



Brand Elements

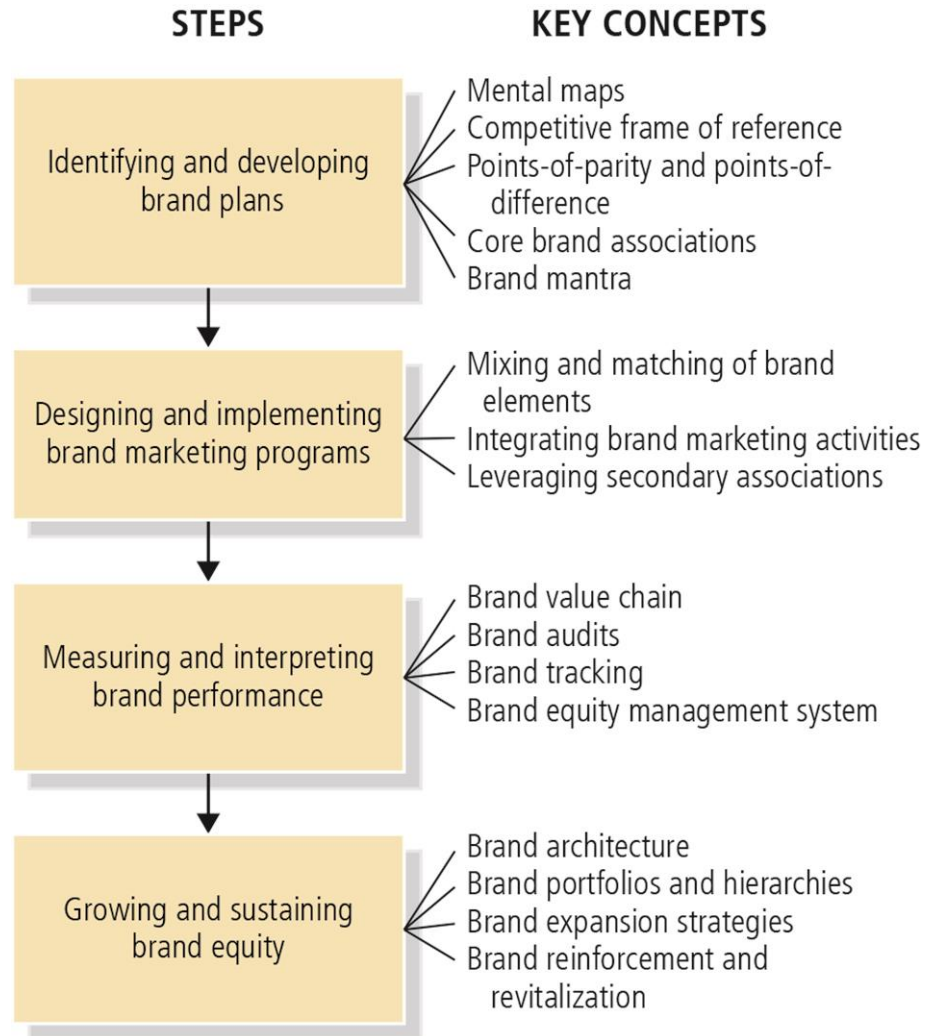
MK 312 Marketing Planning

By Ajarn Suwalya K.

Sawasdee Krup...Ka



Figure 1-10: Strategic Brand Management Process



Strategic Brand Management Process

- Identifying and Developing Brand Plans
- Designing and Implementing Brand Marketing Programs
- Measuring and Interpreting Brand Performance
- Growing and Sustaining Brand Equity



A good

BRAND+

MANAGER

01

BEING ALERT
to the World Around You

เปิดตาให้กับโลกของแบรนด์

02

OPEN MIND

เปิดใจ เพื่อหาโอกาสใหม่ให้กับแบรนด์

03

ACQUIRING THE DATA

เข้าถึงทุกข้อมูลให้มากที่สุด

04

READING THE SIGNS

อ่านสถานการณ์ให้เป็น

05

PROVIDING THE DIRECTION

กำหนดทิศทางให้ชัดเจน

BRAND
A+TITUDE

The Brand Equity Concept

- Principles of branding and brand equity:
 - Differences in outcomes arise from the **“added value”** endowed to a product
 - The added value can be created for a brand in **many different ways**
 - Brand equity provides a common denominator for **interpreting marketing strategies and assessing the value** of a brand
 - There are many different ways in which the value of a brand can be **exploited to benefit the firm**

The Brand Essence

Four Steps of Brand Building

The Four Steps of Brand Building



Ensure
identification of
the brand with
customers and
an association
of the brand in
customers'
minds

**TARGET
GROUP**

Establish the
totality of brand
meaning in the
minds of
consumers

Position

Elicit the proper
customer
responses to
the brand
identification
and brand
meaning

Communicate

Convert brand
response to
create an
intense, active
loyalty
relationship
between
customers and
the brand
Customer
Relations

Step 1: Segmenting & Targeting



THE BIG MEAL. IT'S A GREAT DEAL FOR DINNER.

Grab the Big Meal at McDonald's.
And you'll have yourself a Big Mac, a very large
order of fries and a great big drink.
All of which should make your stomach very happy.
Not to mention your wallet.



© 1971 McDonald's Corporation

You deserve a break today. 

