BRANDING, CO-BRANDING: CASE OF MAROC TELECOM

MARQUAGE, CO-MARQUAGE : CAS DE MAROC TELECOM

BENDAHMANE MAHA

Doctor in Economics and Management Sciences
Mohammed V University, Rabat, Morocco

Maha.bendahmane@hotmail.fr

Date de soumission : 20/08/2020
Date d’acceptation : 23/11/2020
ABSTRACT

Branding, Co-Branding- Case of Maroc Telecom, is considered a subject which tries to clarify these notions, given the fact that it is a concept that the marketers are supposed to know and to master especially with the fierce competition that is happening in the market nowadays. Thus, we try to answer the question that is: What is the usefulness and the importance of the branding? And how can it be developed by the strategy of Co-branding?

In addition, this article will be dedicated to demonstrate the importance of Branding and Co-branding in the development of the brand image of a company, and consequently to ensure its sustainability, while conducting a study regarding the brand image and the brand awareness of Maroc Telecom.

Keywords: branding, co-branding, the brand image, brand awareness, competition, sustainability, synergy effect, trademark, logo

RESUME

Marquage, Co-marquage –Cas de Maroc Telecom, est considéré comme étant un thème qui cherche à éclaircir ces notions, vu que ce sont des concepts que les marketeurs sont sensés connaître et maîtriser surtout avec la concurrence acharnée que connait le marché ces dernières années, et à répondre à la problématique à savoir quelle est l’utilité et l’importance du Branding ? Et comment le développer par la stratégie du Co-branding? Par ailleurs, cet article sera consacré à démontrer l’importance du Branding et du Co-branding dans le développement de l’image de marque d’une entreprise, et par conséquent assurer sa pérennité, tout en faisant une étude qui porte sur l’image de marque et la notoriété de Maroc Telecom.

Mots Clés : marquage, co-marquage, image de marque, notoriété, concurrence, pérennité, effet de synergie, marque commercial, logo.
INTRODUCTION

Today, the brand is considered the most valuable asset of marketing. It is the point of reference in the market because it allows the companies to be known, recognized, their products and services to be identified, as it also allows being different than the competition. In fact, the brand deserves an effective protection against time changes, and an implementation of rejuvenation and protection strategies to face these changes in order to enhance and strengthen it.

It is also about using brands as levers for value creation, by choosing the best and creating links between them through the branding. Some companies choose to create new brands for the products, while others prefer to use existing brands for new products or new activities (brand extension). That is the case of Bic, Bonne maman,... some succeed while others fail.

More careful and efficient brand management is needed in order to properly manage the commercial brand and more specifically the image of the company that operates the brand, because customers do not buy only the product but also the brand. Therefore, the customers want to be associated with the company more than the product.

Bearing in mind the co-branding strategy, which is practiced by many companies, in order to ensure sustainability, to have more visibility, to benefit from synergy effects, and complete the technical or the distribution skills of the two partners.

1. THEORETICAL BASIS

Small, medium or large companies, all aim to promote their brand, with a concern about its image in the eyes of customers. This is why it is important to manage the brand in order to face all these handicaps which may stop up its evolution in the market.

The English term “Brand” comes from the Old Norse or Old Icelandic "Brander" which means “to burn”, and for centuries the brand has been used to differentiate goods of one producer from those of another. From Antiquity, we find traces of brand use, in the form of a name, a
design or a kind of seal that were affixed by the producer, but often also by the distributor. Moreover, this is also the case of cattle breeders marking their animals to identify them.

1.1. BRAND CONCEPT

The brand is a mental reference in a market that is based on tangible and intangible values, in other words, it is a reference inscribed in the mind of customers and prospects based on measurable and comparable elements such as the price, the product, and intangible elements in particular the logo, the mission the relation that is establishes, etc.

A Brand is a name, a term, a sign, a symbol, a drawing or all combination of these elements used to identify goods or services, and to differentiate the competitor (Kotler, Keller, Manceau, 2015), while remaining distinct from the competition as well as the sign must not mislead consumers, nor violate public order or good morals.

A Brand therefore has a complex symbolic content that goes far beyond its name. Managing a brand involves analyzing and changing these symbolic meanings by stimulating certain perceptions and feelings in consumers. The values, culture, the brand’s personality and the profile of users, all determine the symbolic and emotional associations in the customer’s mind. (Kotler, Dubois, 2008).

