



Identifying & Developing Brand Plans

MK 312 Brand Management

By Ajarn Suwalya K.
Lesson 3

Presentation Criteria

General Grading of Projects and Assignments

- Strategy: How well you introduce the business plan in terms of idea, integration, and rationalization including supporting data, facts and research to justify your plan.
- Purchase Intent: How high would be your purchase intent? Would I as a consumer want to purchase your new product?
- Creativity: You should let your imagination run wild since you want to stand out in the market. So design your new business to be impactful and memorable.
- Teamwork: Everyone needs to present and be able to answer the Q&A questions professionally – with support and confidence. At the same time, every team will need to ask questions to other teams as well.



9:03



Apple's Award Winning Marketing Strategy || Brand Marketing ||

ThoughtCatalyst · 87K views · 1 year ago



Blackpink's Lisa turns meatball business around in Buri Ram

PUBLISHED : 16 SEP 2021 AT 13:53

WRITER: [SURACHAI PIRAGSA AND ONLINE REPORTERS](#)

29



36



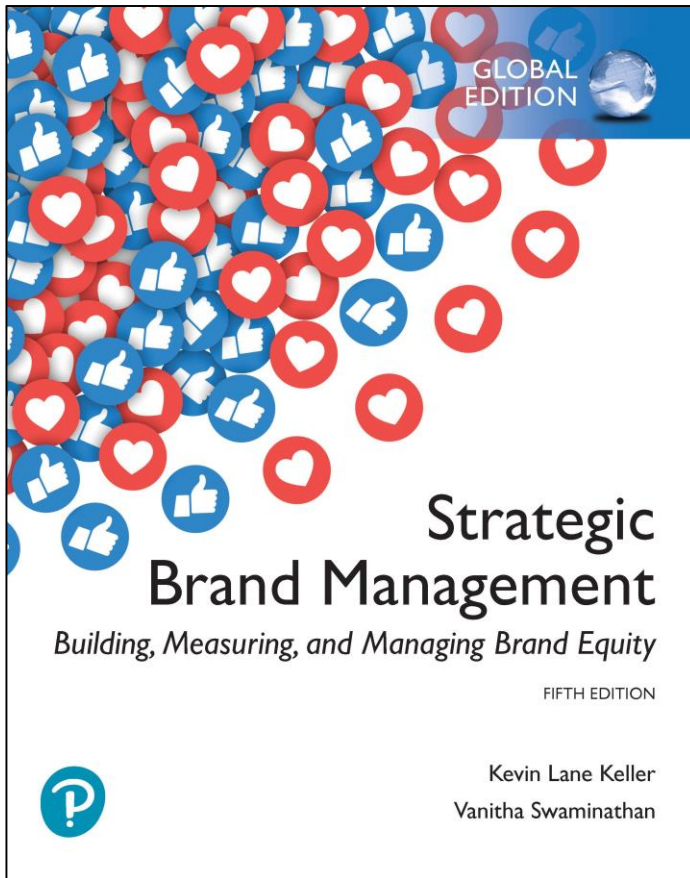


Covid-19: why your life will never be the same again | The Economist

The Economist · 1.5M views · 2 months ago

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

Fifth Edition, Global Edition



Chapter 2

Customer-Based Brand Equity and Brand Positioning

Learning Objectives

2.1 Define customer-based brand equity

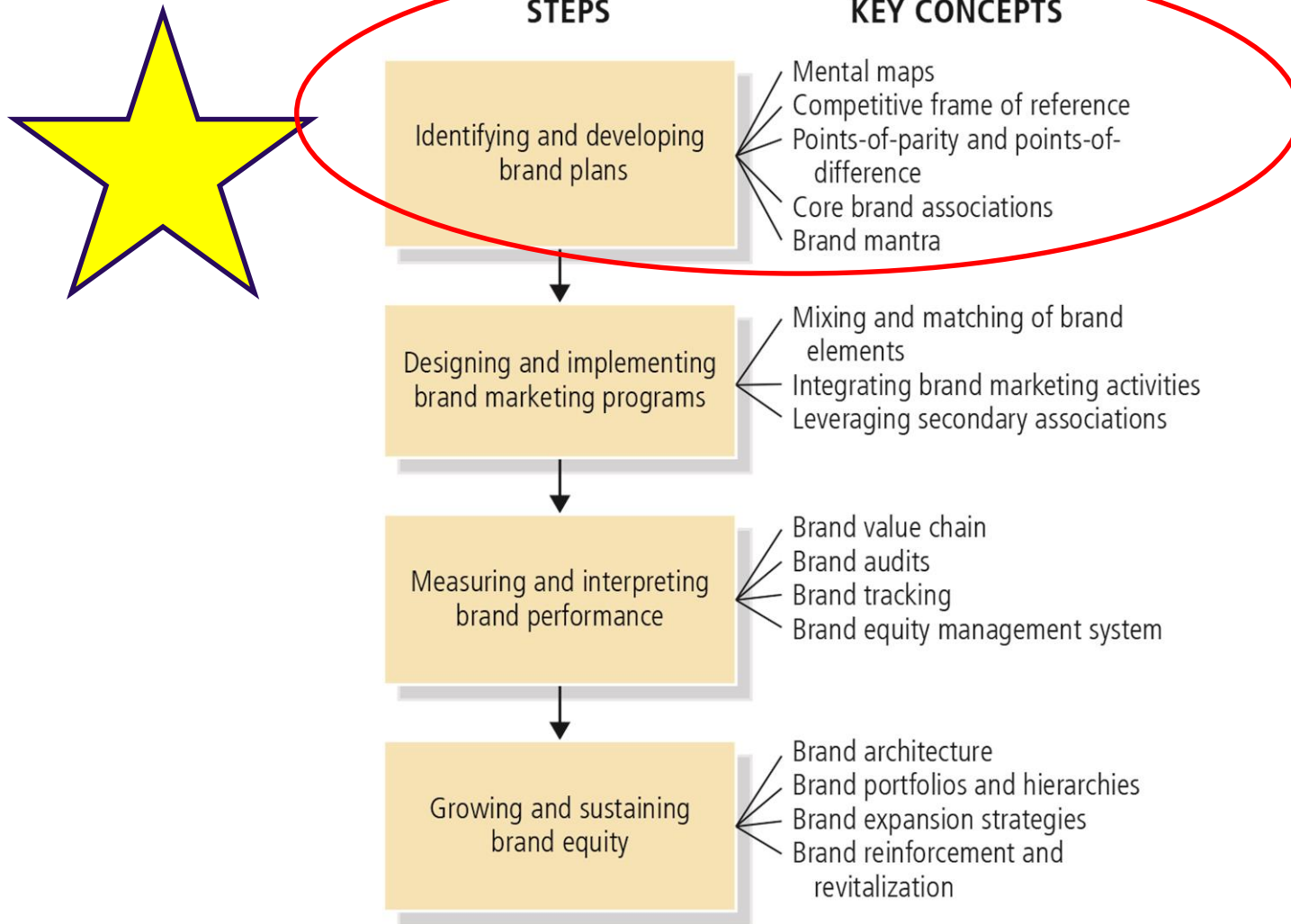
2.2 Outline the sources and outcomes of customer based brand equity

2.3 Identify the four components of brand positioning

2.4 Describe the guidelines in developing a good brand positioning

2.5 Explain brand mantras and how they should be developed

Figure 1-10: Strategic Brand Management Process



Identifying and Developing Brand Plans-> Key areas to cover...

1. Brand Mental Map

1.1 Core Brand Associations

2. Brand Knowledge

2.1 Brand Awareness

2.2 Brand Image

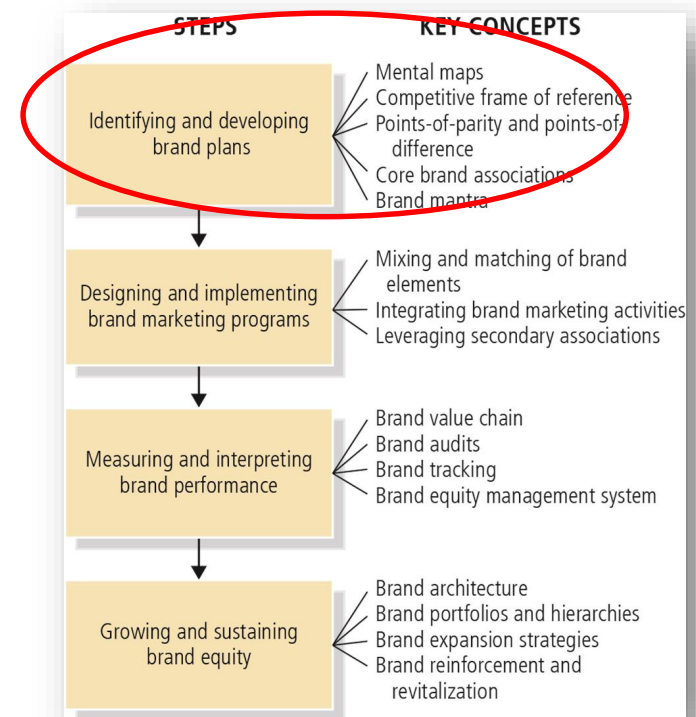
3. Brand Positioning

3.1 Nature of the Competition

3.2 PODs and POPs

4. Positioning Guidelines

5. Brand Mantras





1. Brand Mental Map

In short, mind mapping **allows you to take a word or a phrase and branch out into several directions from the center piece**. The new ideas, terms and keywords you come up with can then be used to create entire marketing strategies and content plans.



