



# BRANDING OVERVIEW

## MK 312 Brand Management

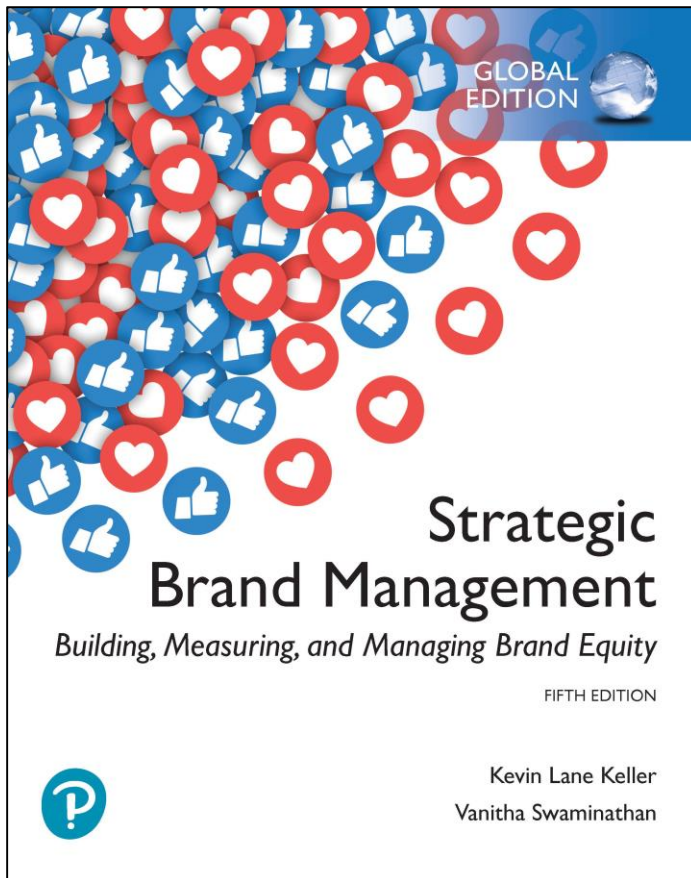
By Ajarn Suwalya K.  
Lesson 1

# Sawasdee Krup...Ka



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

Fifth Edition, Global Edition

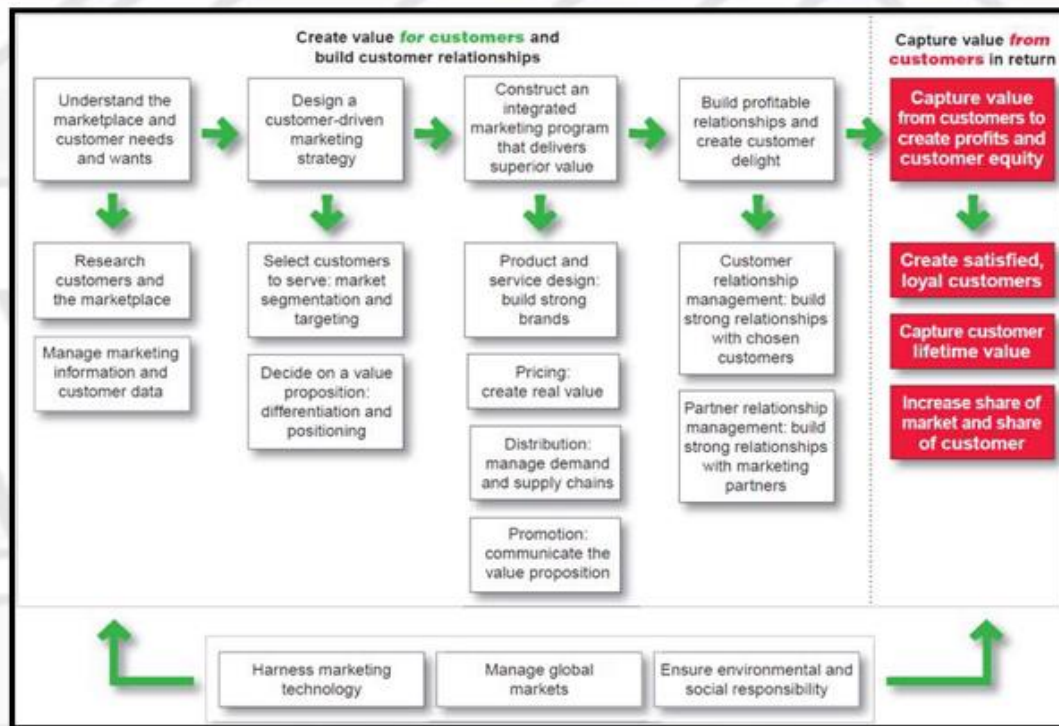


## Brands and Brand Management Overview



**Part I: Let's Review...**

# Figure 1.6 - An Expanded Model of the Marketing Process



# STP Process – Heart of Marketing



# Preparing and Integrated Marketing Plan and Program

- The marketing program builds customer relationships by transforming the **marketing strategy into action.**
- It consisted of a firm's marketing **mix(4Ps)**, the set of tools the firm uses to implement its marketing strategy
- The firm must blend each marketing mix tool into a comprehensive **integrated marketing program that communicates and delivers** that intended value to chosen customers.

