



BRAND LOVEMARKS

Big Ideas

BY AJARN SUWALYA K.

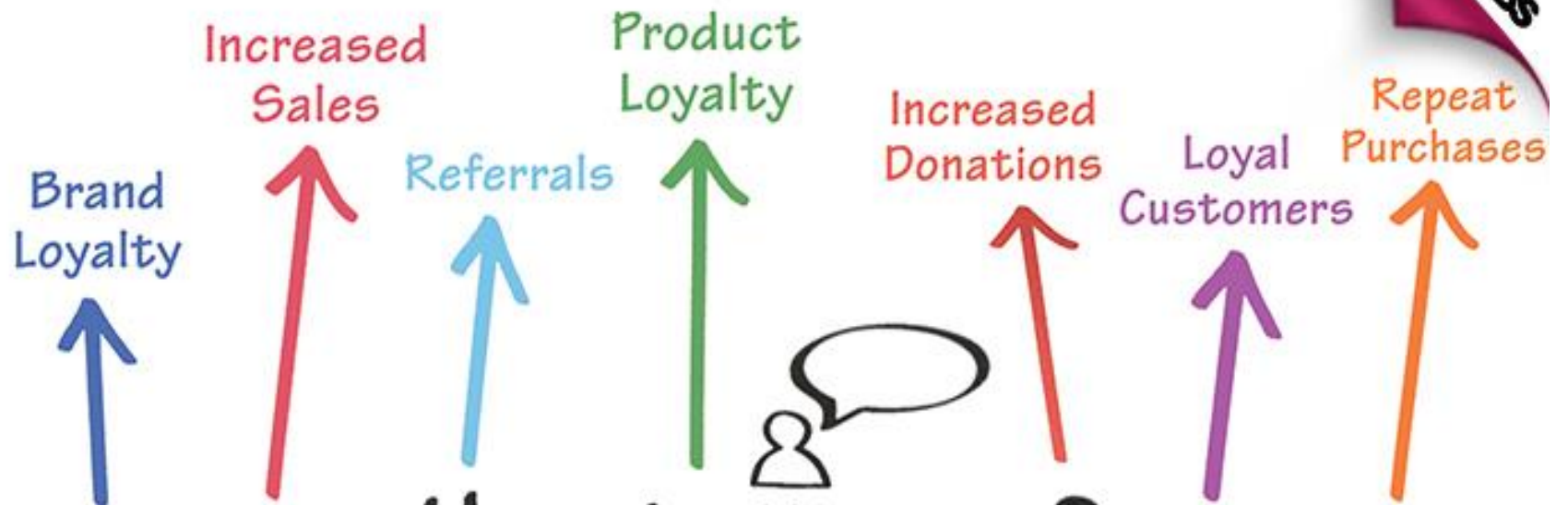
LESSON 11



IMC



Integrated Marketing Communications



the power of
communication

IMC Tools



Promotional Mix

The specific **blend of promotional tools** that the company uses to persuasively communicate **customer value and build customer relationships.**

Promotional Mix

❖ Advertising

- Any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor.

❖ Sales Promotion

- Short-term incentives to encourage the purchase or sale of a product or service

❖ Personal Selling

- Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.

Promotional Mix

❖ Public Relations (PR)

- Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

❖ Direct And Digital Marketing

- Engaging directly with carefully targeted individual consumers and customer communities to both obtain an immediate response and build lasting customer relationships.

The Changing Communications Environment

Two factors are changing the face of today's marketing communications:

As mass markets have fragmented, marketers are shifting away from mass marketing

Vast improvements in information technology are speeding the movement toward segmented marketing

The Need for IMC

Conflicting messages from different sources or promotional approaches can confuse company or brand images

The problem is particularly prevalent when **functional specialists** handle individual forms of marketing communications independently

IMC Concept

Using IMC, the company carefully integrates and coordinates its many communication channels **to deliver a clear, consistent, and compelling message** about the organization and its products

The Changing Marketing Landscape



The Changing Marketing Landscape

- **The Changing Economic Environment**
- **The Digital Age**
- **The Growth for Not-for-Profit Marketing**
- **Rapid Globalization**
- **Sustainable Marketing- The Call for More Social Responsibility**