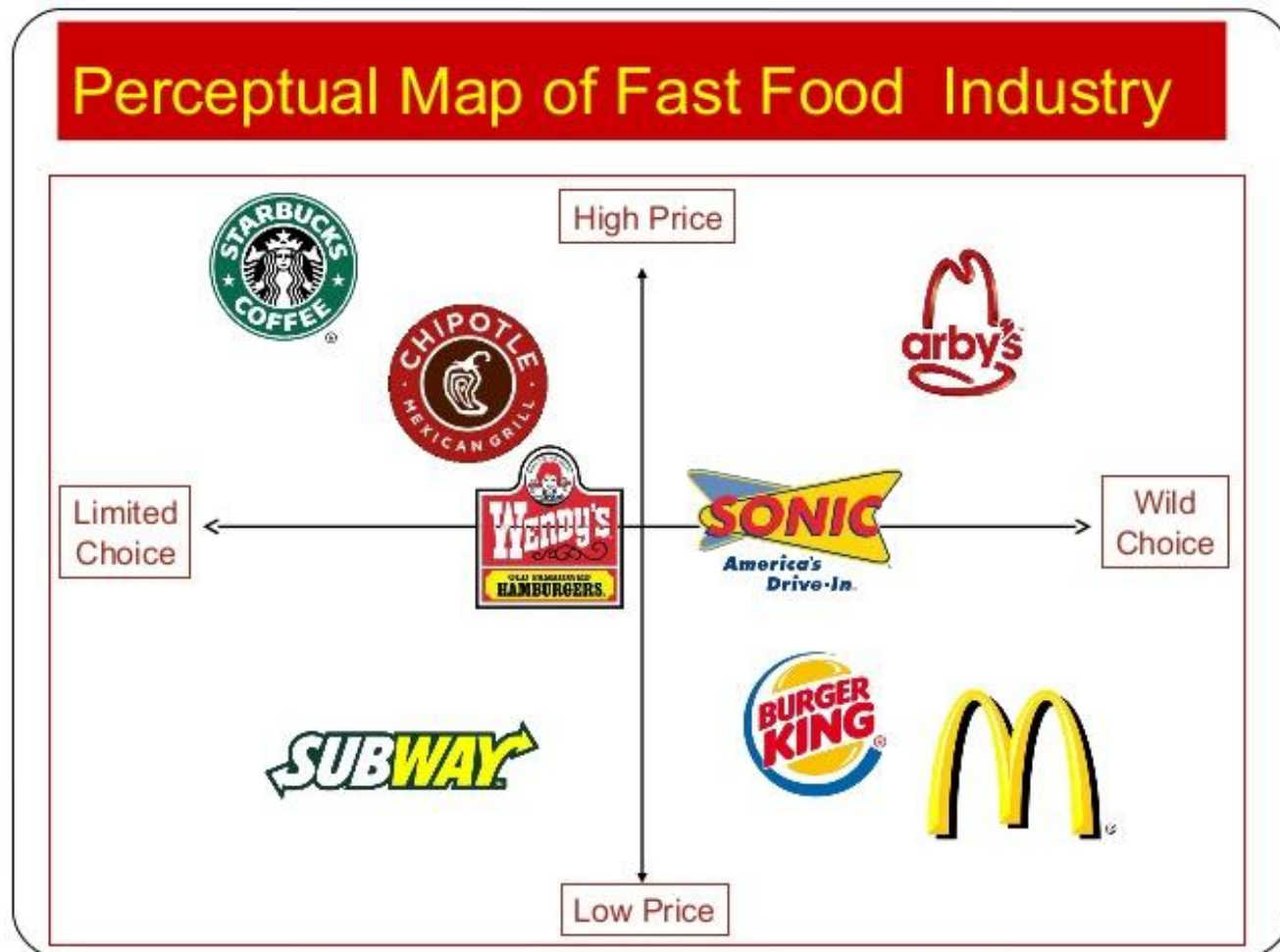
Step 2: Brand Positioning

- Is at the **heart of the marketing strategy**
- “. . . the act of designing the company’s offer and image so that it occupies a distinct and valued place in the target customer’s minds.”

Philip Kotler

Brand Positioning: Perceptual Map

A perceptual map provides a visual picture of how customers see different competitors.



McDonald's Menu in Thailand

The screenshot shows the McDonald's Thailand website homepage. At the top left is the McDonald's logo with the slogan "i'm lovin' it". To the right is a search bar and a small Thai flag. The main banner features a large image of three fried chicken pieces on a plate, with a "Quick Menu" link above it. The text "Welcome to McDonald's" is followed by "like you've never seen it before" and Thai text: "นี่คือฟิวเจอร์เมนูที่เรานำมาให้คุณลองดูด้วยตัวเอง ฟิวเจอร์เมนูใหม่ที่เราคิดค้นขึ้น ด้วยสูตรอาหารที่แตกต่างจากเมนูเดิมๆ". Below this are social media icons for Facebook and Twitter. To the right of the banner is a video player showing two women at a McDonald's counter, with a navigation bar below it containing numbers 1 through 5. Below the video player is a "McDelivery" section with the number "1711" and the text "จัดส่งภายใน 24 ชม.". To the right of this is a "24 hours" badge. Below the delivery section is a "McCafe" section with an image of a coffee cup and the text "Visit our new store at CENTRAL PATAYA FESTIVAL". At the bottom left is an "e-newsletter registration" form with the text "Please fill in your email address" and a "Submit" button. To the right of the form is a "What's Up?" section with three bullet points in Thai: "• เปิดตัวเมนูใหม่ อย่างเมนูใหม่", "• ทางร้านมีโปรโมชั่นพิเศษให้คุณ...", and "• ลงทะเบียนได้แล้ว". To the right of the "What's Up?" section is a "Sunny" section with an image of a fried chicken sandwich and the number "39". To the right of the "Sunny" section is a "McDonald's Kiosk" section with an image of a soft drink. At the bottom of the page is a dark blue banner with the text "open 24 hours" and a sun/moon icon. To the right of the banner is a "Wi-Fi" section with the text "พบที่ร้านของเรา" and "Wi-Fi". At the very bottom of the page is a small copyright notice: "© 2008 McThai Company Limited | Terms & Conditions | Privacy Policy | SEO By Gokhila".