# Preparing and Integrated Marketing Plan and Program



# Preparing and Integrated Marketing Plan and Program



# The Meaning of Brands

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➤ Getting started

# Meaning of Elephants – symbolic?



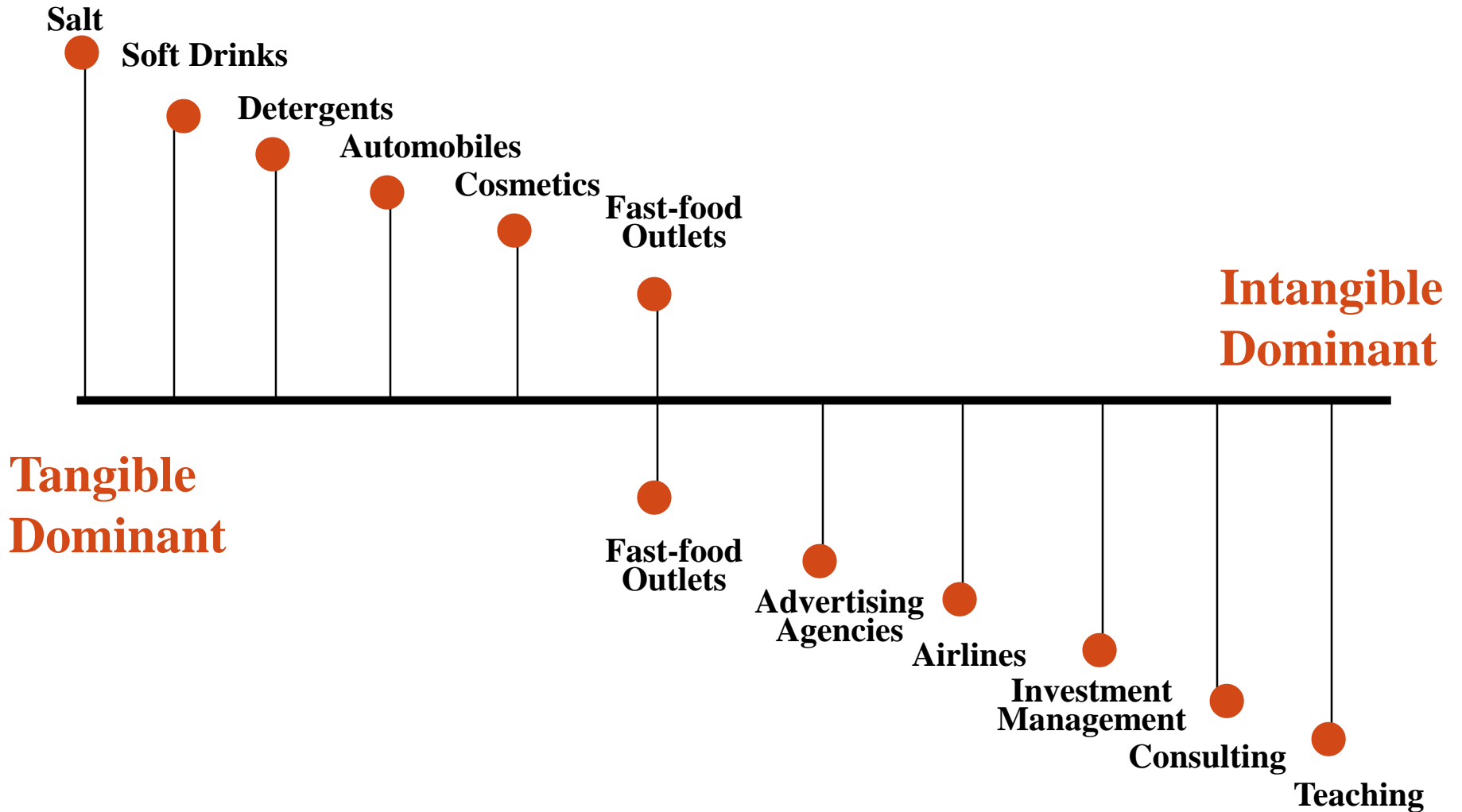
# Brands vs. Products

- ▶ A *product* is anything we can offer to a market for **attention, acquisition, use, or consumption** that might satisfy a need or want.
- ▶ A *product* may be a physical good, **a service, a retail outlet, a person, an organization, a place, or even an idea.**

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- ▶ A *product* may be a physical good, **a service, a retail outlet, a person, an organization, a place, or even an idea.**

# Tangibility Spectrum



# Brands Versus Products (2 of 3)

- A **product** is anything we can offer to a market for attention, acquisition, use, or consumption:
  - That might satisfy a need or want
  - Physical good like a cereal, tennis racquet, or car



# Products could be...

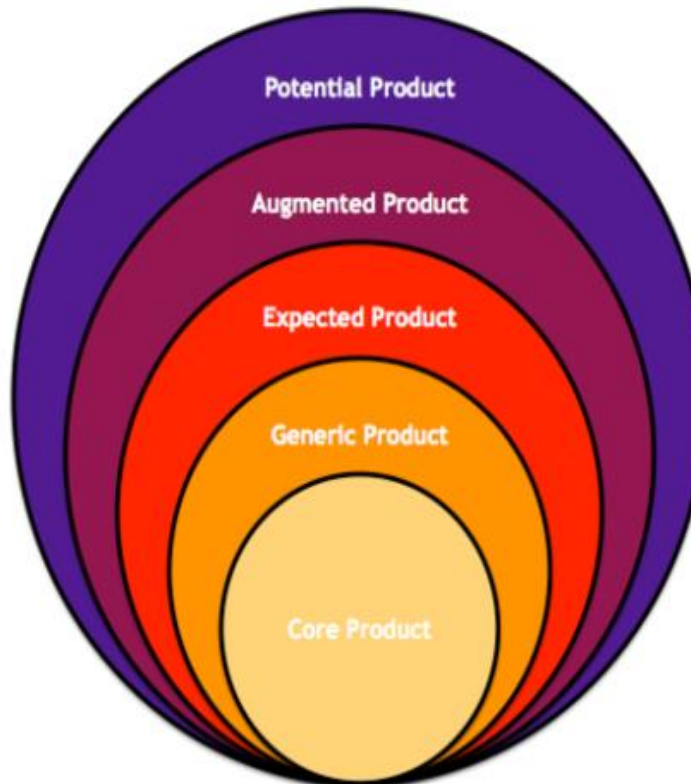
- A physical good: cereal, tennis racquet, or automobile
- A service: an airline, bank, or insurance company
- A retail outlet: department store, specialty store, or super market
- A person: political figure, professional entertainer, or athlete
- A place: city or country
- An idea or a social cause



# How can this model help your marketing activities?

**The Five Product Levels model** provides a way to show the different levels of need that customers have for a product. It can be useful in helping organizations understand their customers. From there, they can structure themselves to best serve those needs and wants.