Think Global
Act Local

International Advertising

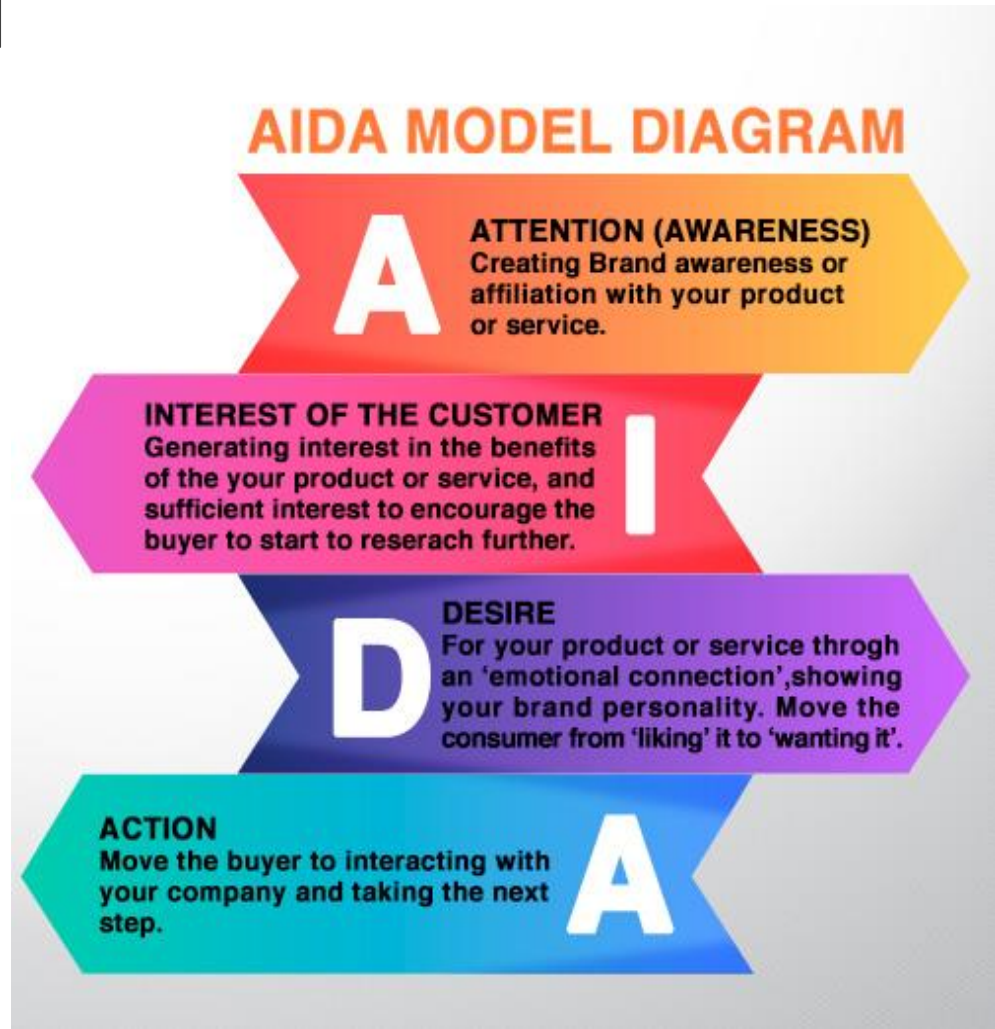


AIDA Model



AIDA Model

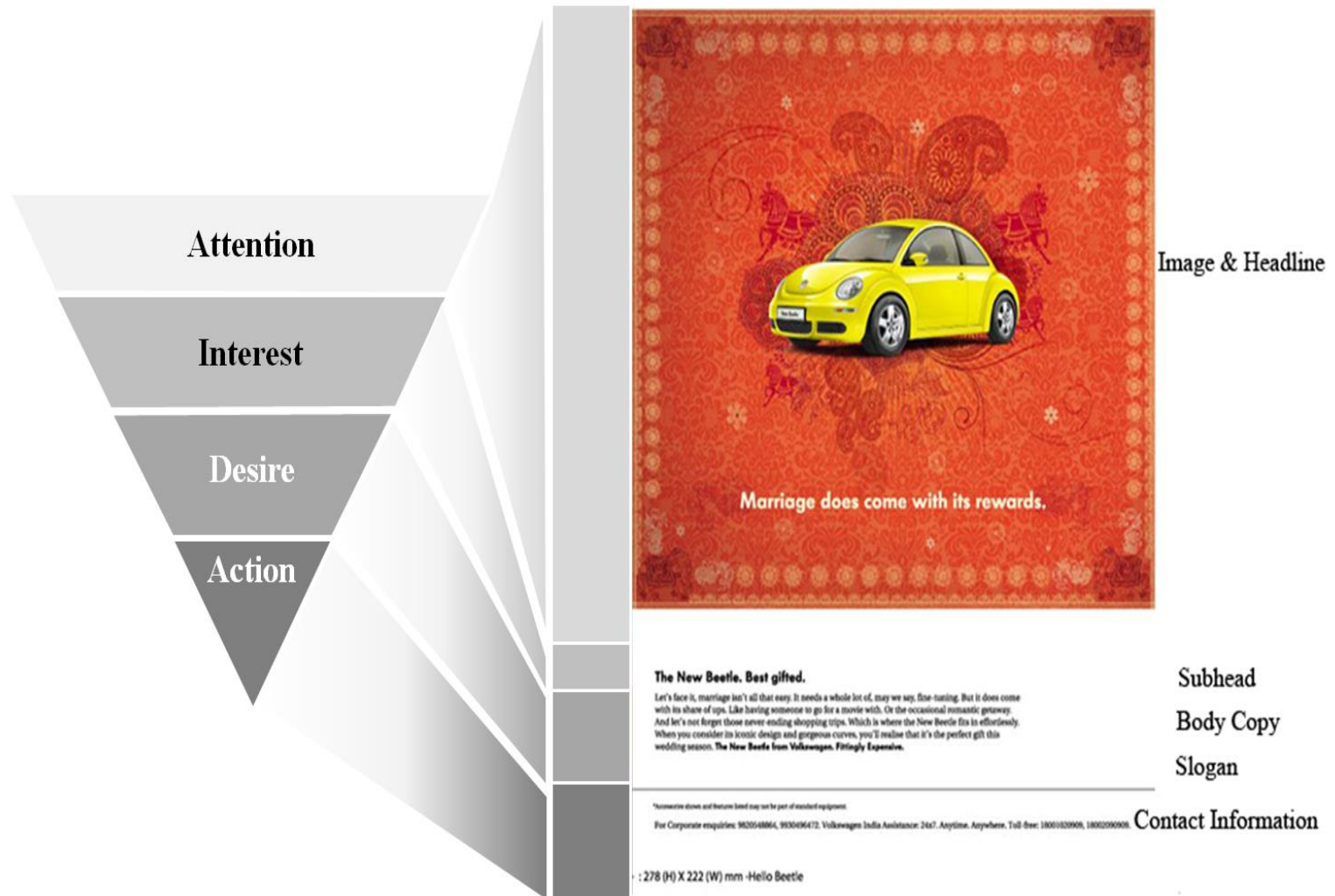
The AIDA Model, which stands for Attention, Interest, Desire, and Action model, is **an advertising effect model that identifies the stages that an individual goes through during the process of purchasing a product. It includes material cost**, direct or service.



AIDA Model important for Advertising...

- Yet the basic principles behind advertising copy remain – that **it must attract attention and persuade someone to take action.** ... The acronym AIDA is a handy tool for ensuring that your copy, or other writing, grabs attention
- The AIDA strategy revolves around a focus on the four elements built into the AIDA name: **Attention, Interest, Desire and Action.** Careful attention to each of the elements that comprise the AIDA name can maximize the success of your marketing efforts.
- The AIDA model helps **the copy writer to present the elements of a print ad, Headline, Subhead, Body copy, slogan and contact information in a format that** makes the viewers read in a flow and understand about the product easily.

AIDA Model



ATTENTION

Headlines immediately answers a question.
What is this? A BMW ad.

DESIRE

The consumer is hypnotized by the way the car looks.

INTEREST

What exactly is being sold? What is so special about this? They're immediately given the answer. A six speed transmission high performance vehicle.

The secondary headline lets the consumer know it's their first M2 coupe. A brand new edition to their M performance line.

ACTION

"Special lease and financing" is put there to let the consumer know to go out and buy. See what deals are available through BMW Financial.

The first-ever
BMW M2 Coupe

The Ultimate
Driving Machine®

SIX SPEEDS. ONE LETTER.
THE FIRST-EVER BMW M2 COUPE.