McDonald's Menu in Vietnam

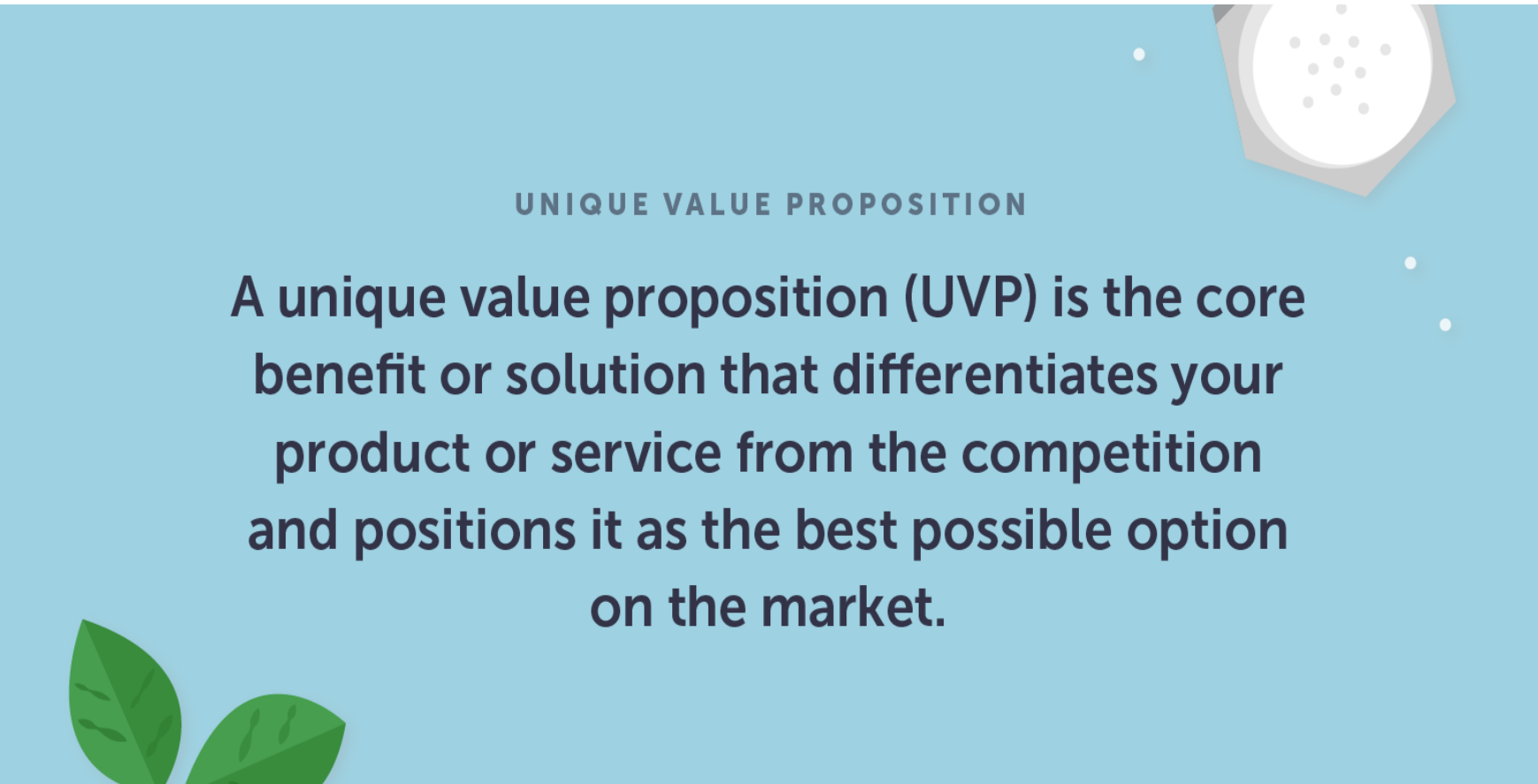


McDonald's adding more Variety





A value proposition is a **promise of value** to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value will be delivered, experienced and acquired. A value proposition can apply to an entire organization, or parts thereof, or customer accounts, or products or services.



UNIQUE VALUE PROPOSITION

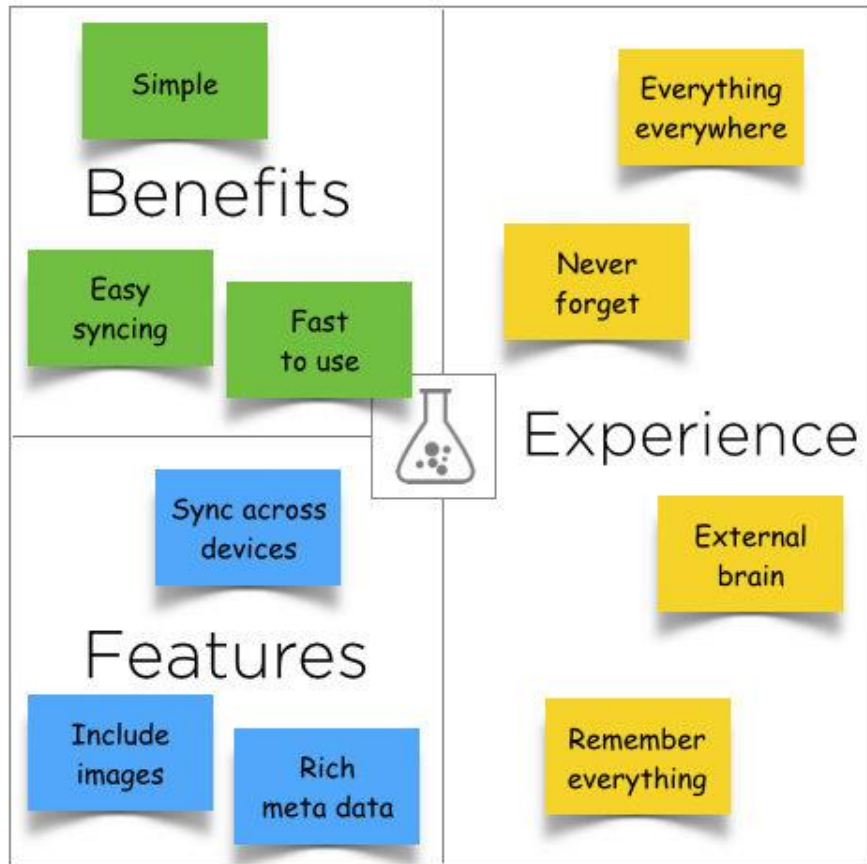
A unique value proposition (UVP) is the core benefit or solution that differentiates your product or service from the competition and positions it as the best possible option on the market.