In addition, the brands assure a lot of functions or rules, both for the consumer and for the producer:

- **According to the consumer**: the brand allows the consumers to invoke the producer’s responsibility, because it identifies them, and it also allows to speed up the buying decision, reduces search costs if consumers know the brand, they won’t need to think or look for information to buy the product.

  More importantly, the brand reduces the risks associated with purchasing decisions including, the functional risk where the product does not offer the expected performance, the financial risk when the product does not deserve the paid price. There can also be a physical risk when the product endangers the health of the user or those around him, a social risk given that the product is a source of embarrassment for
others, a psychological risk when the product threatens the user’s mental well-being and a temporal risk.

- **According to the producer:** the brand is for the company a legal and precious ownership which allows to influence consumer behavior, to legally protect some unique aspects or characteristics of the product, to retain customers which makes it difficult for other companies to enter the market.

### 1.2.  THE LIFE CYCLE OF A BRAND

The brand goes through periods of calm, periods of great disruption, sometimes aging and rejuvenation. In facts, the brand’s life seems to be eventful, because it is able to revive, revitalize and rejuvenate without declining. Its life cycle consists of three stages: heroism, wisdom and myth, which can have different durations according to brands, unlike the product life cycle, which is generally divided into four phases where we see that products are fatal with a few exceptions.

**Step 1: The time of heroism**

At the first step of the brand’s life cycle, the company tries to impose itself by opposing itself, in other words, the brand must create a disruption in a market thanks to a new idea and the launch of a product or a service, which provides an adequate response to the expectations of the customers.

If the brand has the qualities mentioned, if its target is an accomplice of its imagination and if the relationship between the consumer and the brand is being built and trust is being established, the brand will be able to move on to the second stage.

**Step 2: The time of wisdom**

The time of wisdom, is the time when the identity and the positioning of the brand are now anchored in the mind of the consumer, and where it is necessary to consolidate its relationship with customers and get it involved in order to deal with criticism.
Wisdom is a period of reflection where the brand lays the foundations for a sustainable and enlarged market, to assure sustainability of the relation, redefine its orientations, identity the development possibilities, and attract a new generation of customers by proposing new offers and adapting old ones to a new generation, through brand extension and internalization.

**Step 3: The time of myth**

The brand continues to develop its objective, sensory and narrative qualities in order to become a mythical brand to face the competition, but it is still experiencing successive revolutions.

By playing a societal role, the brand comes closer to one of the most important functions of the myth, that of the social integrator, because its vocation should not be only to make a profit.

**1.3. THE BRAND PROTECTION**

The well managed brands have a clear positioning, a coherent architecture, a communication that reinforces their fame and their image. Therefore, they are creators of value, but there are also brands that are rejected especially with the phenomenon of hard discount which does not stop to increase in volume and value. In response, large retailers are starting to push their label brands forward. That is why we can say that the products are the essential of the consumption and not brands, in other words, the role of brands tends to be less perceived by consumers who are increasingly turning to hard discount and unbranded products. As a result, good brand management becomes in this context an even more important imperative.

In addition, to reinforce a brand, it is important to be coherent on the qualitative level to keep the associations with the brand strong and favorable, also on the quantitative level because the brands that reduce their research and development budget run the risk of being exceeded, therefore they must be innovative.

There are ten steps in branding, to manage brands well:
Own the minds not the products: Traditionally, brands were focused on products and services, but actually with the panoply of products offers by different brands, companies have started looking for an available place in the mind of the consumer, in other words, to conquer people’s minds and settle in the first place on a point of difference to define its positioning and it will make the brand a mental mark.

Dare to be different: It is about creating a value for the customer, which means brands are led to develop a strong personality and offer values.

Fall in love: Beyond differentiation, loyalty, strong identity and preference, the brand must create a real relationship with consumers by analyzing their demands, their desires and satisfying them, because the consumers are saturated with commercial offers, as well as they disappointed by the traditional methods of loyalty.

Set a price for brand’s product: For the customers, the price often refers to the brand value, in other words, the price is indicative to the brand image. In fact, the consumer is ready to pay for having a strong brand product that creates preference, but when the difference is not seen, the consumer refuses to pay more.