Starbucks Mental Map



STARBUCKS.CO

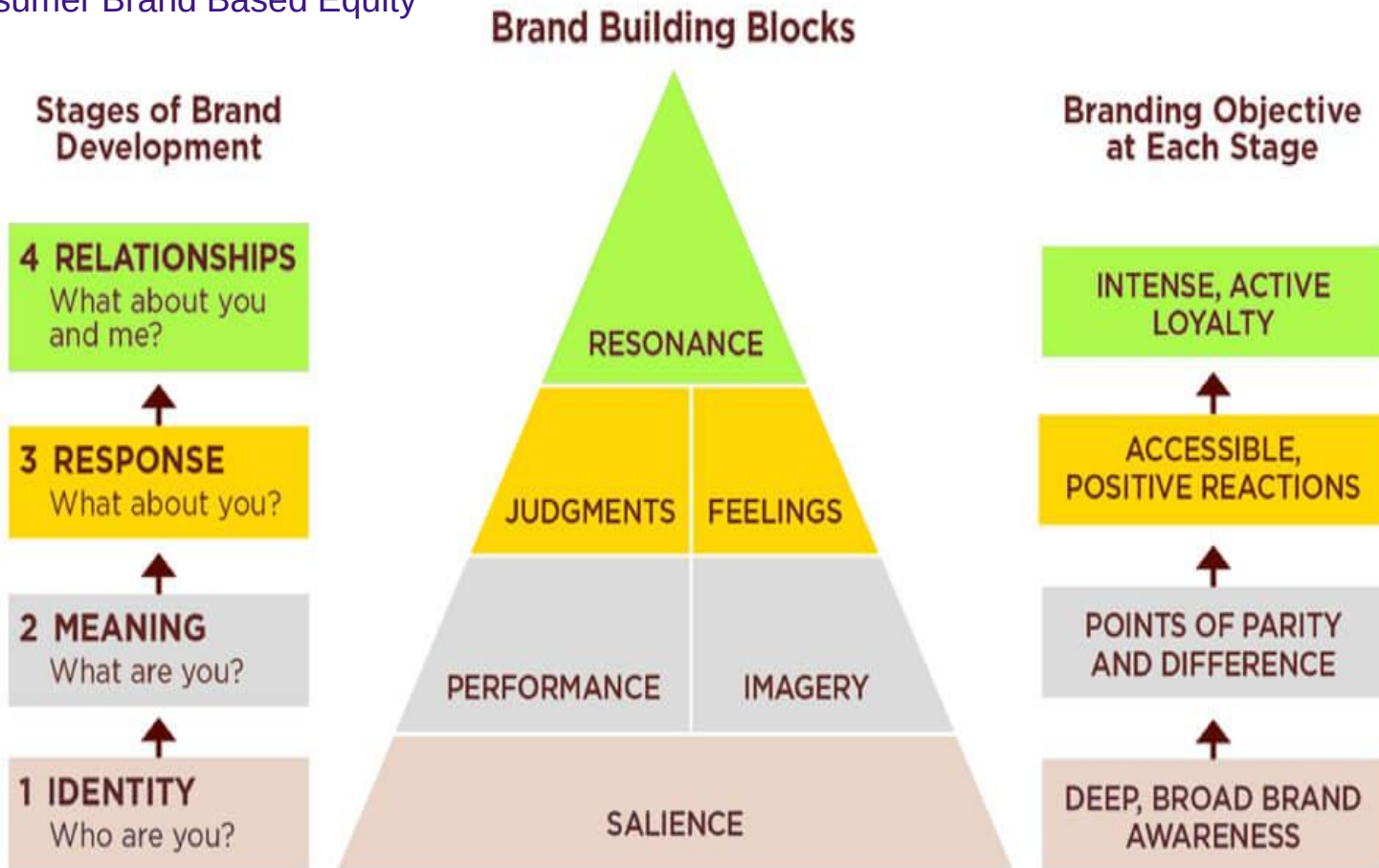
Customer-Based Brand Equity

- Defining Customer-Based Brand Equity
- Brand Equity as a Bridge



CBBE Model

Consumer Brand Based Equity



Customer-based brand equity (CBBE) is **used to show how a brand's success can be directly attributed to customers' attitudes towards that brand.** ... The way up to the resonance level affords a brand opportunities to recognize and capitalize on its customers' loyalties and attitudes – both positive and negative.

Defining Customer-Based Brand Equity

- Approaches brand equity from the **perspective of the consumer**
- **Stresses that the power of a brand lies** in what resides in the minds and hearts of customers
- **Differential effect** that brand knowledge has on consumer response to the marketing of that brand



Figure 2-1: Marketing Advantages of Strong Brands

- ✓ Improved perceptions of product performance
- ✓ Greater loyalty
- ✓ Less vulnerability to competitive marketing actions
- ✓ Less vulnerability to marketing crises
- ✓ Larger margins
- ✓ More inelastic consumer response to price increases
- ✓ More elastic consumer response to price decreases
- ✓ Greater trade cooperation and support
- ✓ Increased marketing communication effectiveness
- ✓ Possible licensing opportunities
- ✓ Additional brand extension opportunities



BRANDING BENEFITS



**Customer
Recognition**



**Customer
Loyalty**



Credibility



**Gives
Confidence**



Consistency



Brand Equity



**Attracts
Talent**



**Allows
Shared Values**

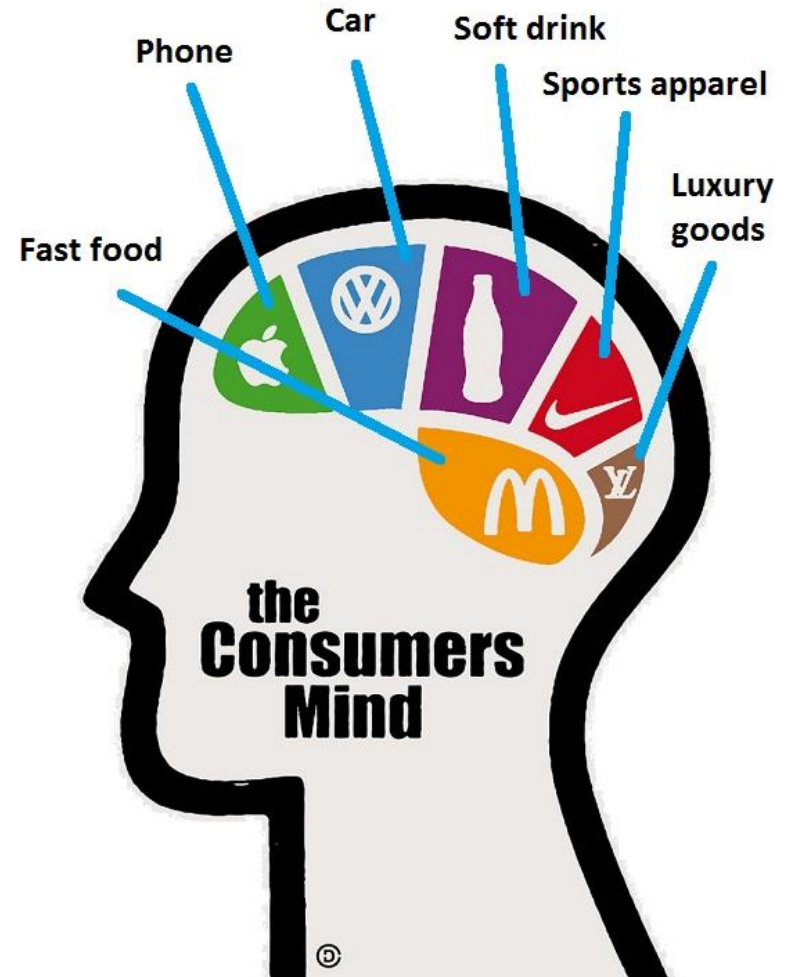
Brand Equity as a Bridge

- Customer knowledge drives the differences that manifest themselves in terms of brand equity:
 - Provides marketers with a **vital strategic bridge from their past to their future**
 - The brand knowledge that marketers create over time dictates appropriate and inappropriate **future directions for the brand**



Making a Brand Strong: Brand Knowledge (1 of 3)

- From the perspective of **the CBBE concept**, brand knowledge is the key to creating brand equity:
 - It creates the differential effect that drives brand equity
- Marketers need an **insightful way** to represent how brand knowledge exists in consumer memory



Making a Brand Strong: Brand Knowledge (2 of 3)

- The **associative network memory model**:
 - Views memory as a network of nodes and connecting links:
 - Nodes—Represent stored information or concepts
 - Links—Represent the strength of association between the nodes
- Brand associations are informational nodes linked to the brand node in memory

Making a Brand Strong: Brand Knowledge (3 of 3)

- **Brand knowledge has two components:**
 - **Brand awareness:**
 - Related to the strength of the brand node or trace in memory
 - Often a step in building brand equity
 - Often come into play
 - **Brand image:**
 - Consumers' perceptions about a brand, as **reflected by the brand associations held in consumer memory**

Brand knowledge has two components:

Brand awareness & Brand image



Consumers' perceptions about a brand, as **reflected by the brand associations held in consumer memory**

The negative effect of negative association



Over 40% of customers don't trust brands



50% of customers will quit buying from a brand if they associate them with something negative

1.1 What are core brand associations?

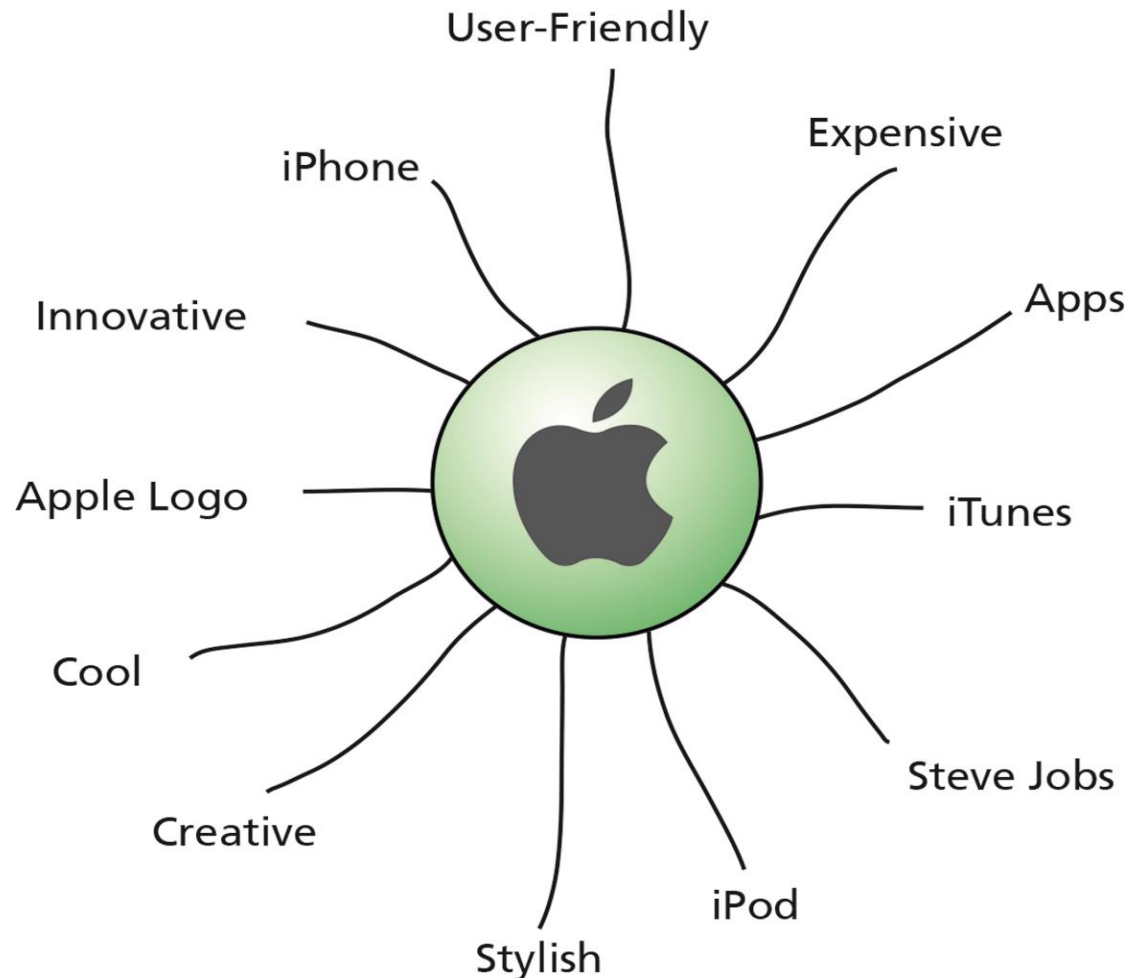
Brand association is **when company traits are rooted in customers' minds**. The goal of brand association is to have a **brand linked with positive attributes**. Brand association builds value and equity for a company brand. It ultimately makes consumers aware of brand quality.