Creating Great Value Propositions



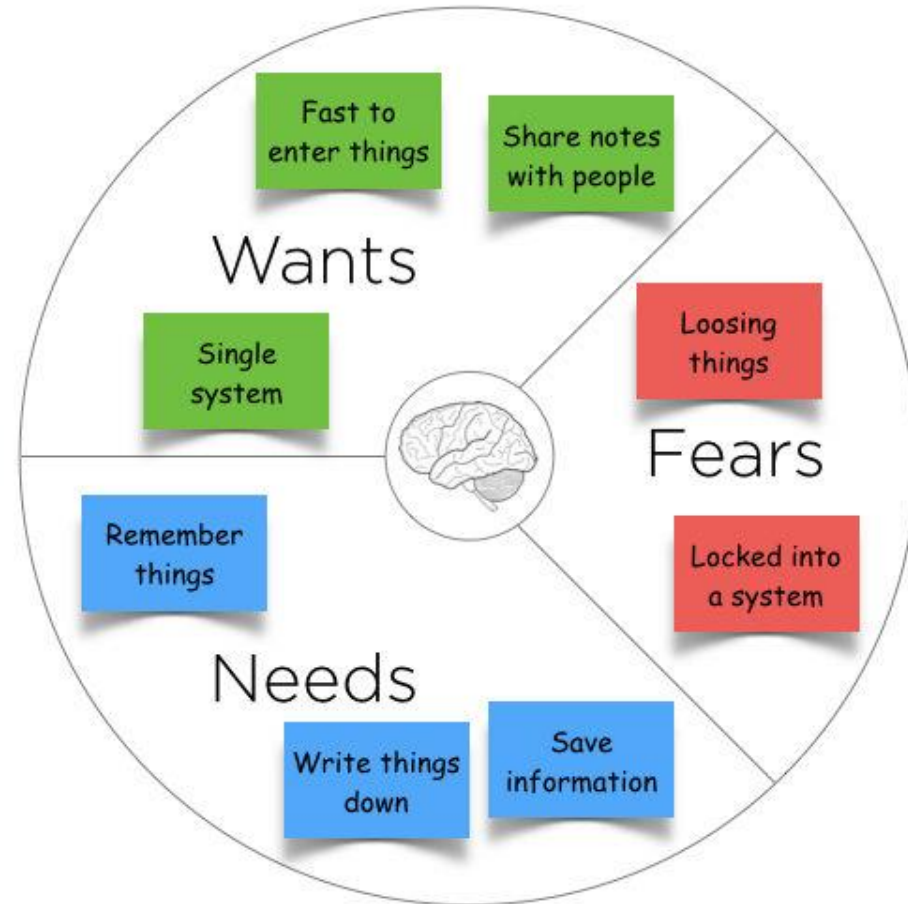
Value Proposition Canvas

Product



Company: Evernote
Product: Online notes
Ideal customer: Mobile professionals

Customer



Email to yourself

Substitutes

Text documents



Sustainable Goals



Value proposition:

- Consumer-focused; value customers' opinions and feedback
- Provide snacks suitable for multiple consumption occasions
- Remind millennials of their childhood and fun times spent with their friends

Target audience

- Millennials, aged 18-35
- They're vibrant, energetic, have some money to spend
- Most importantly, they snack often, and they value experiences with friends above all else





Brand Personality

- *Brand Personality: is the **set of human characteristics that become associated to the brand....***



Dimensions of Brand Personality



Brand personality

Sincerity

Excitement

Competence

Sophistication

Ruggedness

Down to Earth
Honest
Wholesome
Cheerful

Daring
Spirited
Imaginative
Up to Date

Reliable
Intelligent
Successful

Upper class
Charming

Outdoorsy
Tough

Brand Personality

Sincerity



Excitement



Competence



Sophistication



Ruggedness



Dimensions of Brand Personality



LOUIS VUITTON



Ready-to-Wear, Shoes, Leather Goods, Watches, Jewelry.
Sold exclusively at Louis Vuitton stores, www.louisvuitton.com, 866-VUITTON

LOUIS VUITTON

HOW BRANDS USE COLOR

 **ogilvydo**



Yellow

to show that they're fun, friendly, optimistic, confident and to grab attention, but also to warn



Brown

to show warmth and dependability



Green

to show youthfulness, refreshment, care for the environment, organic, growth and as a call to action



Purple

to seem rich, luxurious, creative and nostalgic



Red

when they want to be seen as powerful, passionate, exciting or to create urgency



Orange

to energise, seem playful, rejuvenate, to create a sense of haste and to seem affordable



Black

To signify luxury, exclusivity, sophistication, authority and to encourage impulse purchases



Blue

to appear calm, honest, logical, caring and trustworthy



Pink

to signify sweetness or sexiness depending on the shade

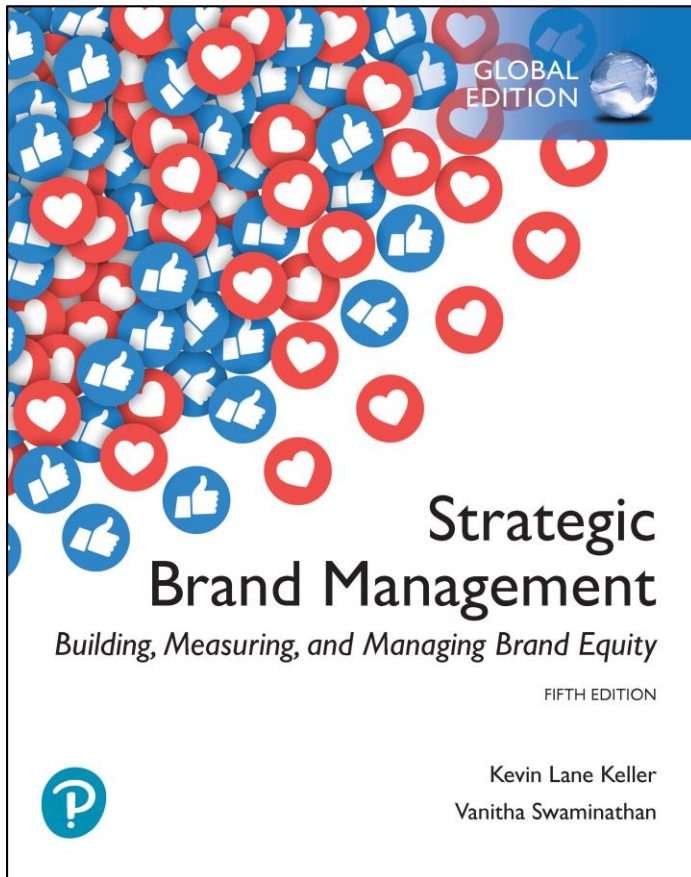


White

To signify purity, cleanliness, simplicity and freedom

Strategic Brand Management: Building, Measuring, and Managing Brand Equity

Fifth Edition, Global Edition



Chapter 4

Choosing Brand Elements to
Build Brand Equity

Learning Objectives

- 4.1 Identify the different types of brand elements
- 4.2 List the general criteria for choosing brand elements
- 4.3 Describe key tactics in choosing different brand elements
- 4.4 Explain the rationale for “mixing and matching” brand elements
- 4.5 Highlight some of the legal issues surrounding brand elements

What are Brand Elements?

- **Elements** used to express/represent and identify/differentiate the **brand**. The consistent use of **Brand Elements** in all marketing programs helps communicate the **Brand** Character to the marketplace. The **brand** name, logo, slogan, jingle, and packaging style are all examples of **Brand Elements**.