## 5 Product Levels According To Philip Kotler



- **Potential product** provides additional tangible and intangible features.
- **Augmented product** gives more than physical product and sets it apart from competitors.
- **Expected product** offers generic product plus other attributes consumers want.
- **Generic product** provides actual product with tangible qualities.
- **Core product** fulfills basic benefit consumers want.

Article: <https://heidicohen.com/four-ps-of-marketing-mix>



- ◆ Core Benefits - Communication
- ◆ Basic product - Features & design- small size, sliding, flip open, touch etc  
(Generic Product) Quality level- Excellent quality  
Brand name- Samsung, Iphone, HTC, etc
- ◆ Expected product- Looks good, light weight, easy to operate, long life battery
- ◆ Augmented product- FM radio, MP3 player, camera, voice recorder. Wi-Fi
- ◆ Potential product - Internet, e-mail, TV channels, GPS



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Product Level	Evian Water	Description
<b>Core Benefit</b>	Thirst	The basic need for humans to survive
<b>Generic Product</b>	Clean and nutritious water to drink	People should not drink dirty water, because it contains harmful bacteria. And it should contain minerals
<b>Expected Product</b>	Available at high-end supermarkets and ethical sourcing	Evian is an expensive natural water brand, making it available only at high-end retailers. The majority of competitors have an ethical campaign to give back to society including recycling programme
<b>Augmented Product</b>	Attractive packaging and marketing campaign	It also has to create alluring bottles to increase its value. And 'Live Young' campaign reiterate its miracle healing power
<b>Potential Product</b>	Tour to Evian source and create an Evian Museum	Create a publicity for people to engage with Evian brand





# Part II: Branding Overview

# What is a Brand?



# What is a brand?

- ▶ For the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to *identify* the goods and services of one seller or group of sellers and to *differentiate* them from those of competition.”
- ▶ These different components of a brand that identify and differentiate it are *brand elements*.

# What is a brand?

- Many practicing managers refer to a brand as more than that— as something that has actually created a certain amount ***of awareness, reputation, prominence***, and so on in the marketplace.

# Brands vs. Products

A **product** is anything we can offer to a market for attention, acquisition, use, or consumption:

That might satisfy a need or want

Physical good like a cereal, tennis racquet, or car

**A brand is more than a product since it can have dimensions that differentiate it from other products**

# Brands vs. Products

- Differences between a product and a brand may be:
  - **Rational and tangible:**
    - Related to product performance of the brand
  - **Or may be more symbolic, emotional, and intangible:**
    - Related to what the brand represents



# Brands.....

A branded product may be:

- A physical good like **Kellogg's corn flakes cereal**, Prince tennis racquets, or Ford Mustang automobiles
- A service such as Delta Airlines, Bank of America, or Allstate insurance

# Example: Product vs. Brand



# Figure 1-2: Ten Firms Rated Highly in Innovation

1. Apple
2. Netflix
3. Square
4. Tencent
5. Amazon
6. Patagonia
7. CVS Health
8. **The Washington Post**
9. Spotify
10. NBA

**Source:** Based on Fast Company's 2018 List of Most Innovative Companies.

# Meet the 50 Most Innovative Companies of 2020

Rank 1-10	 (+2)	Alphabet (-1)	amazon (-1)	 Microsoft (+0)	SAMSUNG (+0)	 HUAWEI (+42)	 (+16)	IBM (-1)	SONY -	facebook (-2)
Rank 11-20	 TESLA (-2)	 CISCO (+5)	 Walmart (+29)	Tencent 腾讯 -	 hp (+29)	 -	NETFLIX (-11)	 (+0)	intel -	 (+21)
Rank 21-30	SIEMENS (-5)	 -	 PHILIPS (+6)	 -	ORACLE® -	 (-12)	SAP (+1)	adidas (-18)	HITACHI -	COSTCO WHOLESALE -
Rank 31-40	 JD.COM -	 (+6)	 BOSCH -	AIRBUS -	 salesforce (-2)	JPMORGAN CHASE & CO. (-16)	Uber -	 BAYER (-14)	P&G -	 (-10)
Rank 41-50	 TOYOTA (-4)	 Nestlé -	ABB -	3M (-5)	 Unilever (-13)	 -	NOVARTIS -	Coca-Cola -	 -	 (-29)

(+/- n) indicates change in position from MIC 50 in previous year, no changes noted for new entrants. Source: BCG Global Innovation Survey

Social  
Networking

Entertainment

Information

Software and Tools

Lifestyle and Daily  
Services<sup>1</sup>

Tencent



QQ



Qzone



QQ Video



Tencent  
Pictures



Tencent  
News



Tencent  
Sports



QQ  
Browser



WeChat  
Pay



QQ Mail



WeChat



Moments



QQ Music



Games



KuaiBao



Optimal  
Stocks



Applications



QQ Maps



PC  
Manager



DiDi



DianPing



eLong



58 City



JD



WeiPiao



Messenger



Facebook



YouTube



Netflix



Buzzfeed



ESPN



Chrome



PayPal



Gmail



Uber



Yelp



Expedia



Line



Instagram



Spotify



Sony



Flipboard



Bloomberg



Google Play



Google  
Maps



Norton



Craigslist



Amazon



Ticketmaster

# Why do Brands matter?

- Consumers
- Firms



# Consumers

- Functions provided by brands to consumers:
  - Identify the source or maker of the product
  - Simplify product decisions
  - Lower the search costs for products internally and externally
  - Helps set reasonable expectations about what consumers may not know about the brand