The BMW M2 took 365 horsepower, an MSRP starting at \$51,700,* a 0-60 time of 4.3 seconds, six speeds and put it all into one letter. The result: pure speed, power, and dynamic driving. Hurry in today to experience everything that makes a BMW M2 the Ultimate Driving Machine®.

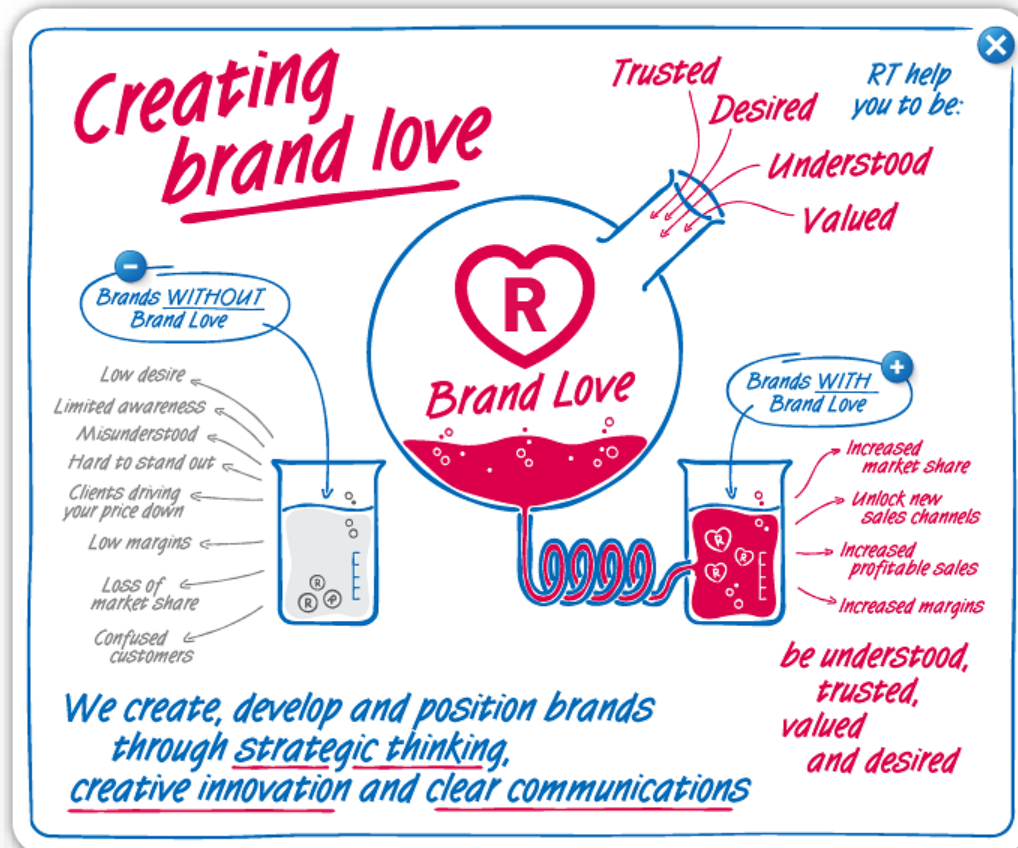
Special lease and finance offers available by Circle BMW through BMW Financial Services.

Circle BMW
500 Route 36 East
Eatontown, NJ 07724
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CircleBMW.com

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AIDA for Sales Promotion





BRAND LOVEMARKS

Lovemark is a concept created by Kevin Roberts that refers to a **marketing positioning strategy based on generating an emotional bond or connection between the consumer and the brand**. The love of the brand or lovemark must transmit its differential value and create experiences for its consumers.

LOVEMARKS

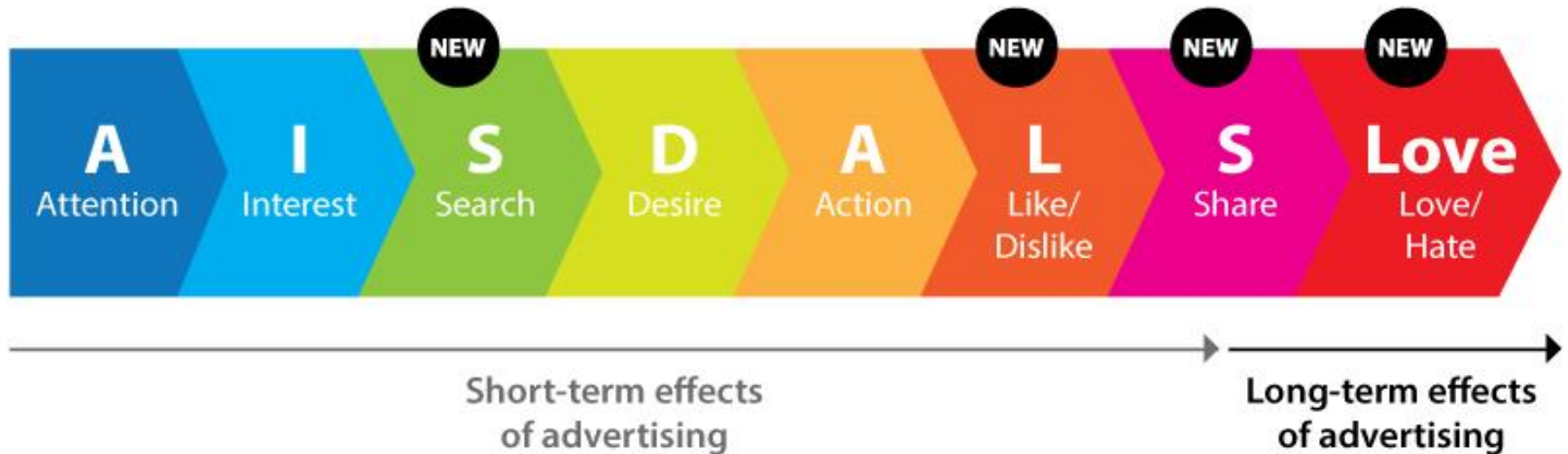


Lovemarks is a marketing concept that is intended to replace the idea of brands.