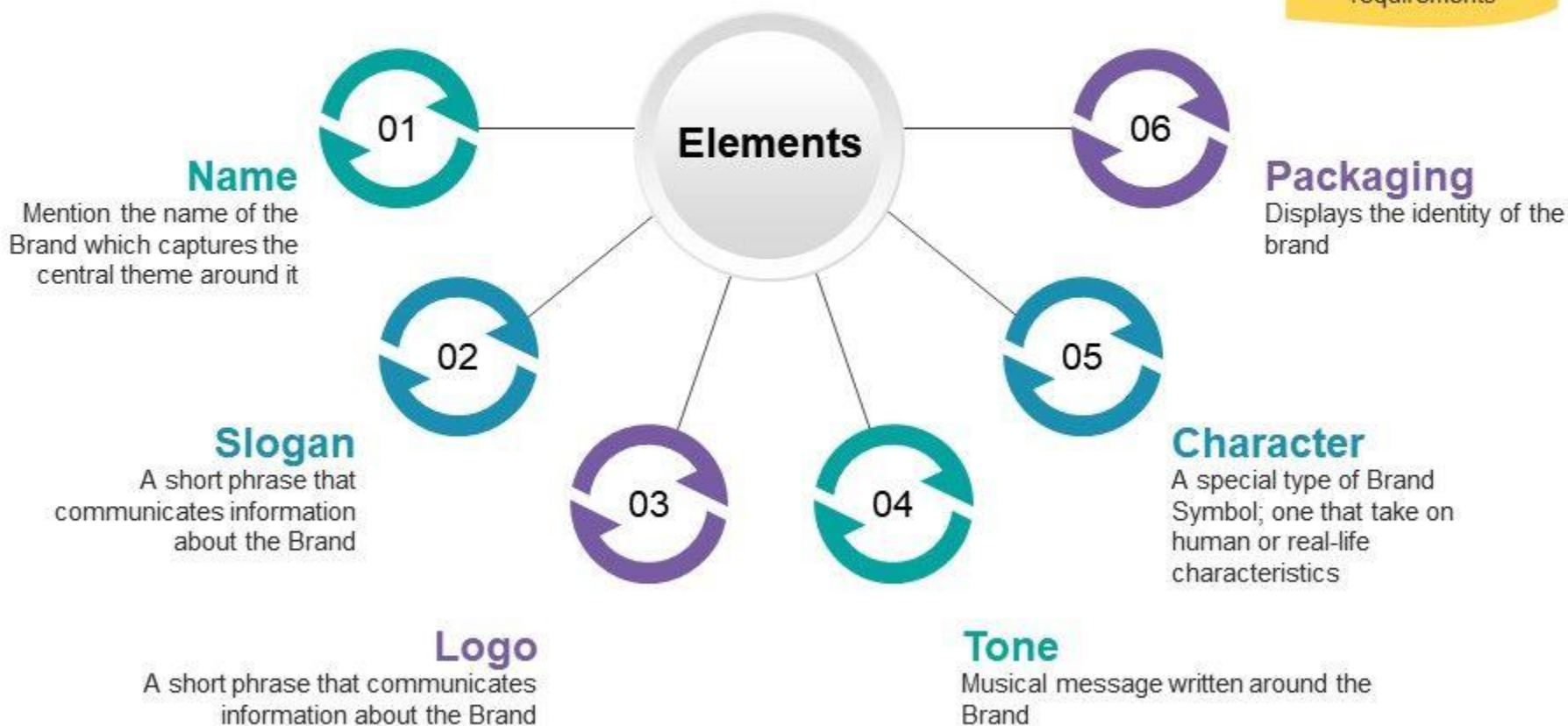
Step 3: Communications via Brand Elements

- A variety of brand elements can be chosen that inherently **enhance brand awareness or facilitate the formation of strong, favorable, and unique brand associations.**
- Brand Names
- URLs
- Logos and Symbols
- Characters
- Slogans
- Packaging

Brand Elements



We have listed down the relevant elements of a Brand, you can customize it basis your requirements



The Importance of Brand Elements



Brand Activation

This holistic approach is what Brand Activation uses to get extraordinary results by implementing game changing programs.



Example: McDonald's

- Brand Names
- URLs
- Logos and Symbols
- Characters
- Slogans
- Packaging



Criteria for Choosing Brand Elements

- Memorability
- Meaningfulness
- Likability
- Transferability
- Adaptability
- Productability



Figure 4-1: Criteria for Choosing Brand Elements

1. Memorability

Easily recognized

Easily recalled

2. Meaningfulness

Descriptive

Persuasive

3. Likability

Fun and interesting

Rich visual and verbal imagery

Aesthetically pleasing

Transferability

Within and across product categories

Across geographic boundaries and cultures

5. Adaptability

Flexible

Updatable

6. Protectability

Legally

Competitively

The Importance of Brand Elements



Ideal Brand Elements



Options and Tactics for Brand Names

- What would an ideal brand element be like?
 - Easily remembered
 - Highly suggestive of the product class and benefits
 - Inherently fun or interesting
 - Rich with creative potential
 - Transferable to a wide variety of product and geographic settings
 - Enduring in meaning and relevant over time
 - Strongly protectable both legally and competitively

Brand Names (1 of 5)

- The brand name is fundamentally important:
 - Often captures the central theme or key associations of a product in a compact, economical fashion
- Most difficult element for marketers to change:
 - Closely tied to the product in the minds of consumers

“Top of Mind”

Brand Names (2 of 5)

- Selecting a brand name for a new product is an art and a science
- Must be chosen with the six general criteria in mind:
 - Memorability
 - Meaningfulness
 - Likability
 - Transferability
 - Adaptability
 - protectability



Brand Names (3 of 5)

- Brand awareness:
 - Simple and easy to pronounce or spell
 - Familiar
 - Meaningful
 - Different, distinctive, and unusual
- Brand associations:
 - Implicit and explicit meanings of a name are important

Figure 4-3: Brand Name Taxonomy



Descriptive

Sleep Inn

Evocative

Quicken Loans

Personality

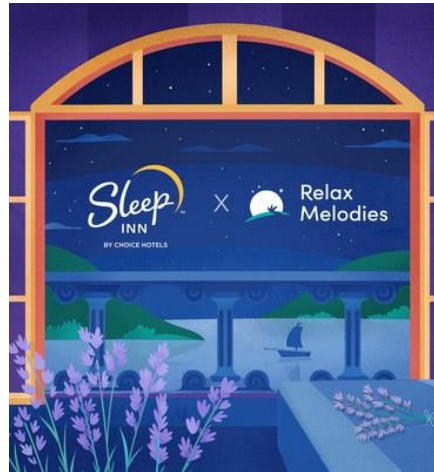
Snapple

Synthetic

Verizon

Founder

Dyson



Some more on naming....