Deploy the brand to employees: The brand is an extraordinary lever to motivate and guide the efforts of employees; they are ambassadors and bearers of the brand’s image. So, internal deployment allows the sharing of values, membership and also the constitution of a lever for internal action and participation in the image of the brand externally. We then speak of “Management by the brand”.

Know your place in the market: The company must know the place of its brand in market.

Listen to your customers: In order to survive, to maintain their position on the market, and their competitive advantages, brand has to innovate. And, in order to create a real relationship with the consumers, to respond to their needs, the company has to listen to him, to involve it in the innovation process and to integrate it into the product development chain.

Find partners: To cope with size and scalability of markets which require significant resources of various origins, strategic brand alliances have become an obligation.
Protect your brand: The forgery is a real problem faced especially by luxury brands, and the strongest barrier is the added value and experience associated with the consumption of the brand.

Feed your brand: to maintain its advantages, the brand must be constantly nourished, that is to say modified its signs if necessary, carried out an audit on a regular basis, because the brand is here to last and serve as well as its creation is expensive.

2. BRANDING AND CO-BRANDING

The brand lives, grows, develops and gets old. It will need to be nourished and revitalized, which makes it necessary to find sources of growth by reaching new targets, new markets and new activities through its extension or link it to other brands. That explains the appearance of new structures within the framework of an alliance agreement more particularly the Co-branding, which is defined as a form of collaboration and alliance between two or more brands, which implies joining their skills together while expanding their customer portfolio to carry out a product or service project.

2.1. DEFINITION of BRANDING and CO-BRANDING

Branding is a discipline of managing trademarks, in particular the image of the companies that exploit the brands. On the other hand, it is the identity of the company as an example « the car brand BMW reflects good mechanics; Volvo is safety, and Mercedes is luxury.... ». Branding becomes very important when it is not possible to differentiate by price or by technology to attract the customers.

The branding is a new way of thinking about value creation by the company and it is required to apply a number of rules of success to create a strong brand as well as creating value for the consumer and the company keeps its promises and delivers what customers are looking for; as well as making the brand a long-term contract to develop and extend its lifespan, first of all choose a name with an attractive graphic and sound logic, and then by nurturing the brand since its creation and repositioning requires as much attention and work as signing the contract.
There are two types of Co-branding:

- **Functional Co-branding**
  This type of Co-branding demonstrates the desire to allow the customer to benefit from the association of two skills, a brand of different categories with the presence of some physical similarities. As the example of the computer manufacturer Intel, which integrates microprocessors in the computers of major producers and puts its logo on the product and on the advertisements, they clearly demonstrate this co-branding strategy.
  The functional co-branding allows the secondary brand to expand its territory.

- **Conceptual Co-branding**
  The conceptual co-branding is a brand strategy which consists of associating the manufacturer’s brand a second brand generating additional symbolic attribute, this presence is important for each of the two brands on the product.

### 2.2. MEASURE AWARENESS AND BRAND IMAGE IN THE MIND OF THE CONSUMER

For good brand management, we must know the consumer, their attitudes and needs, and understand him/her in order to be able to satisfy and meet their expectations.

Knowing the consumer’s perceptions of the product and the brand allows building and managing the brand equity. For this reason several companies are doing research to know more about consumers, qualitative and quantitative studies that measure awareness and brand image in the consumer’s mind.

#### 2.2.1. Qualitative research techniques

There are several methods like:

- **Group techniques « Focus group »**
  Group discussions are a psychological method of which is necessary to look for the theoretical foundations. There are several techniques:
  - **Classic group discussion** :
    We make a small group of people to react to a topic that interests them as consumers in order to analyze. Discussion and influence increase the productivity of a debate, we benefit from a shock of ideas that would not exist during an individual interview.
Some equipment is required for this technique including a room, recording the words and gestures of the participants, shooting with VCR to record the debate.

- **Mini group:** We bring together four people for a period of one hour. This technique is characterized by the ease of implementation, the flexibility the lightness and the lower cost.

- **Creativity group:** This technique assumes that the creativity of individuals can be stimulated by certain group exercises. The brainstorming technique. The number of participants varies between 6 and 12.

The goal of these sessions is to generate a large number of ideas; the problem must be dealt with in a specific way because we must not deal with several problems once.

