your brand, how to deliver a brand, to create a sustainable brand.

Keywords - Frozen Yogurt, Branding, Brand Equity, Brand Positioning, Lifestyle, Brand Identity, Brand elements, Marketing Strategies, Integrated Marketing Communications, Sour Sally.
Paper Type – Case Study Research.