# Consumers

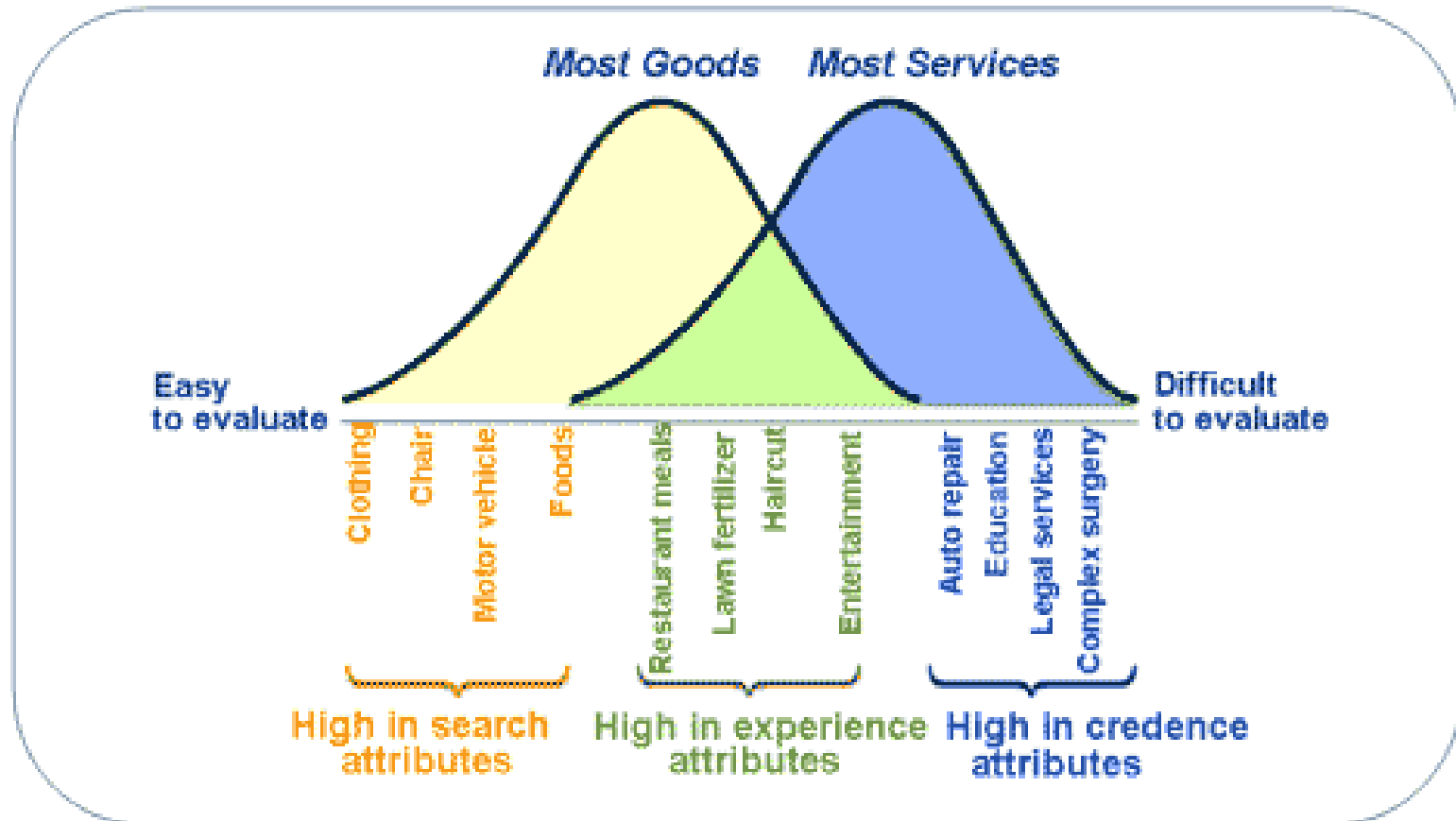
- Brand can signal product characteristics and attributes:
  - On the basis of attributes products can be classified as:
    - Search goods
    - Experience goods
    - Credence goods



# Search, Experience and Credence Properties

<b>Search</b>	<b>Experience</b>	<b>Credence</b>
<p><b>Attributes that a consumer can determine before purchase</b></p> 	<p><b>Attributes that can be discerned only after purchase</b></p> 	<p><b>Characteristics that the consumer may find impossible to evaluate even after purchase and consumption</b></p>
<p><b>E.g., Clothing, furniture, jewelry</b></p>	<p><b>E.g., Restaurant meals, vacations</b></p>	<p><b>E.g., Medical diagnosis, Auto repair</b></p> 

# Offer Attributes Affect and Ease of Evaluation



Source: Adapted from Zeithaml

# Consumers

- Brands can reduce risks in product decision:
  - These risk can be categorised as:
    - Functional, physical, financial, social psychological, and time



# Perceived Risks of Purchasing and Using Services



**Table 2: Perceived Risks in Purchasing and Using Services**

Type of Risk	Examples of Customer Concerns
Functional (unsatisfactory performance outcomes)	<ul style="list-style-type: none"><li>• Will this training course give me the skills I need to get a better job?</li><li>• Will this credit card be accepted wherever and whenever I want to make a purchase?</li><li>• Will the dry cleaner be able to remove the stains from this jacket?</li></ul>
Financial (monetary loss, unexpected costs)	<ul style="list-style-type: none"><li>• Will I lose money if I make the investment recommended by my stockbroker?</li><li>• Could my credit card details be stolen if I register with this website?</li><li>• Will repairing my car cost more than the original estimate?</li></ul>
Temporal (wasting time, consequences of delays)	<ul style="list-style-type: none"><li>• Will I have to wait in line for a long time before I can enter the exhibition?</li><li>• Will service at this restaurant be so slow that I will be late for my afternoon meeting?</li><li>• Will the renovations to our bathroom be completed before our friends come to stay with us?</li></ul>
Physical (personal injury or damage to possessions)	<ul style="list-style-type: none"><li>• Will there be complications or scars if I go for this cosmetic surgery?</li><li>• Will the contents of this package get damaged in the mail?</li><li>• Will I get an upset stomach if I eat at this roadside stall?</li></ul>
Psychological (personal fears and emotions)	<ul style="list-style-type: none"><li>• How can I be sure that this aircraft will not crash?</li><li>• Will the consultant make me feel embarrassed or stupid?</li><li>• Will the doctor's diagnosis upset me?</li></ul>
Social (how others think and react)	<ul style="list-style-type: none"><li>• What will my friends think of me if they learned that I registered for the dating service?</li><li>• Will my relatives approve of the restaurant I have chosen for the family reunion dinner?</li><li>• Will my business colleagues disapprove of my selection of an unknown law firm?</li></ul>
Sensory (unwanted effects on any of the five senses)	<ul style="list-style-type: none"><li>• Will I get a view of the parking lot rather than the beach from my restaurant table?</li><li>• Will I be kept awake by noise from the guests in the room next door?</li><li>• Will my room smell of stale cigarette smoke?</li></ul>