- **DELPHI groups:** The participants of this group must not communicate with each other when they are performing their task, each member of the group have the opportunity to review their opinions on several occasions after knowing anonymously the opinions of other participants and the reasons which motivated them.

✓ **Individual interviews**

The qualitative individual interview brings together two people: an interviewer and a respondent. The interview that is not based on a precise questionnaire, it allows exploring in details the attitudes and motivations of the respondent.

- **In-depth or non-directive interview:** in this type of interview, the interviewer is invited to develop extensively in their own words the proposed theme. The sentence that begins the interview must be well chosen, because it preserves the sequences of operations and the wealth of information obtained, and the choice of the topic must be broad and does not imply a frame of reference which could prevent the interviewer from developing their thinking.

- **Thematic interview or classic qualitative interview:** This is the most used technique. The interview has a guide that mentions the topics covered, but it has a freedom to introduce and treat the themes.

- **Semi-structured qualitative interview:** Characterized by a previous structure with a questionnaire covering topic to be addressed and the order in which they should be. The interview is much more an intervention here than in the previous cases.
✓ **Semiology technique:** In order to understand he speech and the signs places.

✓ **Projective technique:** The interviewer can overcome the psychological barriers which he/she tends to hide their behavior.

✓ **Association test:** The respondent is asked to make certain associations to know the product image or the brand. We can here talk about:

- **Free word association:** A word, a sentence evoking, spontaneous association, other words, other ideas, other sentences that are related to the real feelings of the interview we submit a series of words to the respondent;

✓ **Expression test:** The respondent is asked to speak out clearly.

- **Descriptions:** This technique consists of asking the interviewee to describe a situation;

- **Sentences completion:** The interviewer reads an incomplete sentence. The respondent must complete it in a limited time, using the first idea that comes to their mind;

- **Story:** The interviewer asks the interviewee to report on certain events. Sometimes the technique of story in combined with using in complete sentences and comparative drawings.

### 2.2.2. QUANTITATIVE RESEARCH TECHNIQUES

Quantitative research aims to explain phenomena by a systematic empirical investigation of observable phenomena by collecting numerical data, analyzed using methods based on mathematical, statistical or computer techniques. In other words, it involves collecting and analyzing data that is quantifiable.

All quantitative data are numerical data such as statistics, percentages, etc. obtained by surveys, questionnaires, or by manipulating statistical data. Data collected from individuals are called "variables."

The purpose of quantitative research is to determine the general relationship between one thing, the independent variable, in relation to another, independent variable, in a population. Quantitative research is a way for researchers to generalize data observed on a sample.

### 3. PRACTICAL CASE: MAROC TELECOM BRAND IMAGE STUDY

Maroc Telecom, the historic telecom provider in Morocco, is increasingly competing with other operators, namely Orange and Inwi. It is therefore necessary to make a study about this provider to be able to measure its brand awareness and its brand image, as well as to offer
recommendations, in order to stress its strengths and opportunities, and to face its weaknesses and threats.

For the practical case, the service provider is chosen, because of its strong reputation and the considerable place it provides in the telecommunications market.

3.1. SAMPLE ET OBJECTIVES

For our interest in this growing sector which is experiencing fierce competition, we decided to conduct a survey on this sector to assess the fame and brand image of the company Maroc Telecom on a sample of 200 people, whether they are clients of Maroc Telecom or of other operators that we have chosen at random and which consists mainly of students and employees of both genders aged 18 to 35 years.

To properly conduct our study, we collected the opinions of 200 people on the Maroc Telecom brand and its services through the distribution of a questionnaire which was analyzed by the SPHINX software. As a result, the objective of this study is to assess the telecommunication sector, measure the brand image and reputation of the incumbent operator Maroc Telecom, measure its market share, get an idea of the opinion of consumers on this brand, assess its offers and prices knowing how Maroc Telecom manages its brand and its image, making recommendations to Maroc Telecom to improve the products and services they offer, as well as measuring its competitive advantage.
3.2. QUESTIONNAIRE ANALYSIS

- Did you know that Maroc Telecom sponsors cultural and social activities?

The participation of a company in cultural sports or social activities strongly influences its brand image. Therefore, this question was asked to the sample of the study and it was found that 126 people (it means the majority) know that Maroc Telecom sponsors several activities while 71 people have no idea.