The idea was first widely publicized in a book of the same name written by **Kevin Roberts**, CEO of the advertising agency Saatchi & Saatchi. In the book Roberts claims, "Brands are running out of juice"

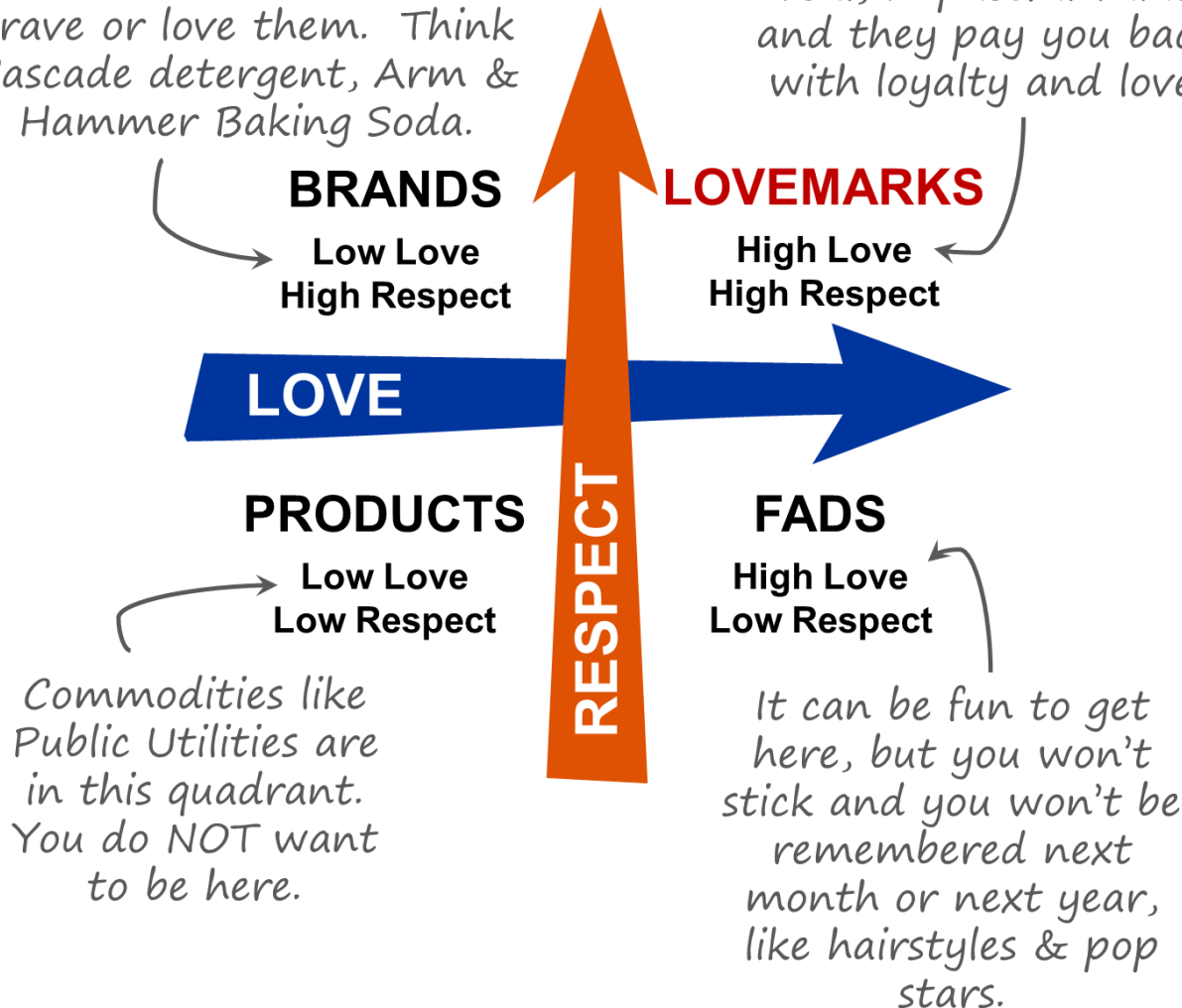


Beyond AIDA...



Most major brands are stuck here. Sure, they offer functional benefits, but it stops there. Consumers need them, but do not crave or love them. Think Cascade detergent, Arm & Hammer Baking Soda.

This is your goal. Deep emotional connections with your target customer. You create real, impactful value and they pay you back with loyalty and love.

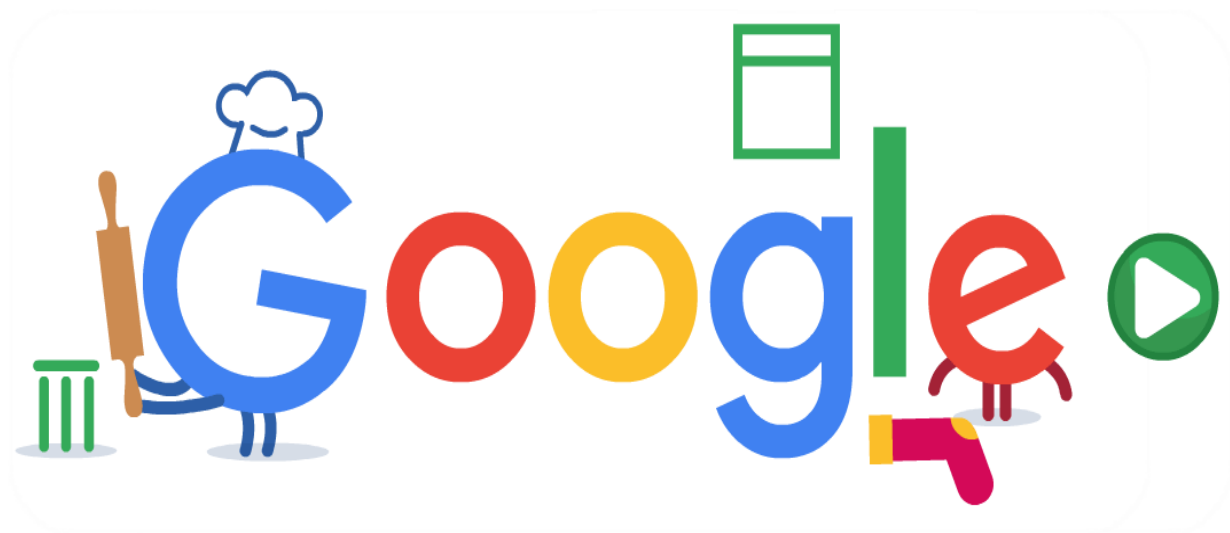


Life is easier on iPhone.

And that starts as soon as you turn it on.