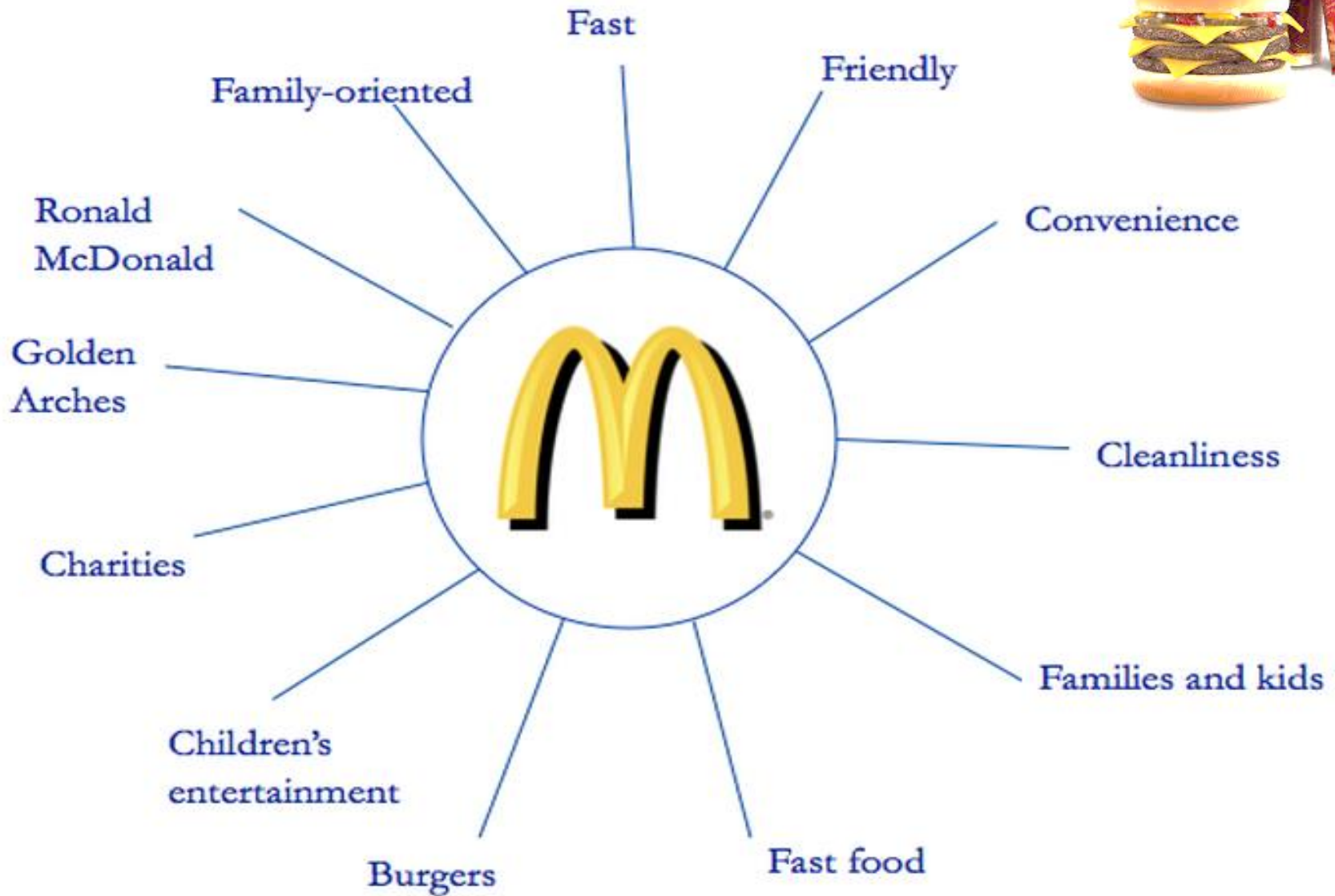
Examples:

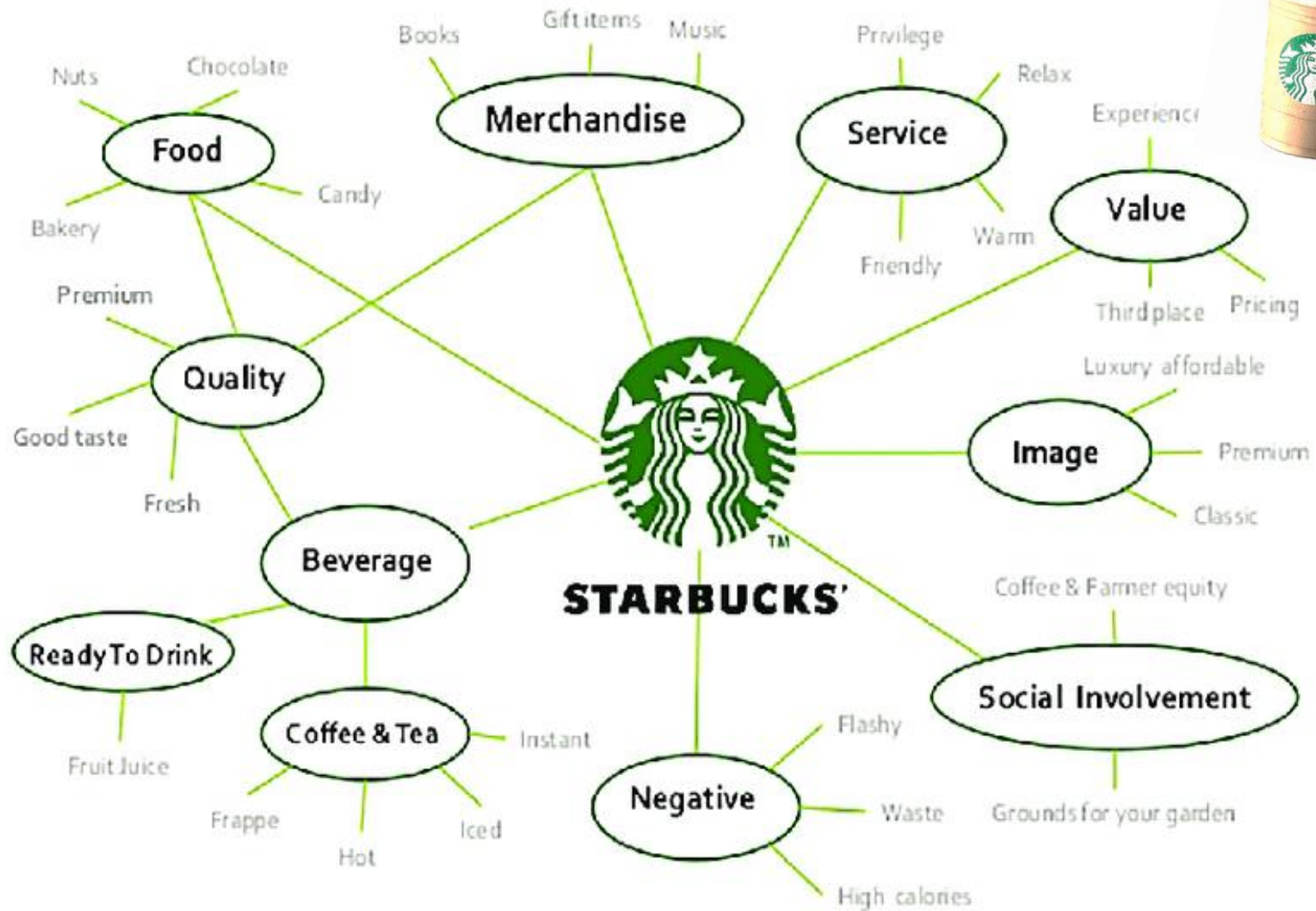
- **Brand Association of Apple company:** Whenever customer thinks of Apple then they associate it with MacBook, iPhone, iPad, Electronics, expensive, luxury, loyalty, premiumness, overpriced, Steve jobs, Tim cook and Grey.
- **Brand Association of Nike company:** Customers recall the Nike brand by associating it with: Sport, Athlete, Performance, Energy, Motivation, Jordan, sportsperson, premium sports brand, sweat, sneakers, Just do it and Swoosh.
- **Brand Association of BMW company.** Customers associate the BMW brand with Luxury, superior engineering, speed, fun driving, safety, better performance, and premiums.
- **Brand Association of LUX company:** Lux brand is associated by customers with Beauty, Nature, Soft skin, More glow, good fragrance, freshness, economical, deep cleaning, etc.
- **Brand Association of SONY company:** Sony brand is associated with people with a Premium look, High bass, Electronics, excellent quality, costly, durable, better display, good service, etc.

Source: commercemates.com

Figure 2-2: Possible Associations with the Apple Brand Name





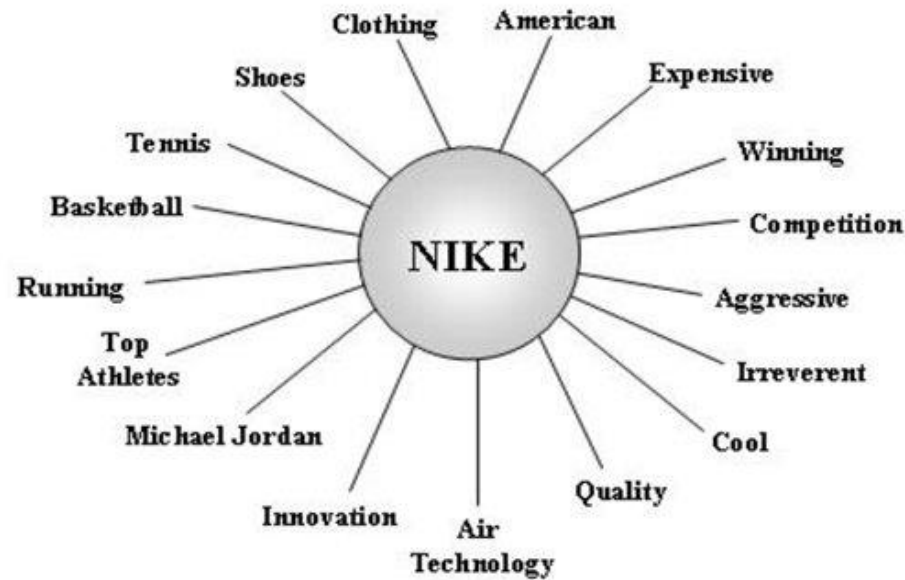


Boring
 Average
 Old
 Can
 Brown
 Tradition
 Red
Cheap
 Family
 Affordable
 Open Up Open Up
Quick
 Instant Coffee
 Decent
 Fragrant
 Easy
 Soluble
Instant
 3-in-1
 Mass Market
Coffee
 Convenient
 Taste
 Popular
 Nestlé
 Nice
 Aroma
 Everywhere
 Well-Known
 Instantly



Brand Positioning – Associations

NIKE MENTAL MAP



Sources of Brand Equity

Brand Knowledge:

- Brand Awareness
- Brand Image





2. Brand Knowledge

Brand knowledge definition: brand knowledge refers to **a consumer's understanding and recall of a brand and its products**. Brand knowledge is typically concerned with the consumer's ability to remember, say, or associate a brand with the correct: Brand story.