# Firms

- **Brands provide valuable functions to a firm:**
  - Simplify product handling and tracing
  - Help organizing inventory and accounting records
  - Offer the firm legal protection for unique features or aspects of the product
  - Provide predictability and security of demand for the firm and creates barriers of entry for competitors
  - Provide a powerful means to secure competitive advantage



# Figure 1-3: Roles That Brands Play

## Consumers

Identification of source of product

Assignment of responsibility to product maker

Risk reducer

Search cost reducer

Promise, bond, or pact with maker of product

Symbolic device

Signal of quality

## Manufacturers

Means of identification to simplify handling or tracing

Means of legally protecting unique features

Signal of quality level to satisfied customers

Means of endowing products with unique associations

Source of competitive advantage

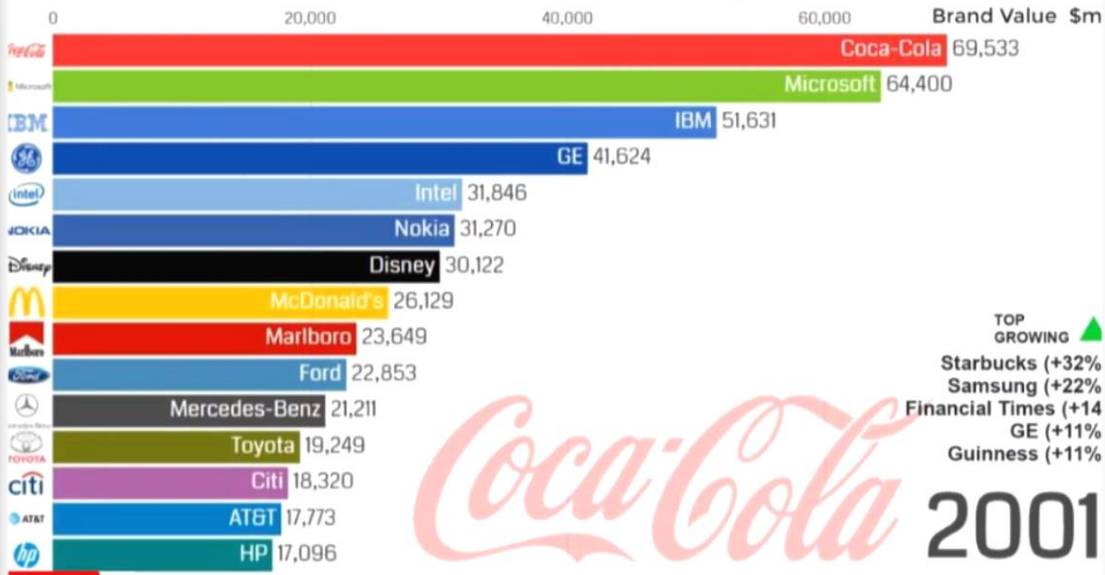
Source of financial returns



What are the strongest brands?



# Top 15 Best Global Brands Ranking (2000-2021)



TOP GROWING ▲  
Starbucks (+32%)  
Samsung (+22%)  
Financial Times (+14%)  
GE (+11%)  
Guinness (+11%)



## Top 15 Best Global Brands Ranking (2000-2021)

12K views · 1y ago



110



Dislike



Share



Create



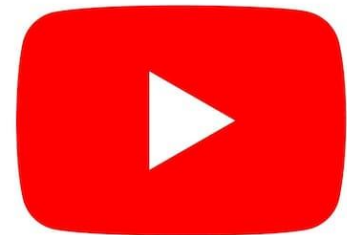
Down



Data Is Fun

13.7K subscribers

SUBSCRIBE



13.7K subscribers

Data Is Fun

SUBSCRIBE

# The 10 Most Valuable Brands of 2020



# 5 Most Valuable Brands

## Top 10 Most Valuable Brands

**amazon**

**1**

← 1



2020: \$220,791m  
2019: \$187,905m **+17.5%**

**Google**

**2**

↑ 3



2020: \$159,722m  
2019: \$142,755m **+11.9%**



**3**

↓ 2



2020: \$140,524m  
2019: \$153,634m **-8.5%**



**4**

← 4



2020: \$117,072m  
2019: \$119,595m **-2.1%**

**SAMSUNG**

**5**

← 5



2020: \$94,494m  
2019: \$91,282m **+3.5%**

# Figure 1-4: Brand Value as a Percentage of Market Capitalization

Company	Brand Value (in \$ billions)	Total Value (in \$ billions)	Brand Value as a Percentage of Overall Value
Apple	184.1	868.88	21%
Google	141.7	729.1	19%
Microsoft	79.9	659.9	12%
Coca-Cola	69.7	195.5	36%
Amazon	64.7	563.5	11%
Samsung	56.2	300	19%
Toyota	50.3	188.2	27%
Facebook	48.2	420.8	11%
Mercedes	47.8	79.3	60%
IBM	46.8	142	33%