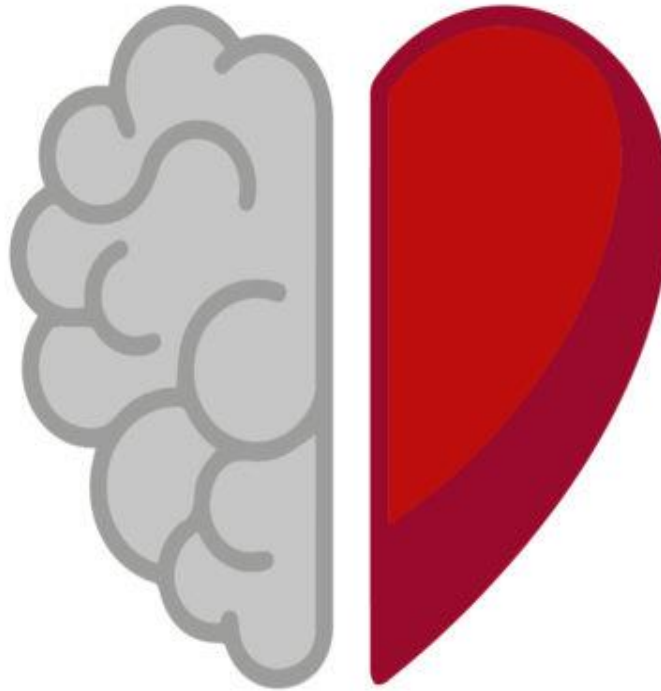


REDBULL®
GIVES YOU WIIINGS

Red Bull®

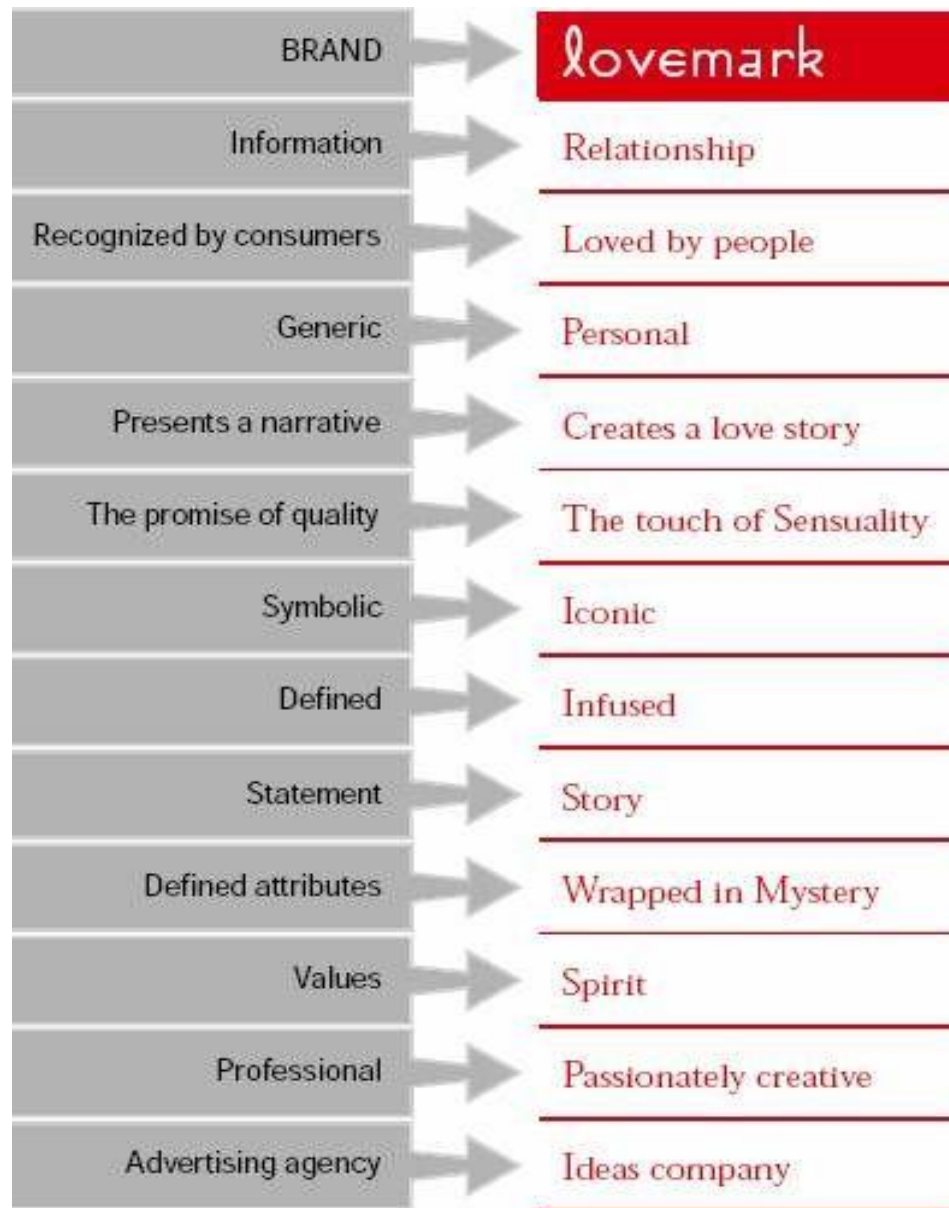

Brand (head)

Information based
Recognized
Presents a narrative
Symbolic
Defined
Values
Controlled



Lovemark (heart)

Relationship focused
Loved
Tells a story
Iconic
Dynamic
Spirit
Relatable



the future beyond brands
lovemarks

Personal
Relationship

Loyalty
beyond reason

What about
our future?

Brand
Preference

Loyalty

What about
you and me?

Brand
Liking

Positive
Reactions

What
about you?

Brand
Consideration

Points of
difference

What
are you?

Brand
Knowledge

Brand
Awareness

Who
are you?

Brand
Resonance

Customer
Judgements

Customer
Emotions

Brand Behavior
(People & Product)

Brand
Communication

Brand Silence

Customer Acceptance

5 ways a brand can generate more love...



The Big Idea

The Big Idea is **the bridge between the brand's inner DNA and the brand's consumer reputation.** ... The Big Idea is the bridge between the internally driven brand DNA and the externally driven brand reputation. It is the connection point between consumers and the brand

Meet Graham Robertson, President of Beloved Brands



Graham is the voice of the modern Brand Leader. He started Beloved Brands, knowing he could “Make Brands better and Brand Leaders better™”. His Beloved Brands blog has 2 million views, and his public speaking appearances inspire Brand Leaders to love what they do.