Brand knowledge has two components:

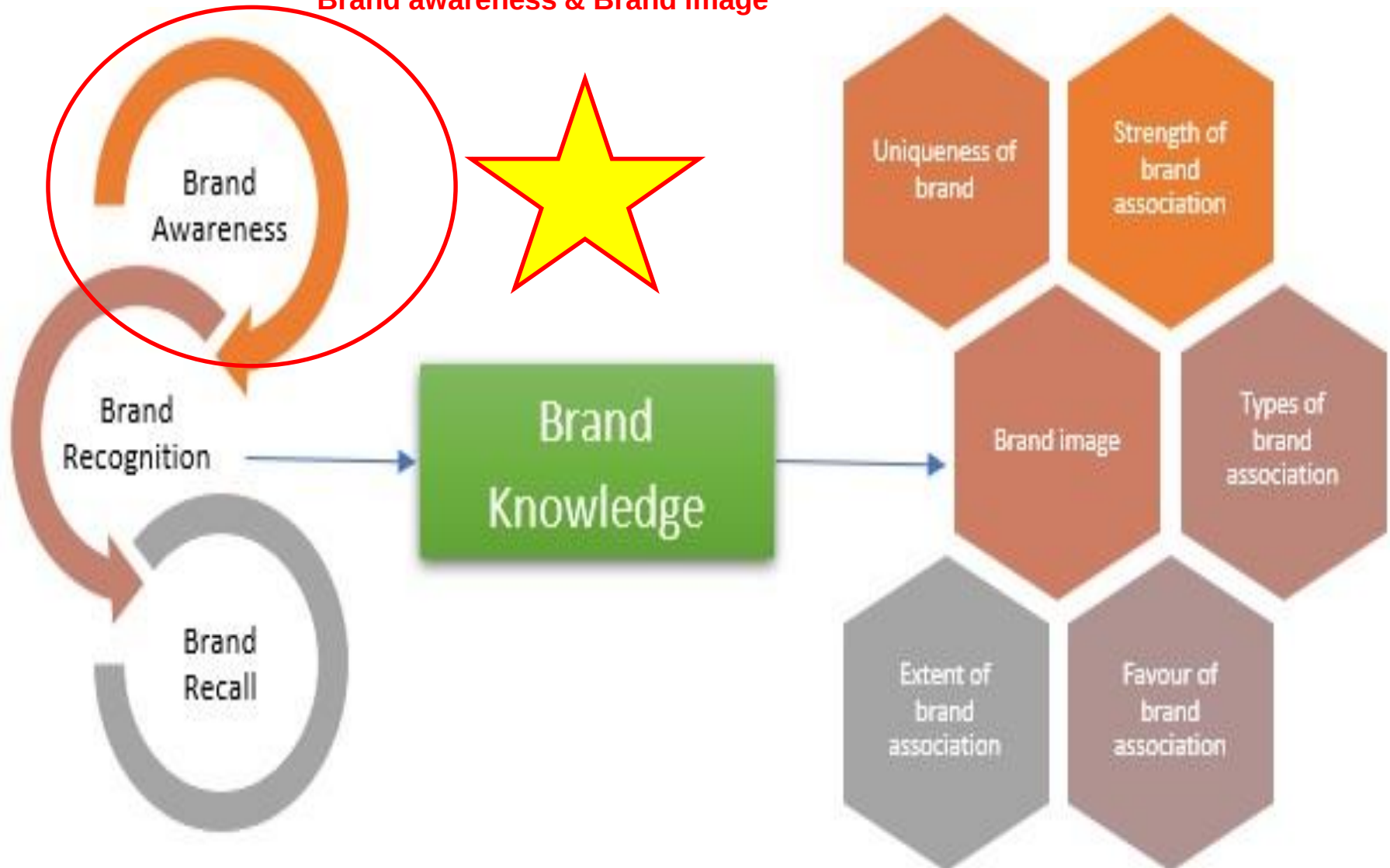
Brand awareness & Brand image



Consumers' perceptions about a brand, as **reflected by the brand associations held in consumer memory**

Brand knowledge has two components:

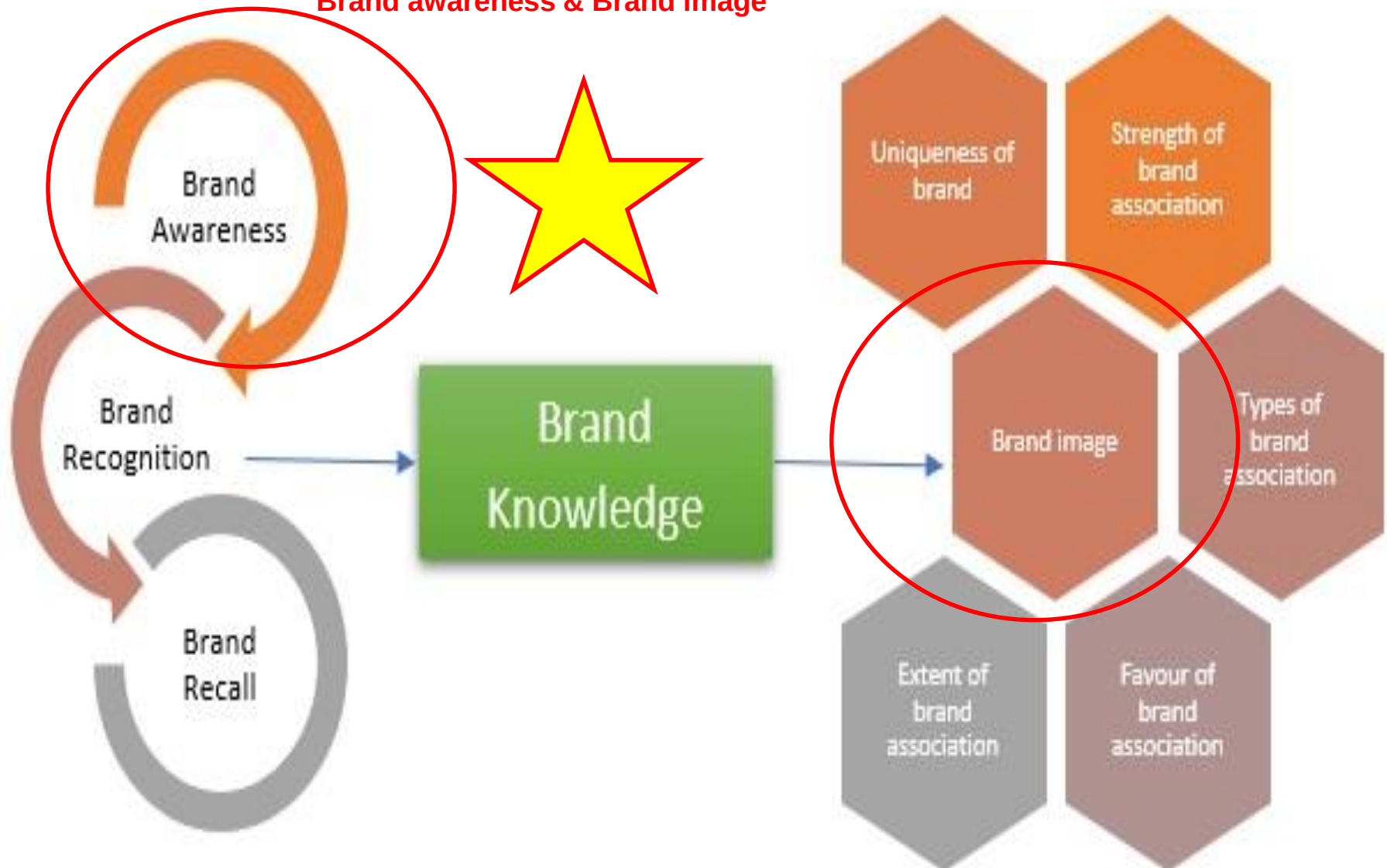
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BRAND AWARENESS



2.1 Brand Awareness

Brand awareness is a general term that describes how familiar (aware) consumers are with a brand or its products. Put simply, brand awareness is **the measure of how memorable and recognizable a brand is to its target audience.**

Brand Awareness (1 of 3)

- **Brand awareness consists of brand recognition and brand recall performance:**
 - **Brand recognition:**
 - Consumer's ability to confirm prior exposure to the brand when given the brand as a cue
 - **Brand recall:**
 - Consumers' ability to retrieve the brand from memory when given:
 - The product category
 - The needs fulfilled by the category, or
 - A purchase or usage situation as a cue



Brand Awareness (2 of 3)

- **Advantages of brand awareness:**
 - **Learning advantages:**
 - Register the brand in the minds of consumers
 - **Consideration advantages:**
 - Likelihood that the brand will be a member of the consideration set
 - **Choice advantages:**
 - Affect choices among brands in the consideration set
 1. Consumer purchase motivation
 2. Consumer purchase ability
 3. Consumer purchase opportunity



BRAND AWARENESS CAMPAIGNS:

*What Are They, and How
Do They Benefit Brands?*

KIM
Garst

KIMGARST.COM

Brand Awareness (3 of 3)

- **Anything that causes consumers to experience one of a brand's element** can increase familiarity and awareness of that brand element:
 - Name, symbol, logo, character, packaging, or slogan, including advertising and promotion, sponsorship and event marketing, publicity and public relations, and outdoor advertising
- **Repetition increases recognizability:**
 - But improving brand recall also requires linkages in memory to product aspects



McROYALE™



VEGGIE BURGER

*Only available in selected branches



McCHICKEN™



FILET-O-FISH™



**THERE'S A
BURGER FOR
EVERYONE**



BEST IN



BRANDING
& BRANDED CONTENT



2:40



Best Branded Content Campaigns in the World 2018



D&AD - Creative Advertising, Design and Digital
23K views · 2 years ago





2.2 Brand Image

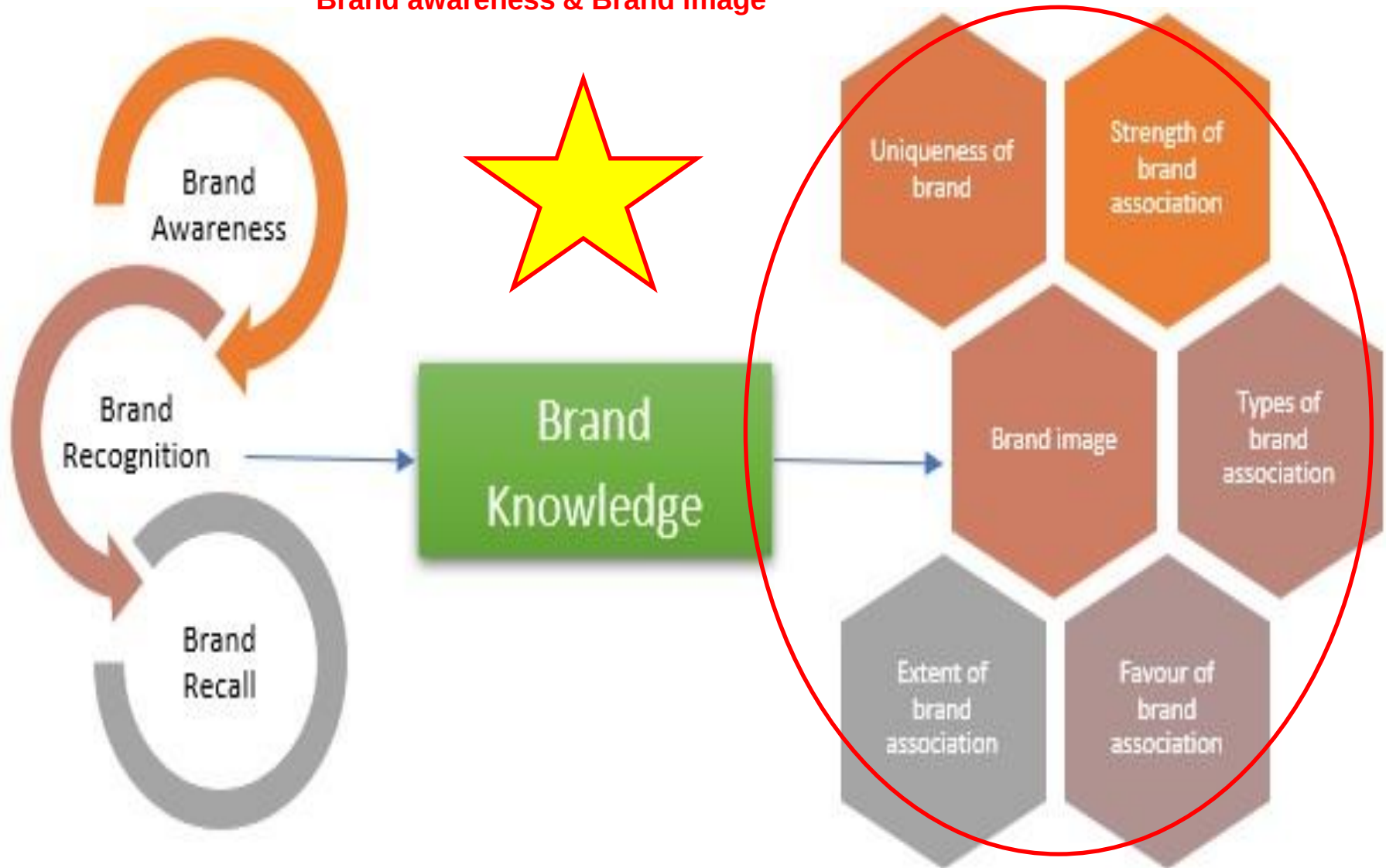
Brand Image is **how customers think of a brand**. It can be defined as the perception of the brand in the minds of the customers. This image develops over time. Customers form an image based on their interactions and experience with the brand.