- Are you a subscriber to

This graph shows that the degree of consumption of these telecommunication services is high, because on a sample of 200 people, we notice that the telecommunication sector is in a strong expansion where the majority are subscribed to landline phones, mobile and internet services.
Do you have a SIM card provided by

<table>
<thead>
<tr>
<th>Network Provider</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maroc Telecom</td>
<td>151</td>
</tr>
<tr>
<td>Orange</td>
<td>68</td>
</tr>
<tr>
<td>Inwi</td>
<td>50</td>
</tr>
<tr>
<td>Non-response</td>
<td>9</td>
</tr>
</tbody>
</table>

Until today, Maroc Telecom remains the most widely used and reputable network provider. In other words, it is the leader in the telecommunication market despite the fierce competition that characterizes this market, because 151 people from the sample use a Maroc telecom sim card, 68 use an Orange one, while only 50 people have Inwi. So, Maroc Telecom conquers a large market share in the telephone chip sector, and Orange comes second.

Are you satisfied with your Maroc Telecom subscription?

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oui</td>
<td>49</td>
</tr>
<tr>
<td>Plutôt oui</td>
<td>43</td>
</tr>
<tr>
<td>Cela depend</td>
<td>9</td>
</tr>
<tr>
<td>Non</td>
<td>36</td>
</tr>
<tr>
<td>Non réponse</td>
<td>9</td>
</tr>
</tbody>
</table>

The objective sought through this question is to know what consumers think of this provider and also to know if they are satisfied with its services or not, and we could deduce that for the majority (even 53 people) the satisfaction depends on several criteria, in particular according to the service consumed and the time of its consumption, while 49 people are completely satisfied, and 46 are dissatisfied with their subscription.

We then see that it is imperative to satisfy most customers by minimizing the number of dissatisfied, which is high in order to remain a leader and protect its brand image.
- Do you find that Maroc Telecom’s products and services are

The majority of Maroc telecom customers are quite satisfied with the quality of the products and services it offers, while a minority is quite unsatisfied. As a result, Maroc Telecom is called upon to improve the quality of its services in order to retain these customers, attract them to it, and not let them turn to the competition and improve its brand image.

- The quality of Maroc Telecom's services is

Based on these answers, it was found that Maroc Telecom responds quite often to the needs of its customers, as 119 people in the sample responded fairly often, 58 people rarely and only 11 people responded very often.

This rate is high, which explains that Maroc Telecom does not listen to its customers on a regular basis, and as a result it does not manage to meet their expectations very often, which will negatively affect its brand, and will push its customers to turn to the competition.
What drives you to use Maroc Telecom services

The network is the first criterion that motivates or encourages customers to use Maroc Telecom’s services, and occasional promotions follow, while prices are not a motivation to buy. 16 people use its services for other reasons, in particular because they have no choice as the quality and the offers are similar and sometimes a customer consumes a Maroc Telecom product because of the capacity of the same network if the other criterions are not satisfactory.

What do you think of Maroc Telecom’s advertisements

We see that Maroc Telecom’s advertisements are attractive but they are less creative. They must therefore be more innovative to face strong competition. As a result, Maroc Telecom must still make more efforts in terms of communication, in order to attract and convince as many customers as possible.
According to this crossover, we see that the number of subscribers to Maroc Telecom is the highest, with strong dissatisfaction from customers. Moreover, even though the number of Inwi subscribes is lower than those of Maroc Telecom, they are more satisfied with their subscriptions.

Maroc Telecom must therefore be cautious and must improve its services and minimize the number of dissatisfied parties in order to protect its brand image, its customers and its market share.
The intersection of the elements that push individuals to consume Maroc Telecom’s services with the socio-professional category

Based on this cross-reference, we find that the network and occasional promotions are the most important factors in consuming Maroc Telecom’s products, regardless of the customer’s salaries. So, we can say that purchasing power is not a determining criterion for using Maroc Telecom’s services regardless of the price.