The idea behind Beloved Brands is the more love you can generate with your consumers, the more power you have in the market which drives higher growth and profits for your brand. As a brand coach, Graham helps to find growth where others couldn't, creating Brand ideas consumers love and Brand Plans everyone can follow.

For Brand Leaders wanting to reach their full potential The Brand Leadership Center offers workshops on strategic thinking, analytics, planning, positioning, creative briefs, judging advertising and media.

Graham spent 20 years leading some of the world's most beloved brands at Johnson and Johnson, Pfizer, General Mills and Coke, rising through the ranks up to VP Marketing. Graham played a major role in helping Pfizer win Marketing Magazine's Marketer of the Year award.

Love what you do. Live why you do it.™

beloved brands

the playbook for how to create a
brand that your consumers will love

graham robertson



7 second brand

Can you explain your brand in 7 seconds?



Apple makes technology so simple that everyone can be part of the future.



Special K inspires and empowers women to take control and maintain their healthy body.



Starbucks provides a personal moment of escape from a hectic life, between work and home.



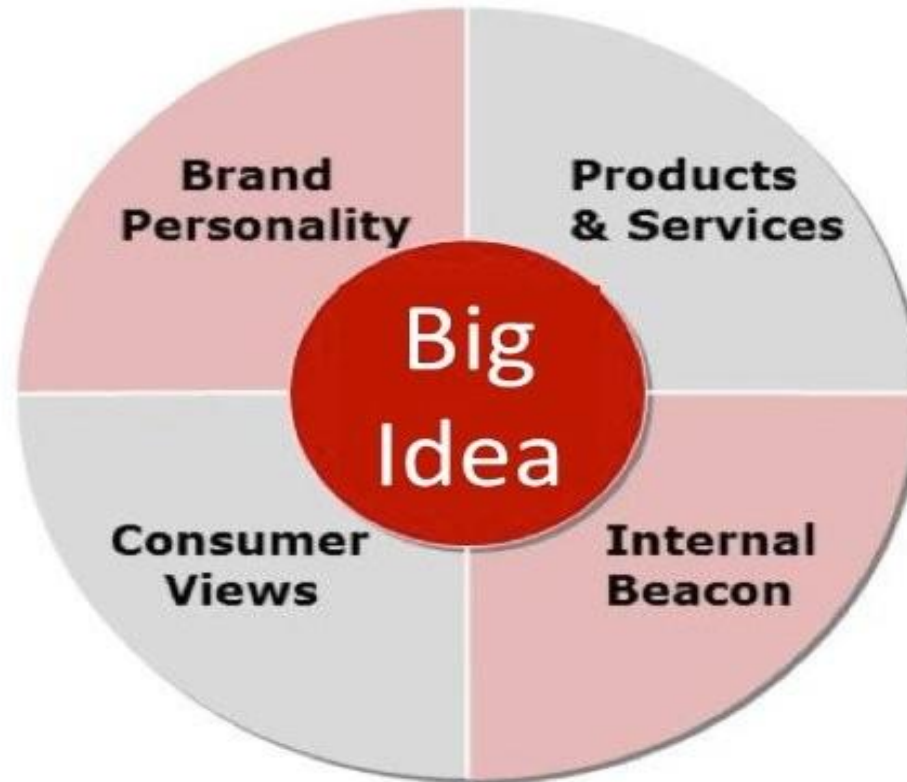
Rolex stands for performance and prestige. Assembled with scrupulous attention to detail to meet the most exacting standards.

BIG IDEAS that help simplify brand messages that makes it easily understood and remembered. The idea must be **unique**, **own-able** and **motivating**. It must gain a **quick entry**, be layered easily and have **longevity** over the life of the brand.



We make brands stronger.
We make brand leaders smarter.

What's your Brand's Big Idea?



Brand Personality

- Human descriptors that express the brand's style, tone and attitude.

Internal Beacon of the Brand

- The internal views of the brand—why people believe the brand can win: inspires, motivates or challenges.

Products and Services

- Features, Attributes and functional characteristics that are embedded in the product side of the brand.

Consumer Views of the Brand

- Honest assessment of how the consumer sees the brand, the good and bad.

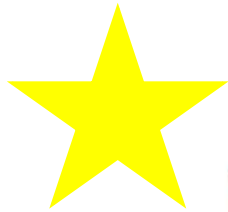
How to align your Brand's Big Idea to the 5 connectors with your consumers



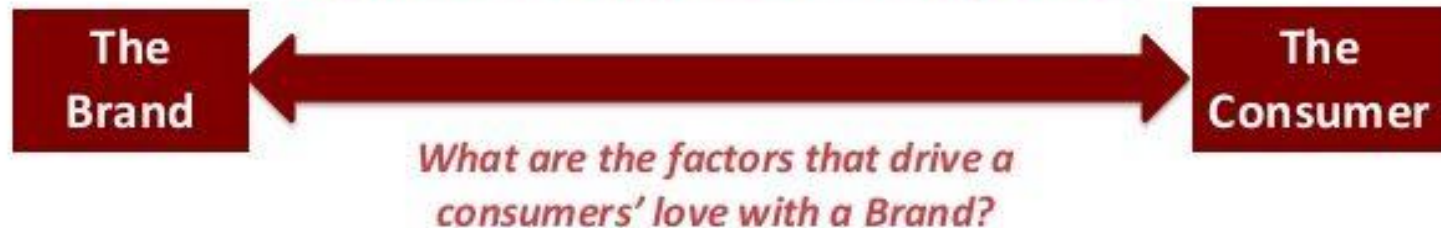
T h e r e a r e 5 S o u r c e s o f C o n n e c t i v i t y



P a s s i o n a t e E x e c u t i o n i n t h e M a r k e t



There are 5 ways a Brand can Generate more Love.
We'll look at the Promise and Story Telling



T h e r e a r e 5 S o u r c e s o f C o n n e c t i v i t y

Promise

How well does the brand benefit connect to the consumer



Positioning



Strategy

What focused choices does the brand make to drive growth and profits?



Brand Plan

Story

How well does the brand communicate their differences and move consumers



Communication

Freshness

How well does the brand stay fresh and on top of trends with consumers?



Innovation

Experience

How well does the brand experience live up to and consistently deliver the promise?