Brand Image (1 of 2)

- **Once a sufficient level of brand awareness** is created:
 - Marketers can put more emphasis on crafting a brand image
- **Creating a positive brand image:**
 - Takes **marketing programs that link strong, favorable, and unique associations** to the brand in memory
- Brand associations may be either brand attributes or benefits

Brand knowledge has two components:

Brand awareness & Brand image



Consumers' perceptions about a brand, as **reflected by the brand associations held in consumer memory**

Brand Image (2 of 2)

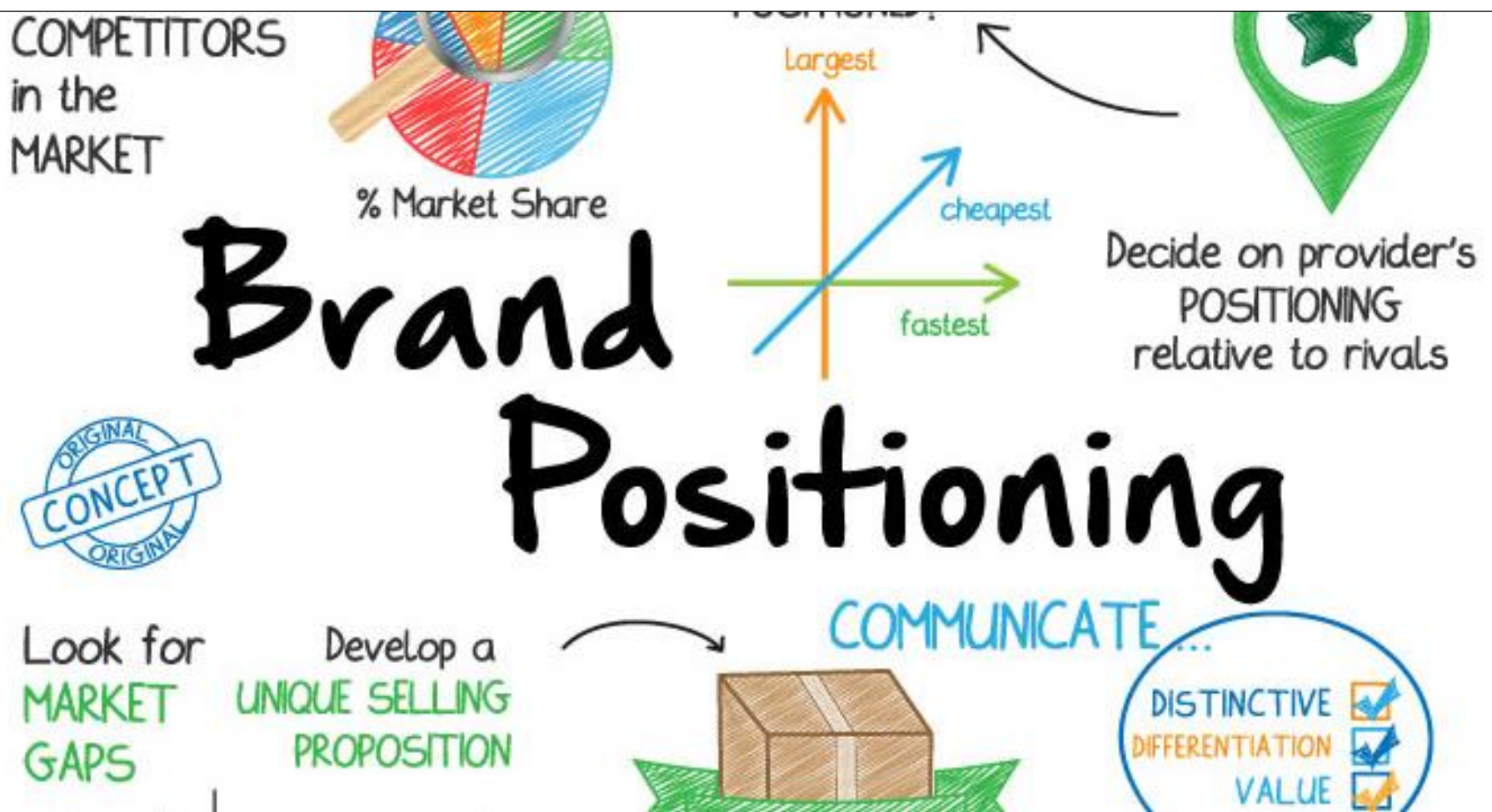
- **Strength of Brand Associations**
 - More deeply a person thinks about product information and relates it to existing brand knowledge, stronger is the resulting brand association
- **Favorability of Brand Associations**
 - Is higher when a brand possesses relevant attributes and benefits that satisfy consumer needs and wants
- **Uniqueness of Brand Associations**
 - “Unique selling proposition” of the product
 - Provides brands with sustainable competitive advantage

Positive brand association is formed on these bases:

- Quality of the offered products and services.
- Targeted advertisements.
- Celebrity association.
- Customer's relationship with the company and its employees.
- Point of purchase displays.
- Word of mouth marketing.

Source: inkbotdesign.com





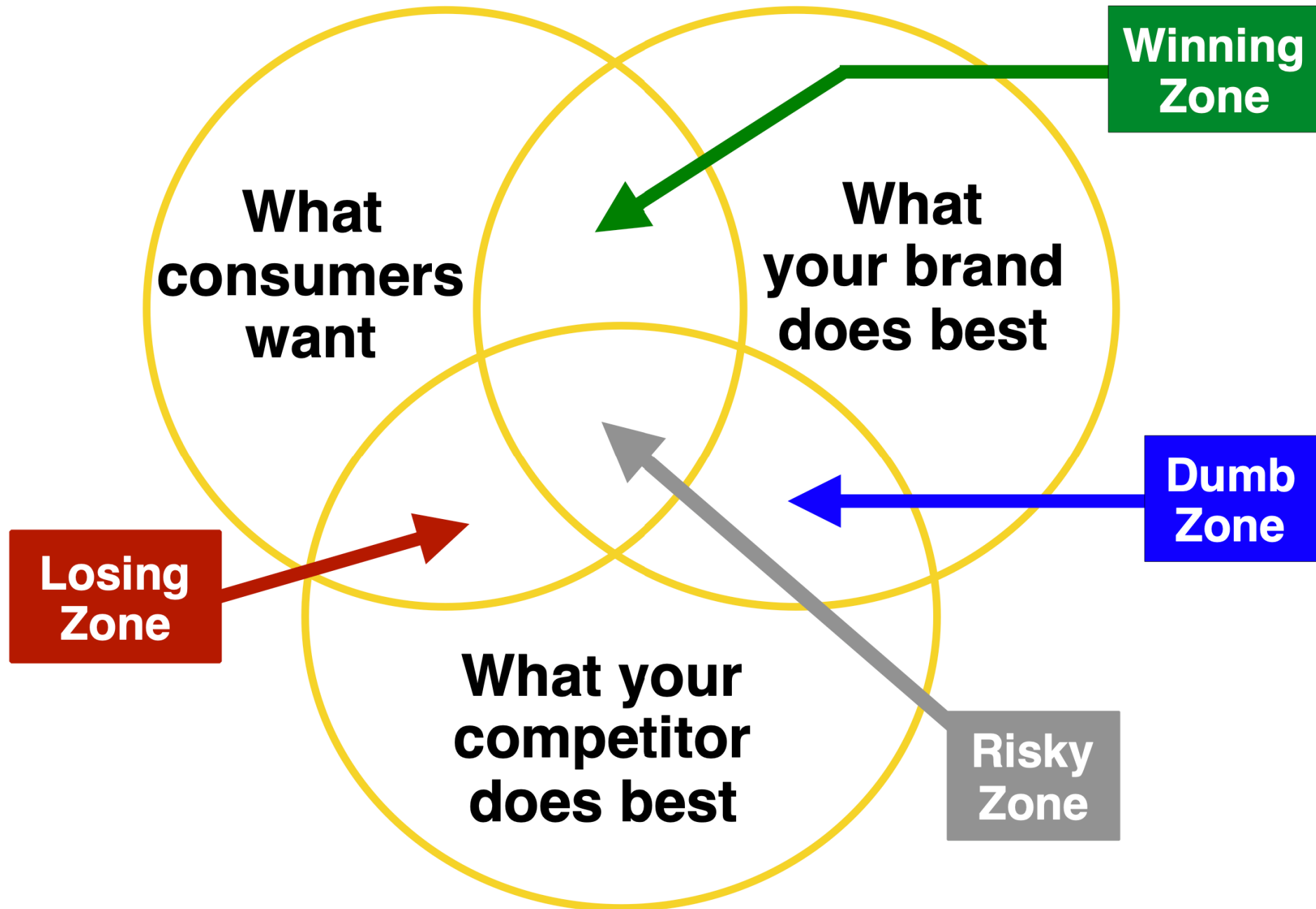
3. Brand Positioning

Brand positioning is the heart of the marketing strategy and has been defined by Kotler as **“the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market”**. In other words, brand positioning describes how a brand is different from its competitors and where, or how, it sits in customers' minds.

Identifying and Establishing Brand Positioning

The competitive frame of reference is a fancy way of describing the market or context in which you choose to position your brand. ... While most brands will have one primary competitive frame of reference, you might also find yourself competing in multiple frames of reference.

- Basic Concepts
- Target Market
- Nature of Competition
- Points-of-Parity and Points-of-Difference



Basic Concepts

- **Brand positioning:**

- Act of designing the company's offer and image so that it occupies a **distinct and valued place** in the target customers' minds
- Finding the proper **“location”** in the minds of consumers or market segment
- Allows consumers to think about a product or service in the **“right” perspective**

Target Market

- Market segmentation: Divides the market into distinct groups of homogeneous consumers who have similar needs and consumer behavior
- Involves identifying segmentation bases and criteria:
 - Criteria:
 - Identifiability
 - Size
 - Accessibility
 - Responsiveness

Figure 2-3: Consumer Segmentation Bases

Behavioral

User status

Usage rate

Usage occasion

Brand loyalty

Benefits sought

Demographic

Income

Age

Sex

Race

Family

Psychographic

Values, opinions, and attitudes

Activities and lifestyle

Geographic

International

Regional

Figure 2-4: Business-to-Business Segmentation Bases

Nature of Good

Kind

Where used

Type of buy

Buying Condition

Purchase location

Who buys

Type of buy

Demographic

SIC code

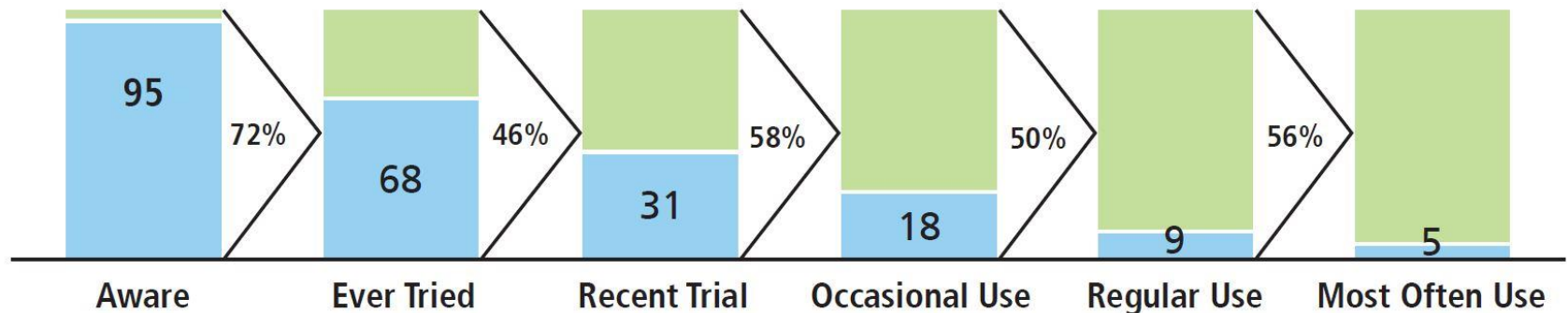
Number of employees

Number of production workers

Annual sales volume

Number of establishments

Figure 2-5: Hypothetical Examples of Funnel Stages and Transitions





3.1 Nature of the Competition

Brand Competition can be defined as the **rivalry between the companies offering the similar line of products or services in the same target market** and to the same target audience with the goal to have the higher market share, increased revenues, huge profits, and growth as compared to the contemporary brand.