**Sources:** Based on Inter-brand, “Best Global Brands 2010.”Yahoo! Finance, February 11.

# Brand Finance Global 500 (USD m).

## The world's top 500 most valuable brands 1-50

2020 Rank	2019 Rank		Brand	Country	Sector	2020 Brand Value	Brand Value Change	2019 Brand Value	2020 Brand Rating	2019 Brand Rating
1	1	↔	Amazon	United States	Retail	\$220,791	+17.5%	\$187,905	AAA	AAA-
2	3	↑	Google	United States	Tech	\$159,722	+11.9%	\$142,755	AAA	AAA
3	2	↓	Apple	United States	Tech	\$140,524	-8.5%	\$153,634	AAA	AAA
4	4	↔	Microsoft	United States	Tech	\$117,072	-2.1%	\$119,595	AAA	AAA
5	5	↔	Samsung Group	South Korea	Tech	\$94,494	+3.5%	\$91,282	AAA-	AAA-
6	8	↑	ICBC	China	Banking	\$80,791	+1.2%	\$79,823	AAA	AAA+
7	7	↔	Facebook	United States	Media	\$79,804	-4.1%	\$83,202	AA+	AAA-
8	11	↑	Walmart	United States	Retail	\$77,520	+14.2%	\$67,867	AA+	AA+
9	14	↑	Ping An	China	Insurance	\$69,041	+19.8%	\$57,626	AAA-	AAA-
10	12	↑	Huawei	China	Tech	\$65,084	+4.5%	\$62,278	AAA-	AAA-

1	<p>Sophisticated Luxury Brands</p> <p>CHANEL GUCCI Audi Ferrari Porsche</p> <p>PRADA LV Mercedes BMW</p> <p>L'OREAL</p>
2	<p>Neutral Mature Brands</p> <p>Corona Corona Colgate Panasonic HSBC Hyundai</p> <p>PHILIPS Johnson &amp; Johnson SAMSUNG VISA SUBARU</p> <p>Kellogg's KFC hp IBM mastercard American Express TOYOTA KIA</p> <p>Coca-Cola MINI NISSAN</p> <p>JPMorgan Morgan Stanley</p>
3	<p>Positioned Growing Brands</p> <p>McDonald's Starbucks Gillette adidas Nike Apple amazon SONY Ford</p> <p>Canon intel GE Harley-Davidson</p> <p>pepsi IKEA H&amp;M ebay facebook Microsoft LAND-ROVER</p> <p>Pampers LEGO Discovery DISNEY NETFLIX Google Nintendo HONDA VW</p>

# Top of Mind



**Fast Food  
Shampoo  
Deodorant  
Soft Drink  
Cars**

# Brand Associations



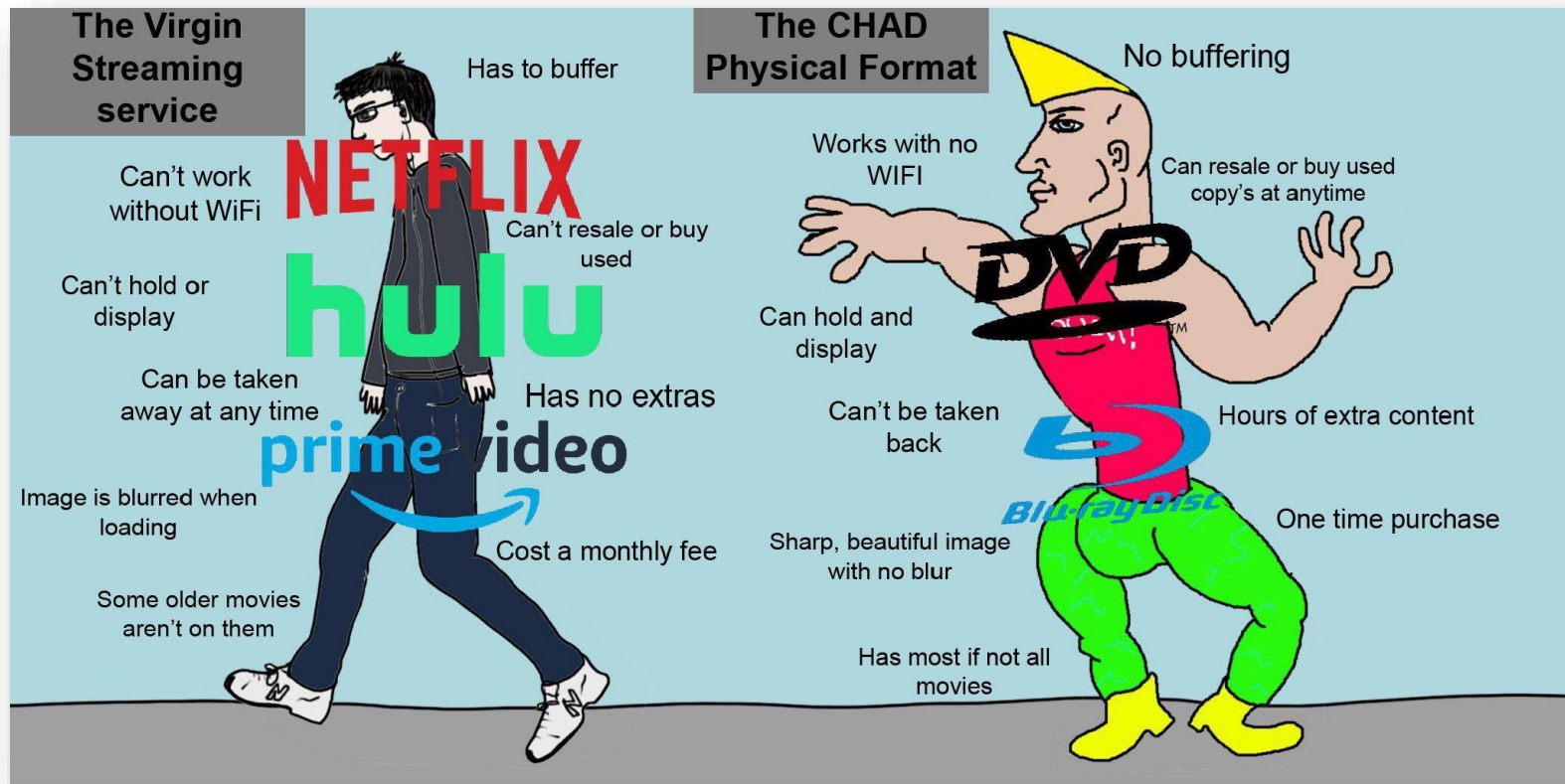


# Can everything be branded?

- Ultimately a brand is **something that resides** in the minds of consumers.
- The key to branding is that consumers **perceive differences among brands** in a product category.
- Even **commodities can be branded**:
  - Coffee (Maxwell House), bath soap (Ivory), flour (Gold Medal), beer (Budweiser), salt (Morton), oatmeal (Quaker), pickles (Vlasic), bananas (Chiquita), chickens (Perdue), pineapples (Dole), and even water (Perrier)