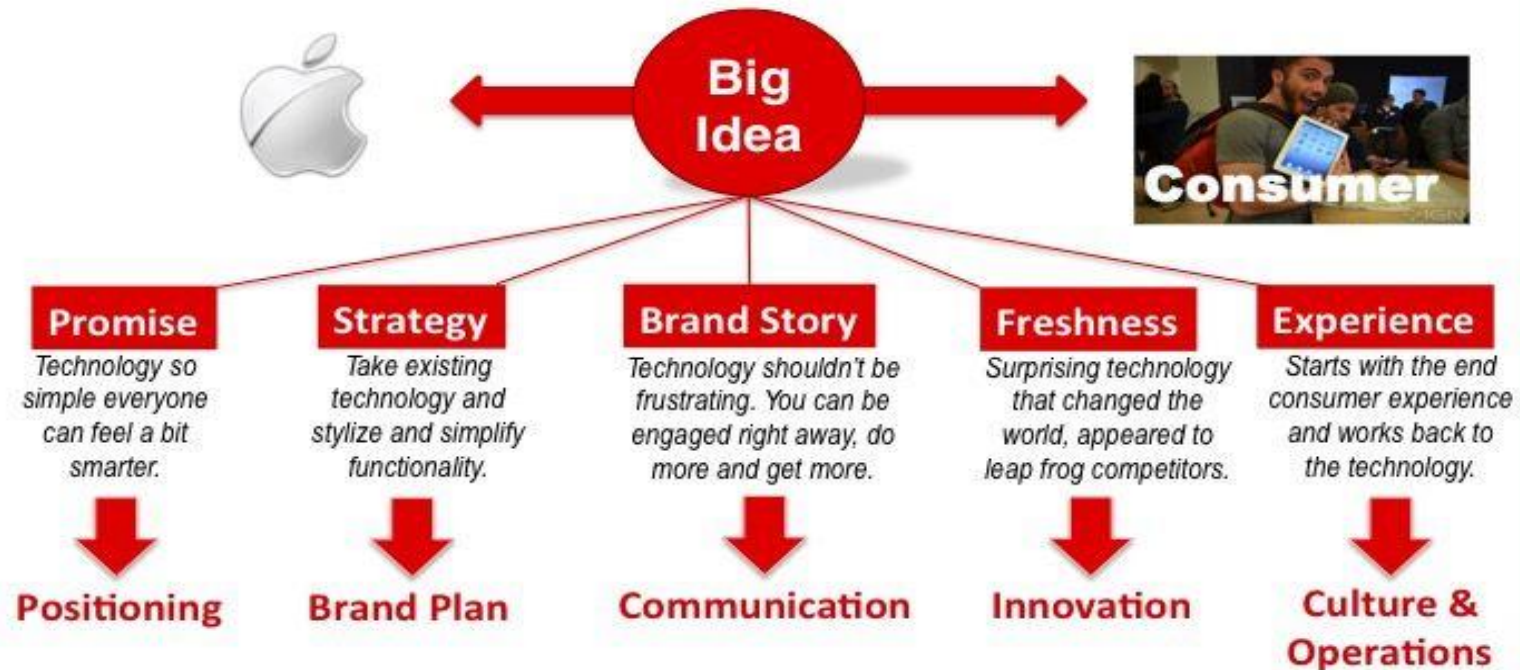


Culture & Operations

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Apple's Brand Idea Mapping

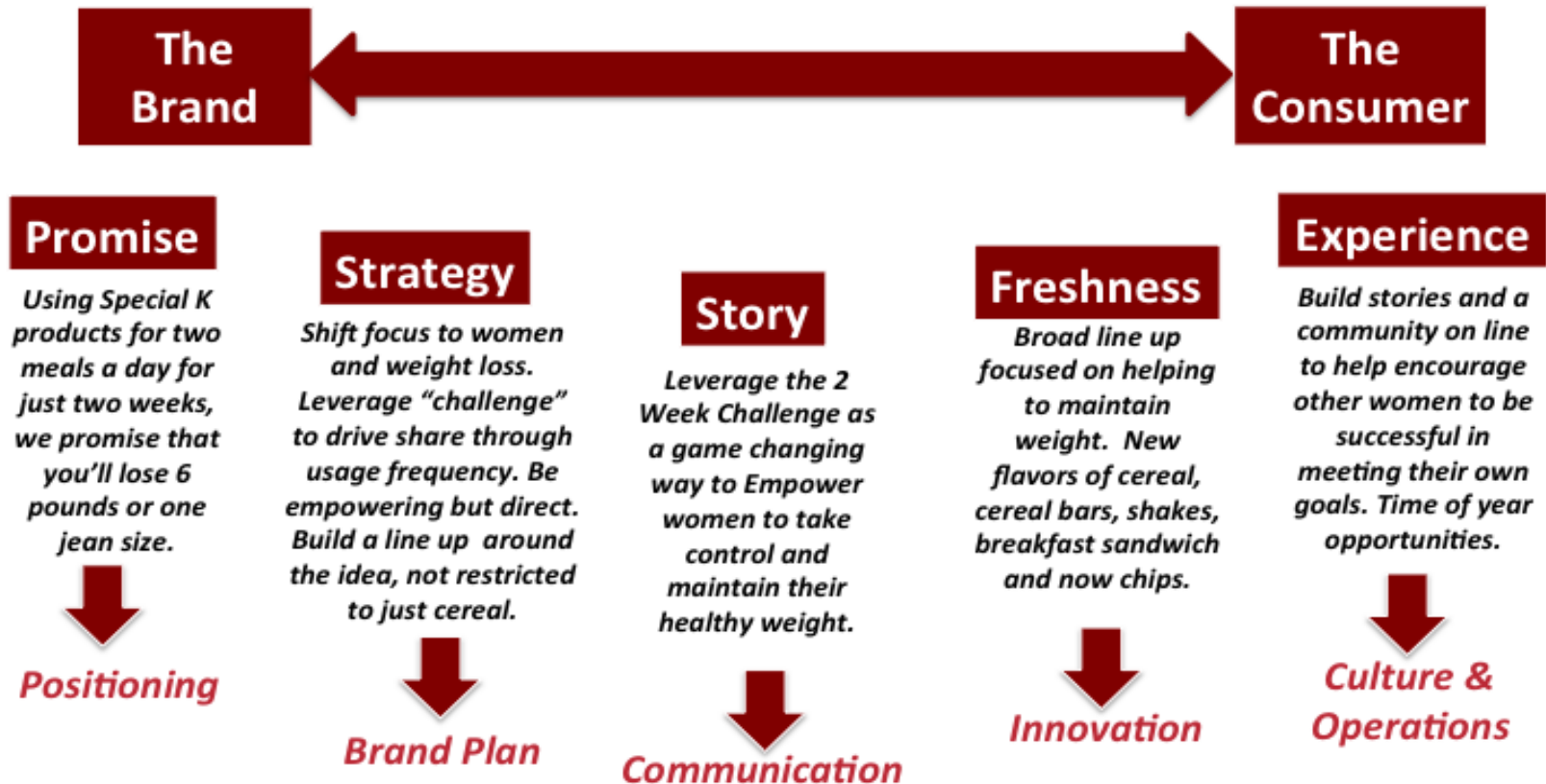
Big Idea: Apple makes technology so **SIMPLE**, so that everyone can be part of the future



We make brands better.
We make brand leaders better.