Nature of Competition

- A **competitive analysis** considers an array of factors:
 - Resources, capabilities, and likely intentions of various other firms
 - This competitive analysis helps marketers to choose markets for their own products or services
- When choosing a market, marketers must consider:

Indirect competition: Even if a brand does not face direct competition in its product category, and thus does not share performance related attributes with other brands, it can still share more abstract associations and face indirect competition in a more broadly defined product category.

Multiple frames of reference:

- Result of broader category competition or the intended future growth of a brand



Pronunciation
Ah-dee-dahs

Established
1924



Celebrity fans



Pronunciation
Ni-key

Established
1964



Celebrity fans



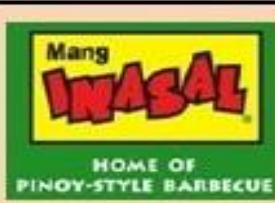
Brand Rivalries

- From the Cola Wars to the battle between long-distance carriers, we take a look at some of the biggest business rivalries in recent history.

1. Coke vs. Pepsi. ...
2. Marvel Comics vs. DC Comics. .
3. McDonald's vs. Burger King. ...
4. Ford vs. GM. ...
5. Dunkin' Donuts vs. Starbucks. ...
6. UPS vs. FedEx. ...
7. Nike vs. Addidas. ...
8. Airbus vs. Boeing....
9. Toyota vs Honda...



Direct and Indirect Competitors

DIRECT					
	MCDO	KFC	WENDY'S	BURGER KING	CHOWKING
INDIRECT					
	REYES' BBQ	MANG INASAL	ANDOK'S	CARINDERIA / OTHER KIOSK	HOME FOOD

<http://elainrose.blogspot.com>



3.2 POP & POD

When deciding upon a brand's/product's positioning in the marketplace, the organization must ensure that end positioning has both sufficient points-of-parity (POP) **and** points-of-difference (POD). ... Too much reliance on points-of-parity in the product's positioning and it could be perceived as a 'me-too' product offering.

Points of Parity and Points of Difference

- A marketer must arrive at the proper positioning:
 - This requires establishing the correct points-of-difference and points-of-parity associations:
 - **Points-of-difference (PODs):**
 - Formally defined as attributes or benefits that consumers strongly associate with a brand
 - **Points-of-parity (POPs) associations:**
 - Not necessarily unique to the brand but may be shared with other brands

Dove vs. Nivea



Points of Parity

- No marks on clothes
- No dark underarms

Points of Difference

Dove

- Positioned as Anti perspirant

Nivea

- Positioned as Anti bacterial
- 48 hour protection
- Contains 0% Alcohol



All the care of Dove
now in an instantly dry
antiperspirant spray.



POD & POP



POD Ikea

- Customers oriented: Guides and blogs
- Lots of retails
- Swedish design
- Product offering: Flat pack
- Restaurants in retail
- Lifetime guarantee
- Wide range of products
- Mass advertising

POP Muji & Ikea

- Category POP: Home furnishing and House building
- Correlational POP: Low price/High quality
- Sustainable



POD Muji

- No brand strategy
- Muji Identity: emotional & self expressive benefits
- Superiority in simplicity: innovations regarding simple products
- Country of origin
- Muji to go
- Word of mouth



Example



		 NESPRESSO	
points of differences	product variety - Hot and Cold - Coffee and Tea blends	product variety - Hot - Coffee blends	product variety - Hot - Coffee and Tea blends
	product pricing - SGD189 to SGD339 - Most affordable	product pricing - SGD319 to SGD1198 - Most expensive	product pricing - SGD299 to SGD438 - Mid-range
	availability - Island-wide in various retail outlets - Online	availability - Nespresso boutiques - Online	availability - The Coffee Bean & Tea Leaf outlets - Online
points of parity	- Convenience - Product characteristics - Quality coffee - Advertising platforms		





	 	
Point of Parity	- Chocolate confectionery - Snacking moment - Approximately same target (young adult, people fond of sweet, candy, ...) - Same price and place strategy	
Point of Difference	- Chocolate balls - Interactive universe around cinema - Funny and lovable mascots - Made for sharing and friendly moments	- Chocolate bars - Universe of childhood and nostalgia - Changing spokesperson - Made for the 4-hour break

Figure 2-6: Examples of Negatively Correlated Attributes and Benefits

Low price versus high quality

Taste versus low calories

Nutritious versus good tasting

Efficacious versus mild

Powerful versus safe

Strong versus refined

Ubiquitous versus exclusive

Varied versus simple

GUIDELINES



4. Positioning Guidelines

Positioning Guidelines

- Defining and Communicating the Competitive Frame of Reference
- Choosing Points-of-Difference
- Establishing Points-of-Parity and Points-of-Difference
- Straddle Positions
- Updating Position Overtime
- Developing a Good Positioning

Defining and Communicating the Competitive Frame of Reference

- **Communicating category benefits:**



- Marketers use product benefits to announce category membership

- **Exemplars:**



- Well-known, noteworthy brands in a category can also be used as exemplars to specify a brand's category membership. An exemplar brand is **the brand that represents the subcategory and becomes its most visible and credible brand option.**

- **Product descriptor:**



- Product descriptor that follows a brand name is often a very compact means of conveying category membership. A product description is **the marketing copy that explains what a product is and why it's worth purchasing.** The purpose of a product description is to supply customers with important information about the features and benefits of the product so they're compelled to buy

Choosing Points-of-Difference

- A brand must offer a compelling and credible reason for choosing it over the other options:
 - What **attribute or benefit can serve as point-of-difference?**
 - Desirability criteria
 - Deliverability criteria
 - Differentiation criteria

Choosing Points-of-Difference

Desirability criteria:

- Target consumers must find the POD personally relevant and important.
- Brands that tap into growing trends with consumers often find compelling PODs. For example, Apple & Eve's pure natural fruit juices have ridden the wave of the natural foods movement to find success in an increasingly health-minded beverage market.

Deliverability criteria:

- The deliverability of an attribute or benefit brand association depends on both a company's actual ability to make the product or service (feasibility) as well as its effectiveness in convincing consumers of its ability to do so (communicability).
- Feasibility
- Communicability

Differentiation criteria:

- Target consumers must find the POD distinctive and superior.
- When marketers are entering a category in which there are established brands, the challenge is to find a viable, long-term basis for differentiation.
- Is the positioning preemptive, defensible, and difficult to attack?
- Can the brand association be reinforced and strengthened over time?
- If these are the case, the positioning is likely to last for years.

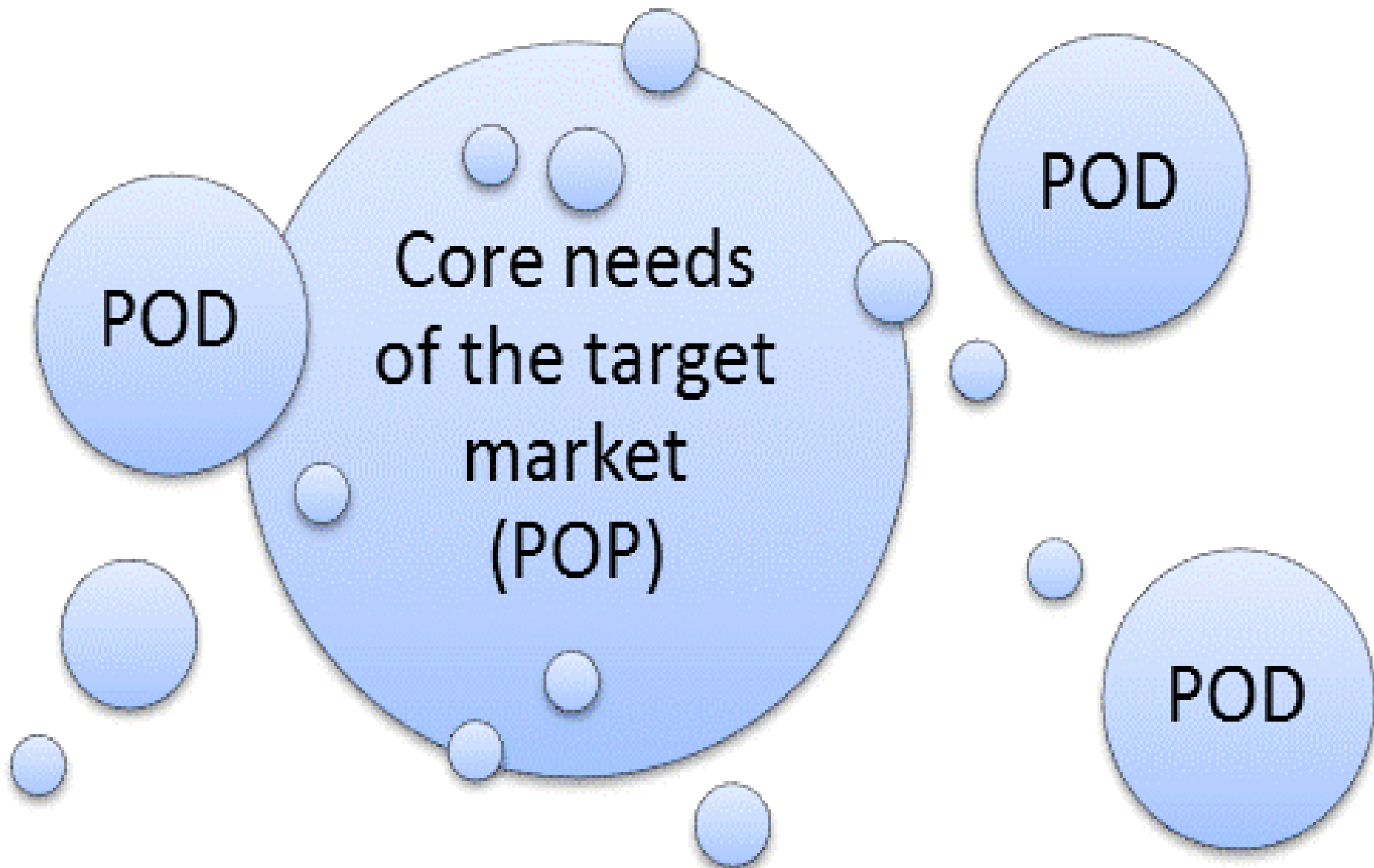
Establishing Points-of-Parity and Points-of-Difference

- **The key to branding success is to establish both points-of-parity and points-of-difference**
- At times, an inverse relationship between POP and POD may exist in the minds of consumers:
 - Approaches to address the problem of negatively correlated POPs and PODs include:
 - Separating the attributes (features, functions, benefits)
 - Leveraging equity of another entity
 - Redefining the relationship

Product Attributes

- The three elements of product attributes – **the overall product quality, the actual product features included, and how the features are integrated together and how product looks** – are very important decisions to guide the success of the product.