HOW TO "NAME"

GEOGRAPHY Chose a name associated with company/product location:  	INGREDIENTS Base the name on ingredients:  	NEOLOGISM A completely new made-up word:  	PERSONIFICATION Create a character or adopt an existing personage:  
HUMOR/SLANG For a name with personality:  	NICKNAME Use a founder's nickname:  	ONOMATOPOEIA Use a sound associated with a product function or other brand idea:  	PORTMANTEAU combination of two (or more) words and their definitions, into a new one  

Some more on naming....

HOW TO "NAME"

ACRONYMS 	ALLITERATION Fun to say, and particularly memorable: 	DESCRIPTIVE Descriptive names ascribe to the product a characteristic: 	EVOCATIVE Invoke a vivid image that alludes to a brand benefit: 
AMALGAM Names created by taking parts of words and putting them together: 	APPROPRIATION Use the idea for one thing and apply it to another: 	CLEVER STATEMENT Names don't have to be just a word or two: 	FOUNDERS' NAMES Use the name of a founder or founder family member: 

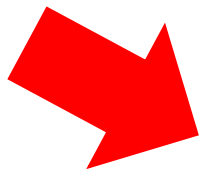
Figure 4-4: Sample Suggestive Brand Names

ColorStay lipsticks
Head & Shoulders shampoo
Close-Up toothpaste
SnackWell reduced fat snacks
DieHard auto batteries
Mop & Glo floor wax
Lean Cuisine low-calorie frozen entrees
Shake'n Bake chicken seasoning
Sub-Zero refrigerators and freezers
Cling-Free static buildup remover
Facebook social network
Dropbox cloud storage



Brand Names (4 of 5)

- Brand names can reinforce an important attribute or benefit associated that makes up its product positioning
- A **descriptive brand name** should make it easier to link the reinforced attribute or benefit



DESCRIPTIVE NAME TYPES:

clearly describes the goods and services offered

SUGGESTIVE NAME TYPES:

alludes to the features or benefits of the goods or services

FANCIFUL NAME TYPES:

better for companies that intend to be very extensible with various branches of services



Positioning

Brand Mantra

4ps+IMC

Brand Elements

Secondary Sources

Brand Resonance
Pyramid

Equity Rating

Appendix

Brand Element: Brand Name "Lay's"



	Analysis	Score
Meaningful	Name does not imply class, category or type	1
Memorable	87% of respondents recalled Lay's as a chip brand, and 96% said they were familiar with the Lay's brand	9
Appealing	Lay's is considered classic, however it is not very interesting (no meaningful root word or suffix), or fun (not a play on words, does not induce imagery)	3
Transferable	Not transferable. Frito Lay changes the name for this brand in almost all new geographical regions	1
Adaptable	Most likely will not be changed because it has brought so much equity to the brand	1
Protectable	It's trademarked so it is protectable	9



Brand Names (5 of 5)

- Naming procedures:
 1. Define objectives
 2. Generate names
 3. Screen initial candidates
 4. Study candidate names
 5. Research the final candidates
 6. Select the final name



Brand Names gone xxxx



McDonald's logo



1940–1948



1948–1953

McDonald's

1953–1961



1961–1968

McDonald's

1968–present



1968–2006



1969–2006



1975–2006



1992–2007



1993–2007



1997–2000



2000–2003



2001–2003



2003



2003–2006



2006–2010



2006–present

Starbuck's Logo



1971-1987



1987-1992



1992-2011



2011-present

URLs (1 of 2)

- URLs (uniform resource locators) specify locations of pages on the Web:
 - Commonly referred to as domain names
 - Owner of a URL must register and pay for the name
 - Protects a brand from unauthorized use in other domain names
- Cybersquatting- Registering, trafficking in, or using a domain name with bad-faith to profit from:
 - The goodwill of a trademark belonging to someone else

URLs (2 of 2)

- A company needs to protect their brands from unauthorized use in other domain names:
 - Company can:
 - Sue current owner of the URL for copyright infringement
 - Buy the name from the current owner
 - Register all conceivable variations of its brand as domain names ahead of time
- Cybersquatting or domain squatting:
 - Registering, trafficking in, or using a domain name with bad-faith to profit from:
 - The goodwill of a trademark belonging to someone else

Before becoming famous...



Logos and Symbols (1 of 2)

- Logos:
 - Visual elements play a critical role in building brand equity and brand awareness:
 - Indicate origin, ownership, or association
 - Range from corporate names or trademarks written in a distinctive form, to abstract designs that may:
 - Be completely unrelated to the corporate name or activities
- Symbols:
 - Nonword mark logos

Logos and Symbols (2 of 2)

- Like names, abstract logos can be distinctive and recognizable:
 - Abstract logos may lack the inherent meaning present with a more concrete logo
 - One danger is that consumers may not understand what the logo is intended to represent





Positioning

Brand Mantra

4ps+IMC

Brand Elements

Brand Elements

Secondary Sources

Brand Resonance
Pyramid

Equity Rating

Appendix

Brand Element: Logo



	Analysis	Score
Meaningful	100% of respondents were able to tell that this logo belonged to a chip company	9
Memorable	Facilitates recognition and recall, all respondents knew the logo and 72% said it was recognizable as a chip brand	10
Appealing	Increased burden on IMC because only 28% of respondents found it inviting and only 35% of respondents perceived it as happy	4
Transferable	Very transferable. Logo is used in many circumstances and is kept constant globally	8
Adaptable	It is adaptable. Has changed seamlessly through time with major and minor stylistic changes; periods of different logos = 1965–1986, 1986–1996, 1996–2003, 2003–2007	8
Protectable	It is trademarked so it is protectable.	8



Characters

- Special type of brand symbol:
 - One that takes on human or real-life characteristics
- Introduced through advertising:
 - Can play a central role in ad campaigns and package designs

Characters...change overtime



Characters...change overtime

Micky Through The Years 1928 - 1990



1928

1932

1940

1941

1947

1955

1990

Slogans (1 of 2)

- Short phrases that communicate descriptive or persuasive information about the brand
- Function as useful “hooks” or “handles” to help consumers grasp the meaning of a brand
- Indispensable means of summarizing and translating the intent of a marketing program

Slogans (2 of 2)

- Designing slogans:
 - Designed so they contribute to brand equity in multiple ways
 - Can contain product-related messages and other meanings
- Updating slogans:
 - Recognize how it contributes to brand equity:
 - Through enhanced awareness or image
 - Decide how much of this equity enhancement, if any, is still needed
 - Retain needed or desired equities still residing in the slogan
 - While providing whatever new twists of meaning are necessary to contribute to equity in other ways

Most Famous Company Taglines And Slogans

01

facebook

Helps you connect and share with the people in your life

02

Google

Don't be evil

03

McDonald's

I'm lovin' it

04

Microsoft

Where do you want to go today?