Empowering Women to take control and maintain their healthy weight





1

To
(Target)

- Healthy proactive preventers who want to do more for their health, working moms, who are 35-40 years old.

2

Gray's is the
(Category)

- Tasty healthy cookie option

3

That is the
(Benefit)

- A **Guilt free cookie** that tastes so good that you can stay in control of your health

4

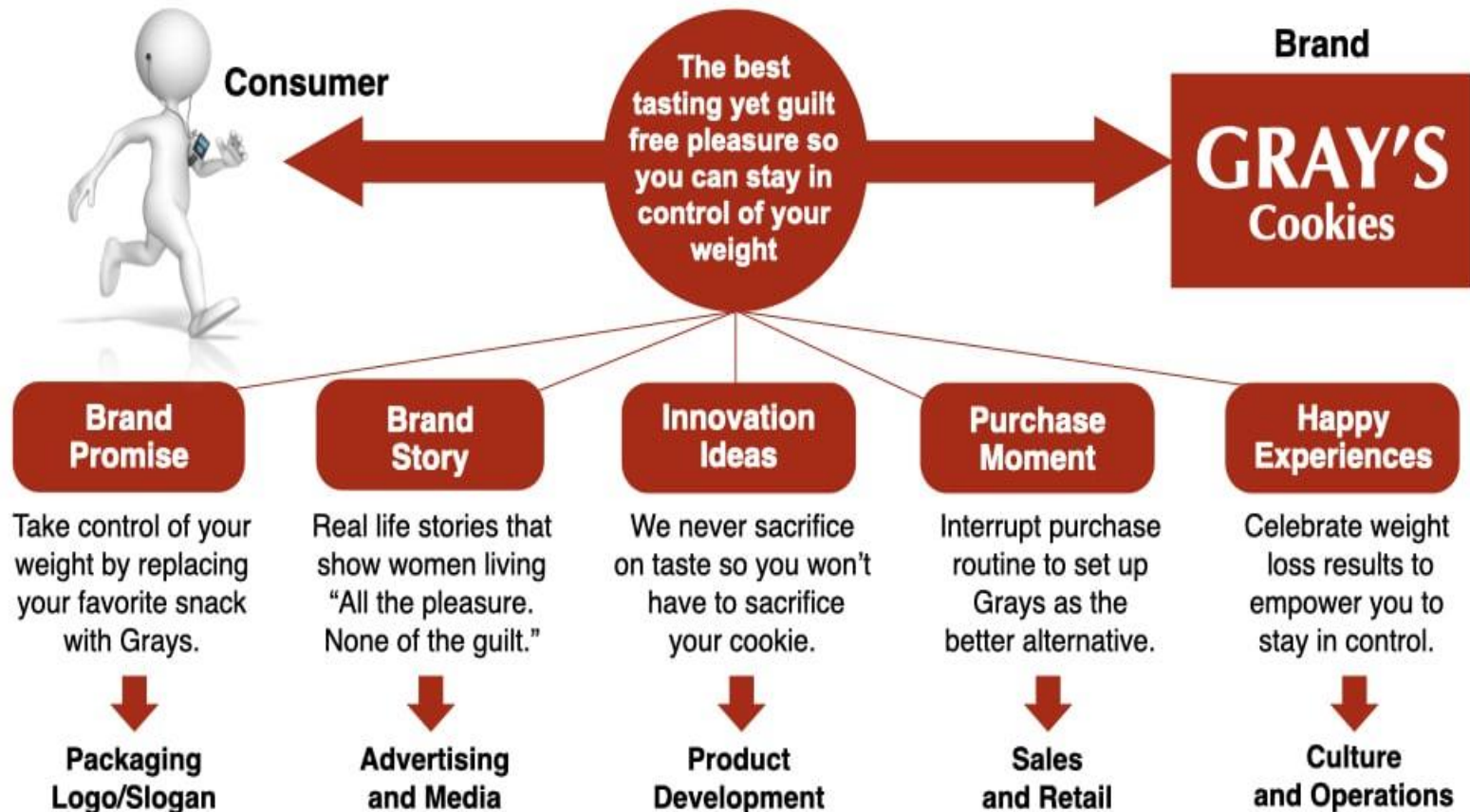
That's because
(Support Points)

- In blind taste tests, Gray's matched the leaders on taste, but only 100 calories and 3g of net carbs.
- In a 12-week study, consumers using Gray's once a night as a desert were able to lose 5-10 pounds.



Strong Positioning

Use our brand idea map to organize everyone who works behind the scenes of the brand



How to evaluate good advertising?

The “SMILE” APPROACH

S = simple, easy to understand

M = memorable, stick to consumer's mind

measures by a day after recall

I = interesting, employ new story, has new information to tell

L = linked to the brand, cannot be mistaken to other brands/products

E = emotionally involving



LET'S PRACTICE "SMILE"



Good Ads vs. Bad Ads



•
Speak directly to your ideal customer's pain point instead of addressing a vague audience.

- Align your messaging to each channel based on what your target customers already expect on it.
- Build an easy-to-reference marketing communications document, so your team, other teams, and future hires can use it with ease.

Plan Your Marketing Communications Strategy in Six Simple Steps

1. Identify Your Target Market. ...
2. Identify Your Target Customers. ...
3. Identify Your Unique Selling Proposition
4. Match Your Audience Problems to Your Product Solutions. ...
5. Match Your Messaging to Channels You Choose. ...
6. Set Your Goals and Identify a Way to Measure Them.