# Can Anything Be Branded? (1 of 2)

- Physical Goods
- Services



# Can anything be branded?



Physical goods



Royal Garden Spa



Retailers and distributors



Online products and services



People and organizations



Sports, arts, and entertainment



Geographic locations



Ideas and cause

# Can Anything Be Branded? (2 of 2)

- To brand a product, it is necessary to teach consumers “who” the product is:
  - Giving it a name and using other brand elements to help identify it
  - What the product does and why consumers should care
- Marketers must give consumers a label for the product and provide meaning for the brand
- Marketers can benefit from branding whenever consumers are in a choice situation

# Brand **differentiation**: The simple truth



Syntricon Technologies

[www.syntricon.com](http://www.syntricon.com)

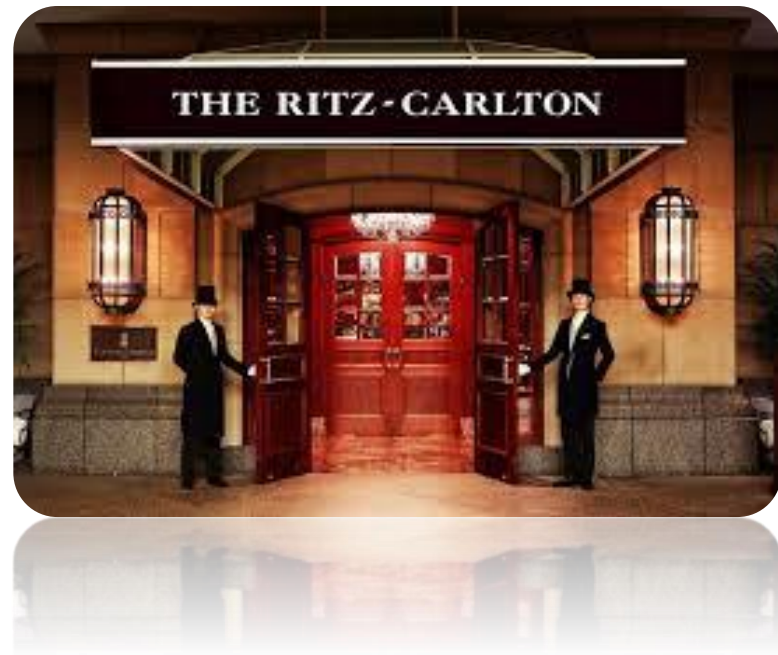
# Physical Goods

- Physical goods are what are traditionally associated with brands:
  - Mercedes-Benz
  - Nescafé
  - Sony
- Branding has been adopted in a variety of industries:
  - Industrial business-to-business (B2B) products
  - Technologically intensive “high-tech” products



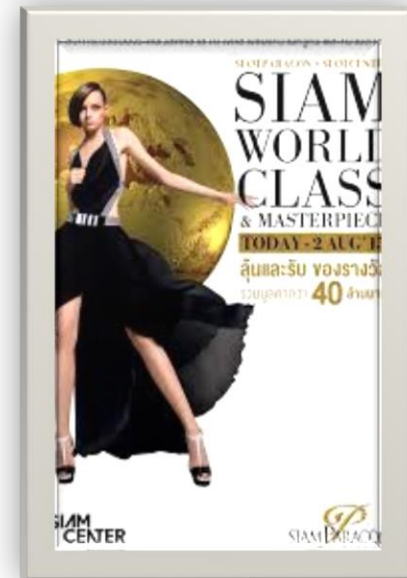
# Services

- Branding a service can be an effective way to signal to consumers that a firm has designed a particular service offering that is special and deserving of its name:
  - American Express
  - British Airways
  - Ritz-Carlton
  - Merrill Lynch
  - Federal Express



# Retailers and Distributors (1 of 2)

- For retailers and other channel members, brands provide important functions:
  - Can generate consumer interest, patronage, and loyalty
  - Create an image and establish positioning within an industry
  - Yield higher price margins, increased sales volumes, and greater profits



# Retailers and Distributors (2 of 2)

- Retailers can introduce their own brands by:
  - Using their store name
  - Creating new names
  - Some combination of the two
- Many distributors, especially in Europe, have introduced their own brands
- Products bearing these store brands or private label brands offer another way for retailers to increase customer loyalty and generate higher margins and profits



# Digital Brands

- Some of the strongest brands in recent years have been born online:

- Amazon
- Google
- Facebook
- Twitter



- **Brand building has become more important in recent years to online marketers:**
  - **It is critical to create unique aspects of the brand**
  - **Brand needs to perform satisfactorily as well**