05

NIKE

Just do it

06

You Tube

Broadcast yourself

Familiar Slogans?



"Just do it"



"Impossible
is Nothing"



"I'm lovin' it"



"Reassuringly
Expensive"



"The Ultimate
Driving Machine"



"Vorsprung
durch Technik"

L'ORÉAL

"Because
I'm worth it"

Gillette

"The Best
A Man Can Get"



"Every Little Helps"

John Lewis

"Never Knowingly
Undersold"



"The World's
Local Bank"



"Always Coca-Cola"



"A Diamond Is
Forever"



"For Successful
Living"



"The Totally Tropical
Taste"

RONSEAL

"Does exactly what
it says on the tin"

Figure 4-7: Famous Slogans Quiz (1 of 2)

1. _____ Reach Out and Touch Someone
2. _____ Have It Your Way
3. _____ Just Do It
4. _____ When It Absolutely, Positively Has to Be There Overnight
5. _____ Drivers Wanted
6. _____ Don't Leave Home Without It
7. _____ Like a Rock
8. _____ Because I'm Worth It
9. _____ The Ultimate Driving Machine
10. _____ When You Care Enough to Send the Very Best
11. _____ Capitalist Tool

Figure 4-7: Famous Slogans Quiz (2 of 2)

12. _____ The Wonder Drug That Works Wonders
13. _____ No More Tears
14. _____ Melts in Your Mouth, Not in Your Hands
15. _____ We Try Harder
16. _____ The Antidote for Civilization
17. _____ Where Do You Want to Go Today?
18. _____ Let Your Fingers Do the Walking
19. _____ Breakfast of Champions
20. _____ Fly the Friendly Skies

Answers: (1) Bell Telephone; (2) Burger King; (3) Nike; (4) Federal Express; (5) Volkswagen; (6) American Express; (7) Chevrolet; (8) L'Oreal; (9) BMW; (10) Hallmark; (11) Forbes magazine; (12) Bayer aspirin; (13) Johnson's Baby Shampoo; (14) M&M's (15) Avis; (16) Club Med; (17) Microsoft; (18) Yellow Pages; (19) Wheaties; and (20) United Airlines.

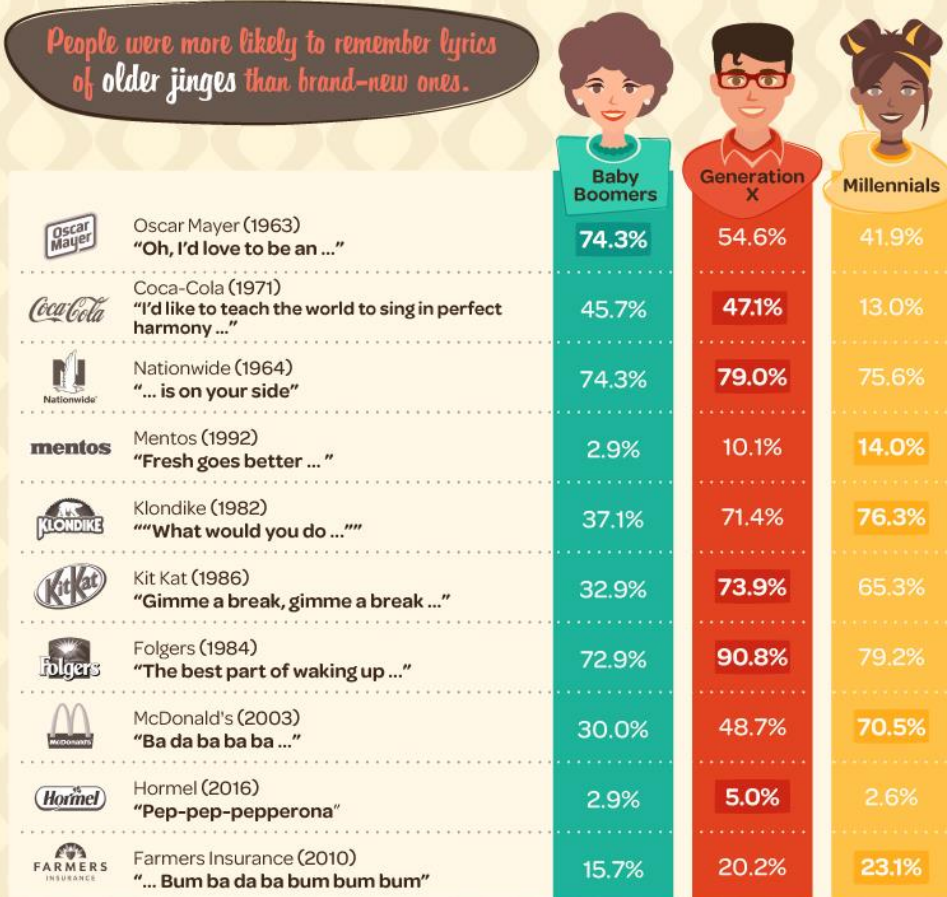
Jingles

- Musical messages written around the brand
- Catchy hooks and choruses:
 - Become permanently registered in the minds of listeners
- Enhance brand awareness by repeating the brand name in clever and amusing ways

Sayings and Singalongs

Percentage Correctly Recalling the Words of Each Advertisement Jingle*, by Generation

People were more likely to remember lyrics of older jingles than brand-new ones.



* Respondents were shown a part of the song in either audio or text format and asked to fill in the blank words.