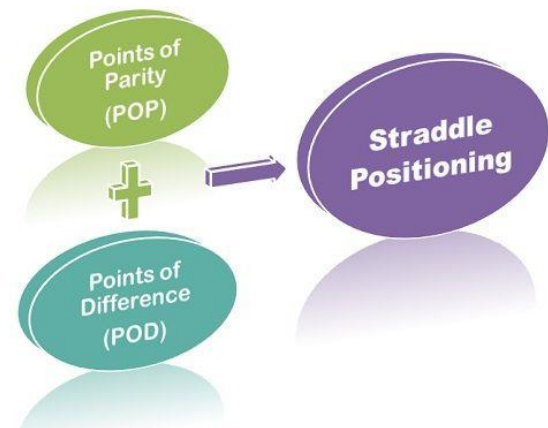
Lens type		Design...	Price...
Polarising UV protector Prescription			
Frame type	Lens colour	Brand	
Designer	Brown	Rayban	
Aviator	Blue	Oakley	
Wayfarer	Yellow	D&G	
Turtleshell	Black	Carrera	
Attributes (bold) and levels examples			



**Believing in Brand Attributes
(Why buy my product/services)**

Straddle Positions

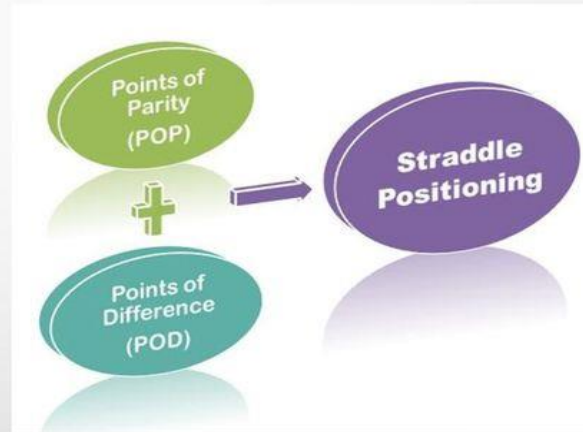
- Type of positioning where a company is able to straddle two frames of reference:
 - With one set of points-of-difference and points-of-parity
 - The points-of-difference in one category:
 - Become points-of-parity in the other
 - And vice-versa for points-of-parity



Straddle Positions

The **Straddle Positioning** is one of the positioning strategy adopted by the marketers to position their product in two categories simultaneously.

The dual positioning of **Dominos**, product attributes as well as desirable benefits. The product attributes (POP) means providing the fresh pizza and the desirable benefit (POD) are the home delivery that it offers.



Straddle Positions



E.g. Subway Sandwiches positioned as offering healthy , good tasting sandwiches . This positioning allows the brand to create a POP on taste and a POD on health with respect to quick serve restaurants such as Mcdonald's and , at the same time , a POP on health and a POD on taste with respect to health food restaurants .

Straddle positioning allows brands to expand their market coverage and potential customer base .



Updating Positions over Time (1 of 2)

- Generally, positioning should be fundamentally **changed very infrequently**:
 - And only when circumstances significantly reduce the effectiveness of existing POPs and PODs
- Yet, positioning will evolve to better **reflect market opportunities or challenges**
- POD or POP may **be refined, added, or dropped as situations dictate**

Updating Positions over Time (2 of 2)

- **Laddering:**

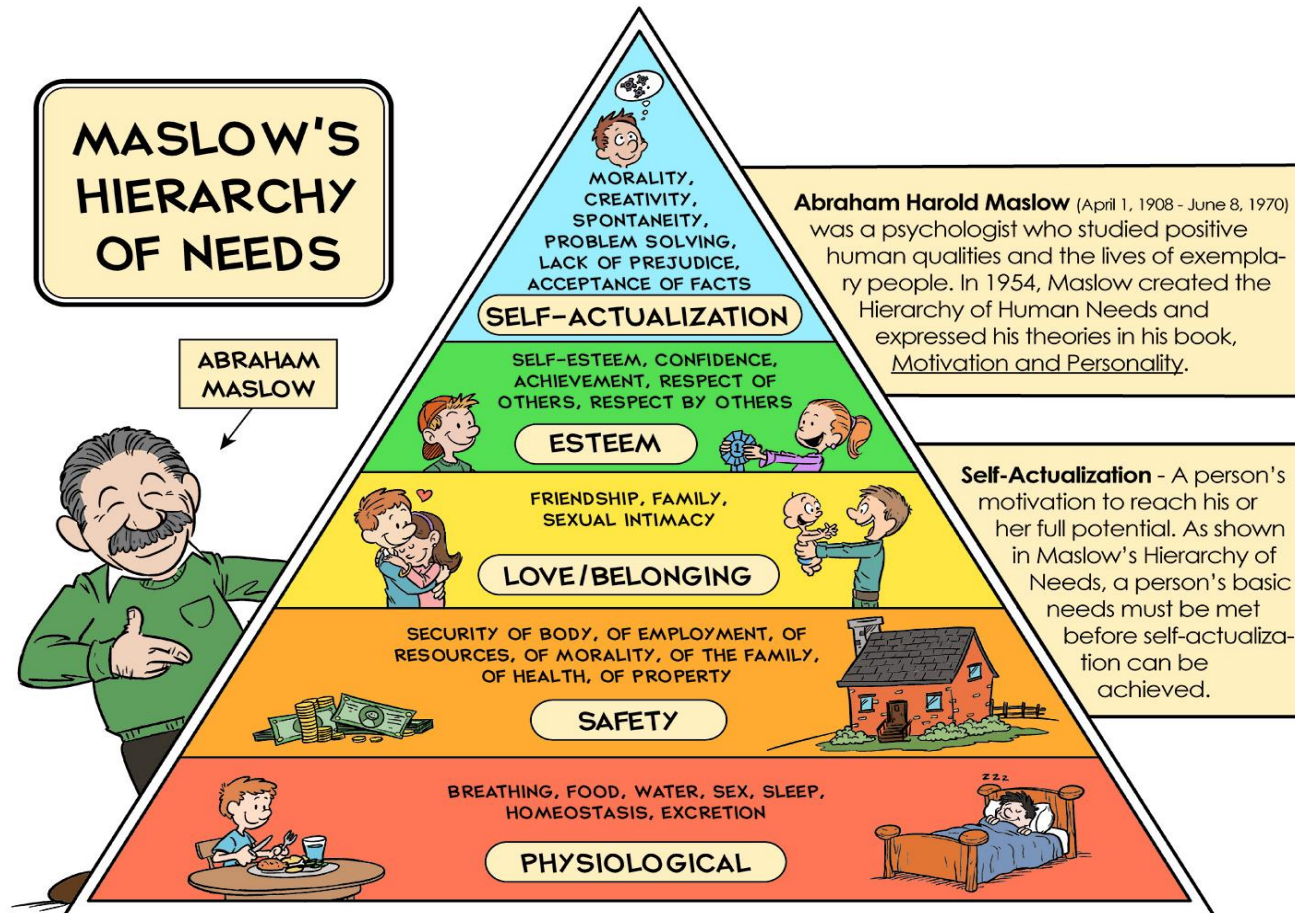
- Deepening the meaning of a brand to permit further expansion
- Often useful to explore underlying consumer motivations

- **Reacting:**

- Responding to competitive actions that threaten an existing positioning
- Competitive actions are often directed at eliminating points-of-difference to make them points-of-parity:
 - Or to strengthen or establish new points-of-difference

LADDERING

It is useful to explore underlying consumer motivations in a product category to uncover the relevant associations.



www.timvandevall.com | Copyright © 2013 Dutch Renaissance Press LLC.

LADDERING

```
graph TD; L1[1 Consumers] --> T1[Target and insights]; L2[2 Features] --> T2[Product features]; L3[3 Functional] --> T3[Functional benefits]; L4[4 Emotional] --> T4[Emotional benefits];
```

3

Functional

“So, what do I get?”

Emotional benefits

4

Emotional

“So how does that make me feel?”

Functional benefits

2

Features

Product-focused strengths, claims, differences

Product features

1

Consumers

Define target, need states, enemies and insights.

Target and insights

Brand Laddering

Higher-Order
Benefits



Functional
Benefits

Emotional
Benefit

An emotional feeling that binds the brand and target typically via shared values & beliefs.

Consumer
Rewards

The product benefit's reward ...
How does it make him feel? or
What does it enable her to do?

Product
Benefits

An implicit or explicit
claim of superiority ...

Features

A feature, quality, detail
or function of a brand

Coca-Cola example:



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Lego Brand Ladder

POSITIONING STATEMENT

For children in both genders and all age groups, especially boys in 5-12 and their parents, adult and olds who have a young heart, Lego is a brand of fun toys to give a lot of fun, develop brains and creativity, and make relationships closer, because Lego has various products for different target audiences, and pays a lot attention in quality.

VALUES

- Sense of Achievement
- Development of brains and creativity
- Get closer relationship
- Have a lot of fun
- Gain knowledge from games
- Acquire game skills via other gamers
- Make life lovely
- Have a lot of fun
- Know friends with same interest in park
- No worry about the health
- Saved money can be used to buy more toys and have more fun

BENEFITS

- Design and make your own blocks model and robots by hand
- Play with children/parents/friends together
- Play specific games about chess or building management
- Watch interesting stories
- Have a lot of things with Lego characters
- Play in park with other Lego fans
- Safe
- Save money

ATTRIBUTES

- Entity Toys/ Entertainment
 - Lego Blocks
 - Lego Robots
- Virtual Products
 - Video games
 - Films and television
- Related products and services
 - Theme Park
 - Living Goods
- High Quality
 - Safety Guarantee
 - Long life time