- The intersection between the quality of services and the prices

<table>
<thead>
<tr>
<th>La qualité des services X Les prix pratiqués</th>
<th>Excel lente</th>
<th>Bonne</th>
<th>Moyenne</th>
<th>Mauvaise</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pas trop cher</td>
<td>4</td>
<td>29</td>
<td>20</td>
<td>4</td>
<td>57</td>
</tr>
<tr>
<td>Pas cher</td>
<td>2</td>
<td>15</td>
<td>15</td>
<td>1</td>
<td>33</td>
</tr>
<tr>
<td>Cher</td>
<td>1</td>
<td>22</td>
<td>58</td>
<td>10</td>
<td>91</td>
</tr>
<tr>
<td>Trop cher</td>
<td>1</td>
<td>0</td>
<td>10</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>66</td>
<td>103</td>
<td>19</td>
<td>196</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total percentage</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pas trop cher</td>
<td>7,0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pas cher</td>
<td>3,0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cher</td>
<td>11,0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trop cher</td>
<td>26,7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>9,7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
We can conclude that the largest number of interviewees find that they pay an expansive price for a service with an average quality. Nevertheless, according to customers, Maroc Telecom is certainly the leader in the telecommunications market but suffers from a number of weaknesses. This is related to the prices it charges and the quality of its services, particularly the internet network. The network provider should counteract these problems in order to be able to achieve its objectives in terms of brand image, competitiveness and sales.

3.3. SUMMARY AND RECOMMENDATIONS

Maroc Telecom is the historical brand of the country when it comes to telecommunication services, which has a strong reputation. However, the market has become an oligopolistic market with other competing service providers, in particular Orange and Inwi, which enables customers to choose the network that suits them the best.

According to consumers, Maroc Telecom is an operator with a large market share and which is considered as a leader in the telecommunication market, but it cannot protect its brand image, because its customers are not all completely satisfied with the service quality. In addition, people use these services because they have no other choice or because they find them good compared to its competitors, but does not respond to their needs.

Any company that wishes to remain a leader in its market, protect its brand image, and attract and retain customers must invest in its external communication policy.

Maroc Telecom is also required to have a relevant and attractive communication policy as well as to choose adequate means of advertising with the intended objective and target.

On the other hand, the company uses several means to improve its brand image, and its offers, encourage purchases, in particular, television ads with the presence of stars, radio ads, billboards, press, flyers distribution in streets, and commercial agencies, but also Internet with the use of websites and social media. Maroc Telecom also uses the non-media techniques, namely promotion sales, public relations with the participation in fairs by setting up stands, it also sponsors several cultural, sports and social activities, as well as the network of its commercial agencies plays a very important role in its external communication.
Of course, it is diversifying its communication techniques to be able to reach its target and transmit its message, but through the responses collected from the questionnaire, we were able to conclude that despite this panoply of techniques, this incumbent operator does not manage to attract more customers because its advertisements are less creative. In other words, Maroc Telecom has some strengths and benefits from several opportunities, as well as several weaknesses that they have to overcome to protect and maintain its position and its brand image. In particular, through improving the quality of its services and products by adopting a strategy of differentiation by quality, innovation and being more creative, listening to the customer in order to meet their needs and expectations, review its pricing policy, propose new loyalty techniques, prospect new clients, process customer complaints more quickly, improve internet connection speed, develop more co-branding strategy, etc.
CONCLUSION

In conclusion, we can say that the place of branding in the company is an important question issue in order to guarantee the protection and sustainability of the brand and its image.

To better illustrate this work, a few concrete examples were stated, and we spoke about the strategies and the brand image of the incumbent operator Maroc Telecom, which practices branding and which has implemented a co-branding to be able to stand out among the competition and still be the leader in the telecommunications market.

Any company would be worried about its image in front of consumers, and always seeks to ensure its evolution in the market. In fact, concerning the prospects of the research, we wish to deepen this study by touching a larger sample, by using other qualitative and quantitative research techniques, in order to ensure the reliability of the results, and by having access to the most important information for the preparation of this study.

Like all research work, several limits face the researchers that constitute an obstacle to the successful conduct of the study. Moreover, for the case of this study, there were a certain number of limits, which made the task a bit more difficult and prevented from going further in the study, in particular the lack of documentation and the confidentiality of the information provided by Maroc Telecom. It was very difficult to obtain the information, the time that was devoted to the study, as well as the answers of the people questioned do not really reflect the image of Maroc Telecom.
REFERENCES

- Books


- Articles


TITRE : BRANDING, CO-BRANDING : CASE OF MAROC TELECOM


Websites