Source: Survey of 504 people



Jingles



Packaging (1 of 4)

- Activity of designing and producing containers or wrappers
- From the perspective of both the firm and consumers, packaging must:
 - Identify the brand
 - Convey descriptive and persuasive information
 - Facilitate product transportation and protection
 - Assist in at-home storage
 - Aid product consumption

Evaluating Packaging

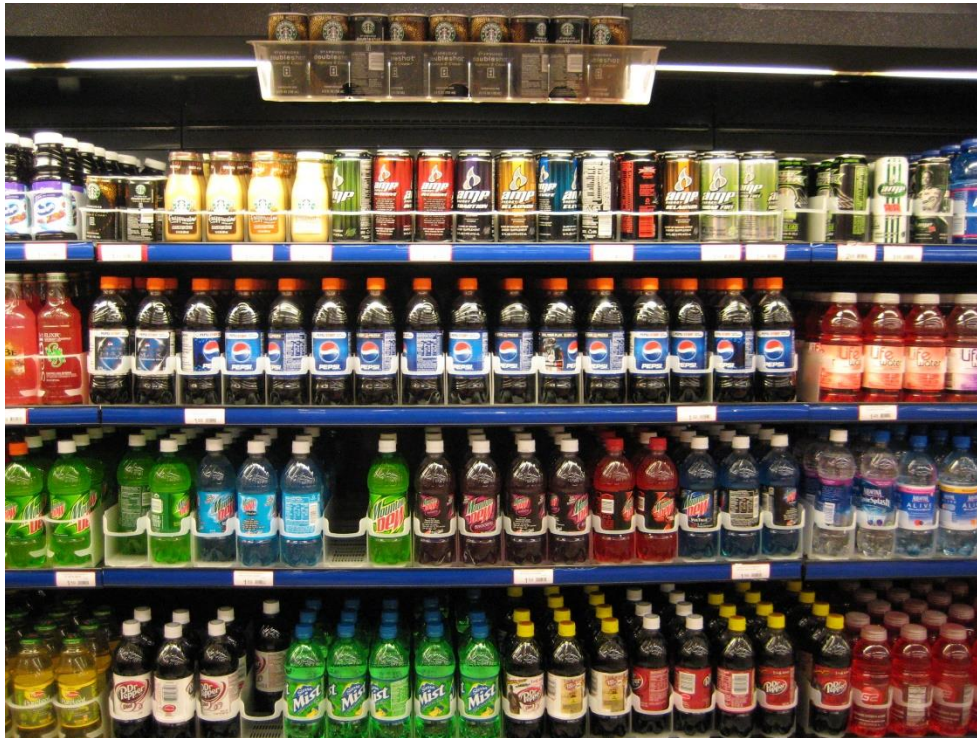


*** VIEW Model (Visibility, Information, Emotional appeal, Workability)**

Packaging (2 of 4)

- Packaging at the point of purchase:
 - The right packaging can create strong appeal:
 - On the store shelf
 - Help products stand out from the clutter
 - Can provide at least a temporary edge on competition
- Packaging innovations:
 - Can lower costs
 - Can improve demand for a product

Shelf Impact



Packaging (3 of 4)

- Package design:
 - Has become a more sophisticated process:
 - Specialized package designers bring artistic techniques and scientific skills
 - Refers to “shelf impact” of a package



Lay's on shelf



Packaging (4 of 4)



- Packaging changes:
 - Can be expensive:
 - But can be cost-effective compared with other marketing communication costs:
 - Signal a higher price, or to more effectively sell products through new or shifting distribution channels
 - When a significant product line expansion would benefit from a common look
 - To accompany a new product innovation to signal changes to consumers
 - When old package looks outdated

100
YEARS
OF THE
Coca-Cola
CONTOUR
BOTTLE



1900



1910



1915



CONTOUR



1955



1957



1969



2005



2015





1905



1940



1950



1962



1973



1991



1998



2003



2009

Creative Packaging



Putting It All Together

- The entire set of brand elements makes up the **brand identity**, the contribution of all brand elements to awareness and image.
- The cohesiveness of the brand identity depends on the extent to which the brand elements are **consistent**.



Figure 4-8: Critique of Brand Element Options

Brand Element

Criterion	Brand Names and URLs	Logos and Symbols	Characters	Slogans and Jingles	Packaging and Signage
Memorability	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition	Generally more useful for brand recognition	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition
Meaningfulness	Can reinforce almost any type of association, although sometimes only indirectly	Can reinforce almost any type of association, although sometimes only indirectly	Generally more useful for non-product-related imagery and brand personality	Can convey almost any type of association explicitly	Can convey almost any type of association explicitly
Likability	Can evoke much verbal imagery	Can provoke visual appeal	Can generate human qualities	Can evoke much verbal imagery	Can combine visual and verbal appeal
Transferability	Can be somewhat limited	Excellent	Can be somewhat limited	Can be somewhat limited	Good
Adaptability	Difficult	Can typically be redesigned	Can sometimes be redesigned	Can be modified	Can typically be redesigned
Protectability	Generally good, but with limits	Excellent	Excellent	Excellent	Can be closely copied

The Four Steps of Brand Building



Ensure
identification of
the brand with
customers and
an association
of the brand in
customers'
minds

**TARGET
GROUP**

Establish the
totality of brand
meaning in the
minds of
consumers

Position

Elicit the proper
customer
responses to
the brand
identification
and brand
meaning

Communicate

Convert brand
response to
create an
intense, active
loyalty
relationship
between
customers and
the brand
Customer
Relations

Step 4: Customer Loyalty – Brand Activation

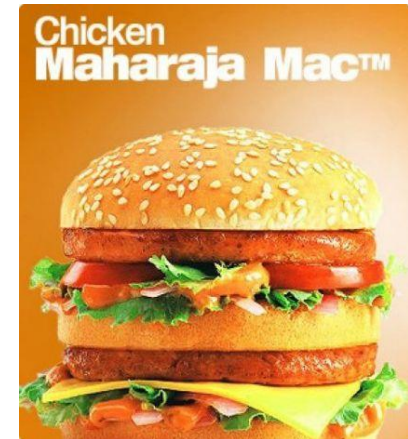


The Importance of Brand Elements



Vegetarian McDonald's Opening in India

vdo from SourceFed (Opened 2 restaurants in 2013)





Let's Practice – Group Assignment

- Each group will have the remaining of the class to work on your group mini- presentations on brand elements in Ready to Drink Market ...(no Coke or Pepsi)... to confirm to me in class ka...
- Choose 1 Brand that has a strong Brand Elements
- Choose 1 Brand that has poor Brand Elements
- Analyze each brand and give details of each. Then you are to recommend how each brand could develop stronger brand elements to build brand equity. (Up to your team to create, design the brand elements...remember, creativity is Key...)
- Please submit a total of no more than 10 ppt slide (excluding intro page) by Sunday before noon. We will discuss ka. I will choose best team for next week presentation ka...assignment scores will be scaled...
- Have fun... 😊



Kob Khun Krup...Ka