REACTING



Developing a Good Positioning

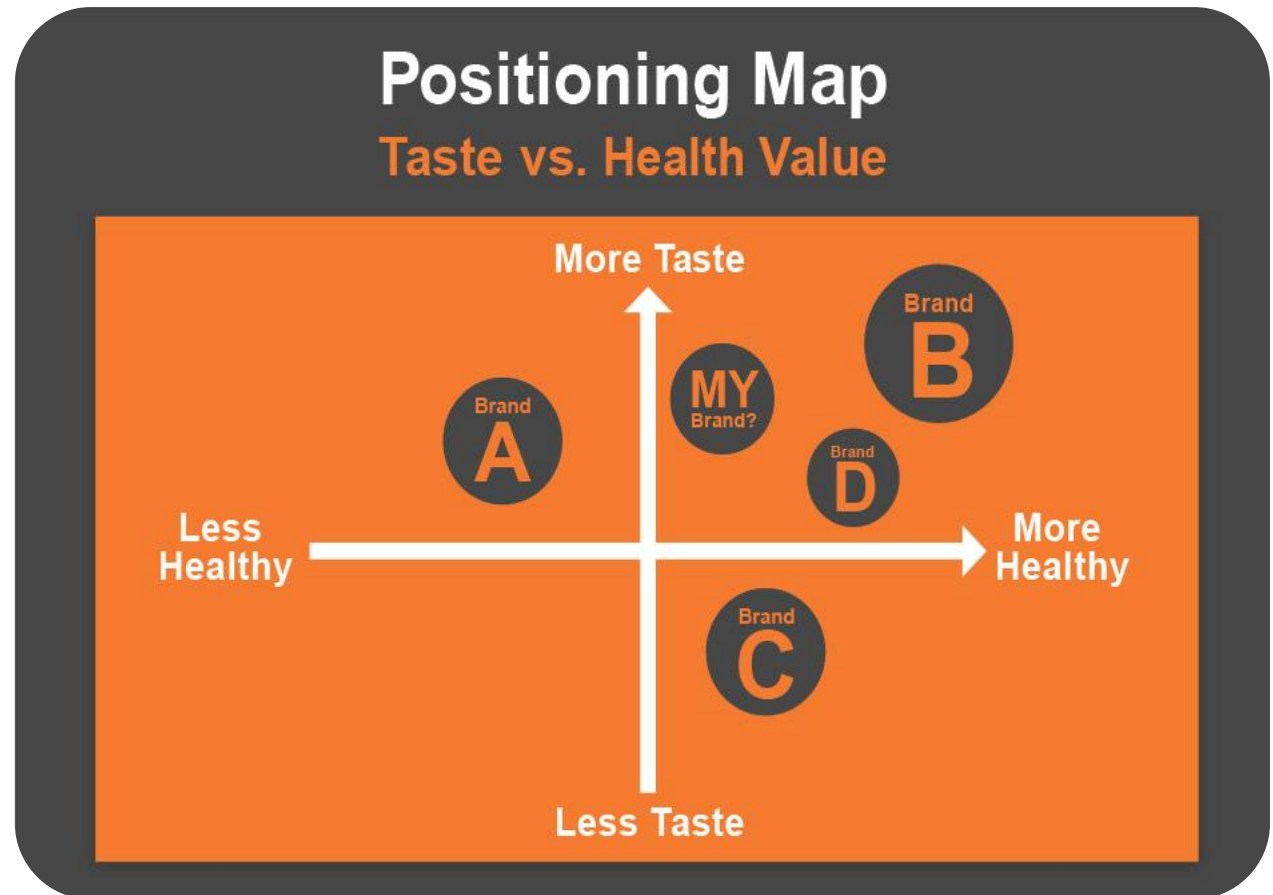
- A good positioning:
 - Has a **foot in the present and a foot in the future**:
 - Needs to be somewhat aspirational so that the brand has room to grow and improve
 - Is careful to **identify all relevant points-of-parity**:
 - Don't overlook or ignore crucial areas where the brand is potentially disadvantaged
 - Should reflect a **consumer point of view** in terms of the benefits that consumers derive from the brand
 - Recognizes that a duality exists in the positioning of a brand:
 - **Rational and emotional components**



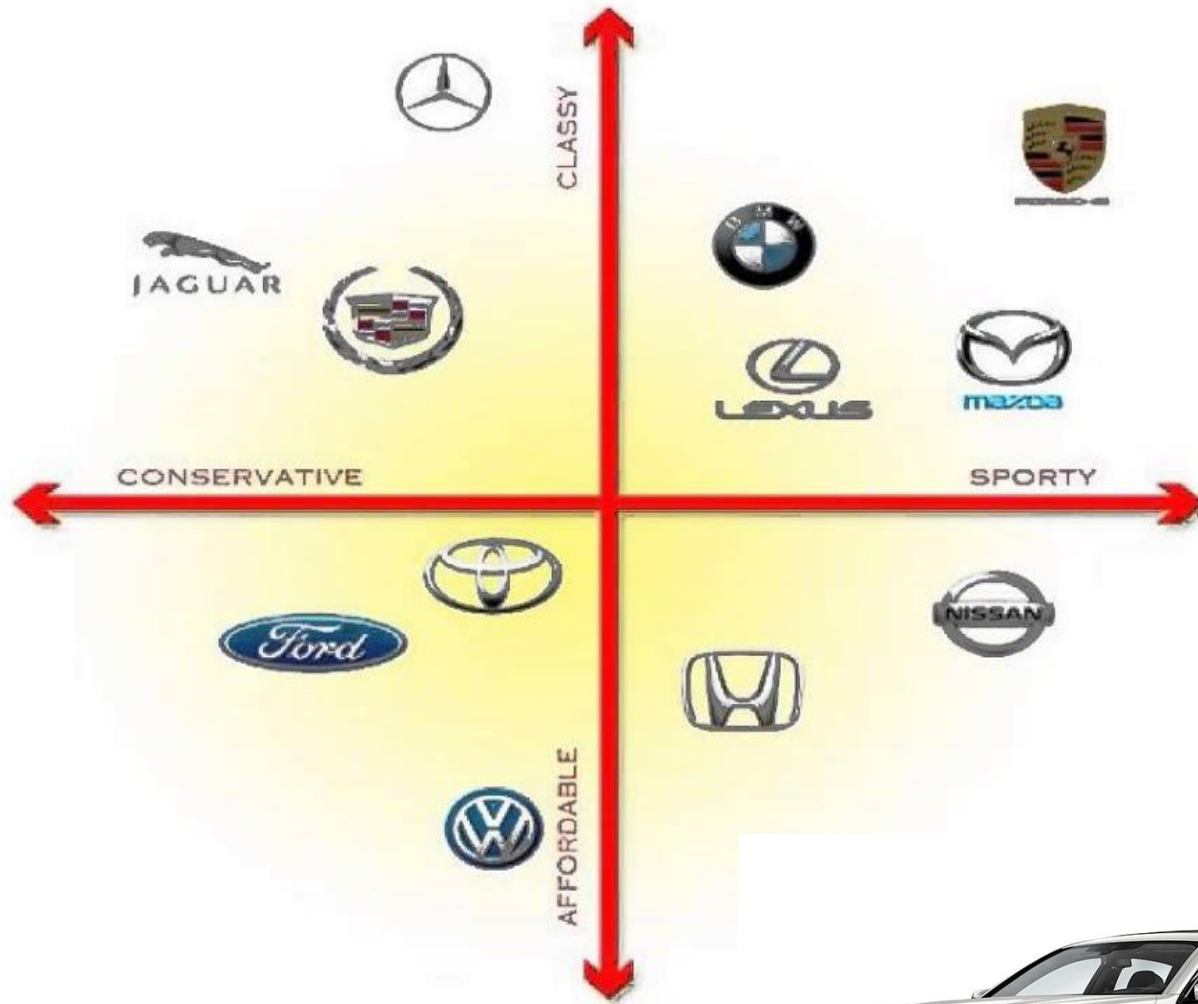
POSITIONING STATEMENT & TAGLINE DIFFERENCES

BRAND	POSITIONING STATEMENT	TAGLINE
	Fast Foods with Home Values	i'm lovin' it®
	Humanising Technology	Think different.™
	Genuine Athletic Performance	JUST DO IT.
	Safety	VOLVO for life
 TARGET.	Style On a Budget	Expect More. Pay Less.

The "positioning map" (also known as "perceptual mapping") is a **powerful tool to find your position, providing a visual representation identifying brand perceptions in your marketplace.**







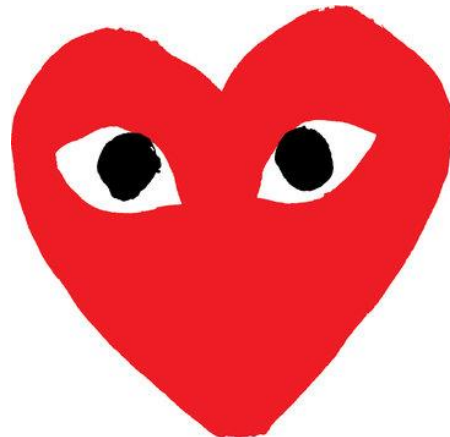


6. Brand Mantra

A brand mantra is **a driving message that captures the essence of your brand and positions it in the marketplace**. Businesses that stand out in the marketing place can drive new customers and begin to fundamentally build their brand. This starts from the inside out by developing a consistent brand mantra.

Defining a Brand Mantra

- Brands may span multiple product categories and may have multiple distinct—yet related—positionings
- As brands evolve and expand across categories:
 - **Marketers will want to craft a brand mantra that reflects the essential heart and soul of the brand**



Brand Mantra

- **Short, three-to five-word phrase:**
 - Captures the irrefutable essence or spirit of the brand positioning
- **Provides guidance about:**
 - What products to introduce under the brand
 - What ad campaigns to run
 - Where and how the brand should be sold



Company Name	Brand Mantra	Tagline
Nike	Authentic - Athletic - Performance	Just do it
Coca Cola	Sharing – Happiness - Tasty	Thanda matlab coca cola
BMW	Ultimate – Driving - Machine	The Ultimate Driving Machine
Apple	Smart – Technologic – Listen to Music	Think Different

Nike Brand Mantra

Authentic
Athletic
Performance



	Emotional Modifier	Descriptive Modifier	Brand Functions
	Authentic	Athletic	Performance
	Fun	Family	Entertainment
	Fun	Family	Food

DESIGNING BRAND MANTRAS

BRAND
FUNCTIONS



Describes the nature of the product/service or the type of experiences or benefits the brand provides

DESCRIPTIV
E MODIFIER



Further, clarifies its nature

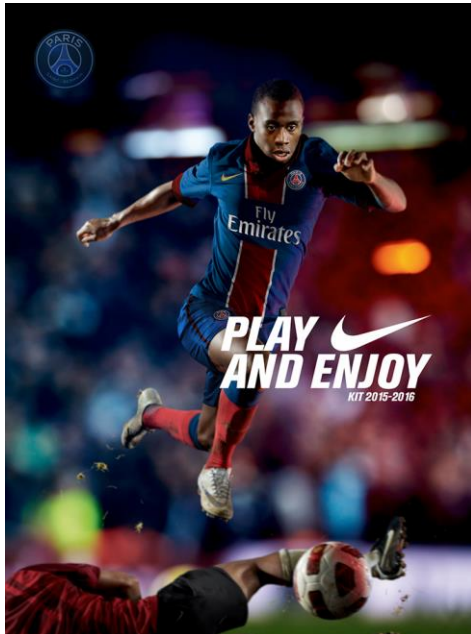
EMOTIONAL
MODIFIER



Provides another clarifier – how exactly does the brand provide benefits and how?



Company Name	Brand Mantra	Tagline
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Apple	Smart – Technologic – Listen to Music	Think Different



	Emotional Modifier	Descriptive Modifier	Brand Functions
	Authentic	Athletic	Performance
	Fun	Family	Entertainment
	Fun	Family	Food

MUJI
無印良品



**EMOTION
MODIFIER**

**DESCRIPTIVE
MODIFIER**

**BRAND
FUNCTION**

Simple

Quality

Lifestyle

Fun

Family

Furniture

by MUJIKEA (2014)

Group Assignment-

Identifying and Developing Brand Plans

Please prepare the following : Due next class

Each team is to choose a restaurant chain and confirm in class (no duplicates)!

- How you present, data analysis, and creativity is your choice.
- Presentation 7-10 mins. with maximum 10 ppt slides with 10 mins. Q&A. Everyone in the team is required to present. Appendix is unlimited.
- **Topics from this lesson to be included in the ppt slides:**
 1. Brand Association
 2. Brand Knowledge- Brand Awareness and Brand Image
 3. Competitors
 4. POP and POD
 5. Brand Positioning
 6. Laddering – Brand overtime
 7. Brand Mantra
 8. **Wrap – up and Answer how can your findings and key insights be used for further brand building?**





MINOR
FOOD



BreadTalk



MK
RESTAURANTS



ผ่ สยาม
THAI RESTAURANTS



Lo Siam