# People and Organizations

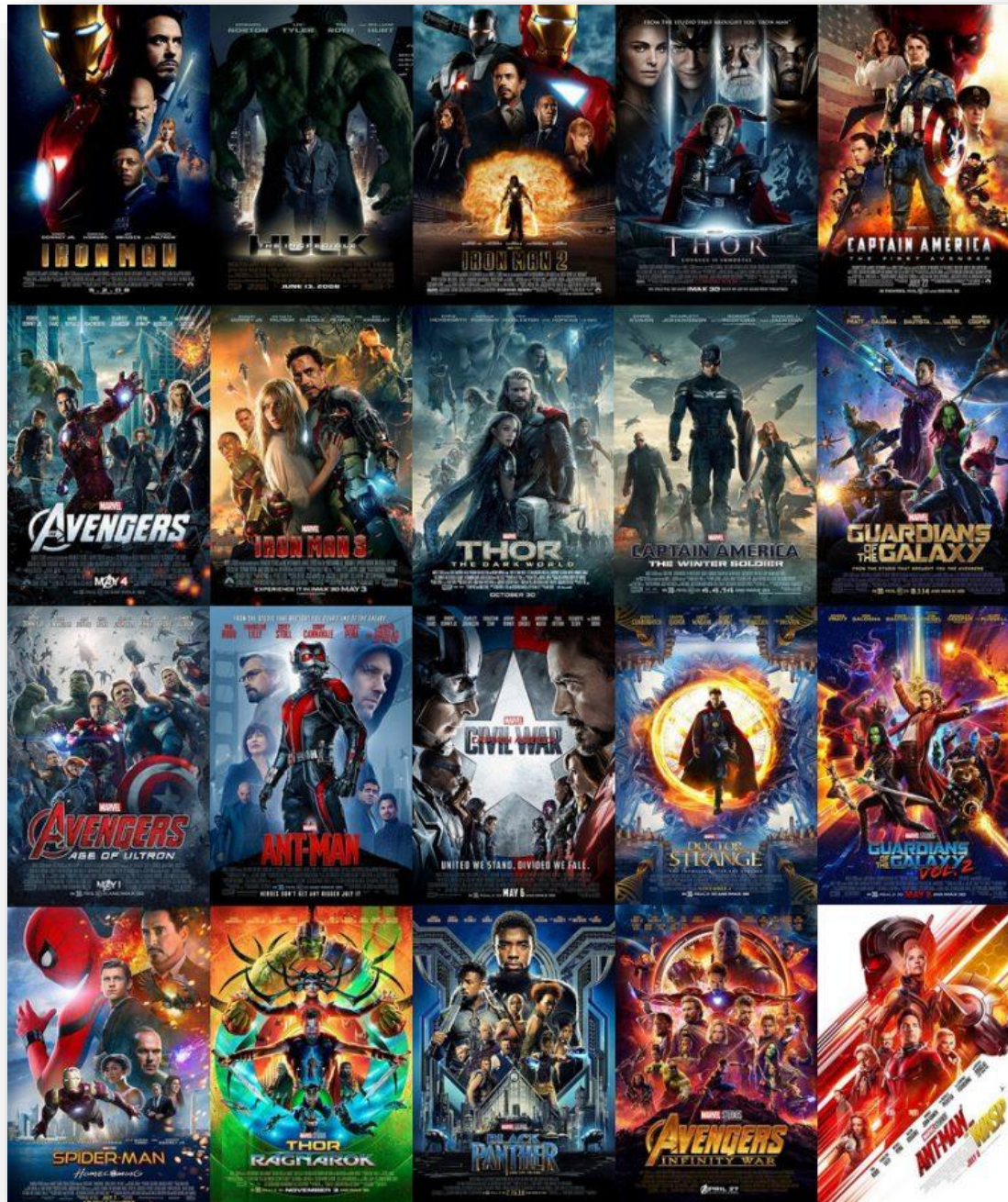
- A product category can be a person or an organization:
  - Naming of this branding is usually straightforward
  - Usually is accompanied by well-defined images that are easily understood by consumers
  - The key to a person or organization as a brand is that people outside your industry know who you are and recognize your skills, talents, and attitude:
    - Lady Gaga
    - The American Red Cross
    - Amnesty International
    - Sierra Club





# Sports, Arts, and Entertainment

- A special case of marketing people and organizations as brands exists in the sports, arts, and entertainment industries:
  - Sports marketing has become highly sophisticated
  - Branding plays, for example, has become an especially valuable function in the arts
  - Movies have become famous for their marketing and branding:
    - For years, some of the most valuable movie franchises have featured recurring characters and ongoing stories—a classic application of branding





# Geographic Locations

- What has contributed to the rise in place marketing?
  - Increased mobility of people
  - Increased mobility of businesses
  - Growth in tourism
- Cities, states, regions, and countries actively promote through advertising, direct mail, and other tools



Where  
NEXT?

GOLDMEDAL



Where  
NEXT?

EXPLORATIONS  
Small Group Travel, Personalized  
Experiences beyond Expectations

Supports Wildlife  
Reserve & The  
Conservation  
Trust

Snorkel  
with Sea  
Turtles

Experiences  
in the  
Heartland  
of Ireland



Where  
NEXT?

THIS IS YOUR  
PERFECT DAY

With 1000's of destinations to visit,  
Perfect Days of Cruising  
is available to book now.  
Come in store for  
more info.



Where  
NEXT?

Thomas Cook



Where  
NEXT?

Summer 2019 now on sale  
pay only a deposit today



Where  
NEXT?

COACH  
NORWEGIAN



Where  
NEXT?

NORWEGIAN

Wide Choice  
of Premium  
Beverages

Unlimited  
Dining  
Experiences

Service  
Change &  
Cabinities

Freedom All  
Inclusive

At 100's of ports  
around the world  
we'll take care of you

Match Ward

Learn to live more with



Where  
NEXT?

COACH



Where  
NEXT?

With  
Royal Caribbean  
Cruise Lines

1-800-828-7272



Where  
NEXT?

CAAfrica ecotette cosmos



Where  
NEXT?

COACH GOLDMEDAL

# Ideas and Causes

- Numerous ideas and causes have been branded:
  - Especially by nonprofit organizations
- May be captured in a phrase or slogan or represented by a symbol:
  - Such as AIDS ribbons





**H O P E**



The word "HOPE" is written in large, bold, pink capital letters. The letter "O" is replaced by a pink breast cancer awareness ribbon. The ribbon is looped and has the words "BREAST CANCER AWARENESS" written in white capital letters along its length.

October is... Breast Cancer Awareness Month

[www.NationalDayCalendar.com](http://www.NationalDayCalendar.com)

NATIONAL  
DAY  
CALENDAR™

# Branding Challenges and Opportunities

- **Unparalleled access to information and new technologies**
- **Downward pressure on prices**
- **Ubiquitous connectivity and the consumer backlash**
- **Sharing information and goods**
- **Unexpected sources of competition**
- **Disintermediation and reintermediation**
- **Alternative sources of information about product quality**
- **Winner-takes-all markets**
- **Media transformation**
- **The importance of customer-centricity**

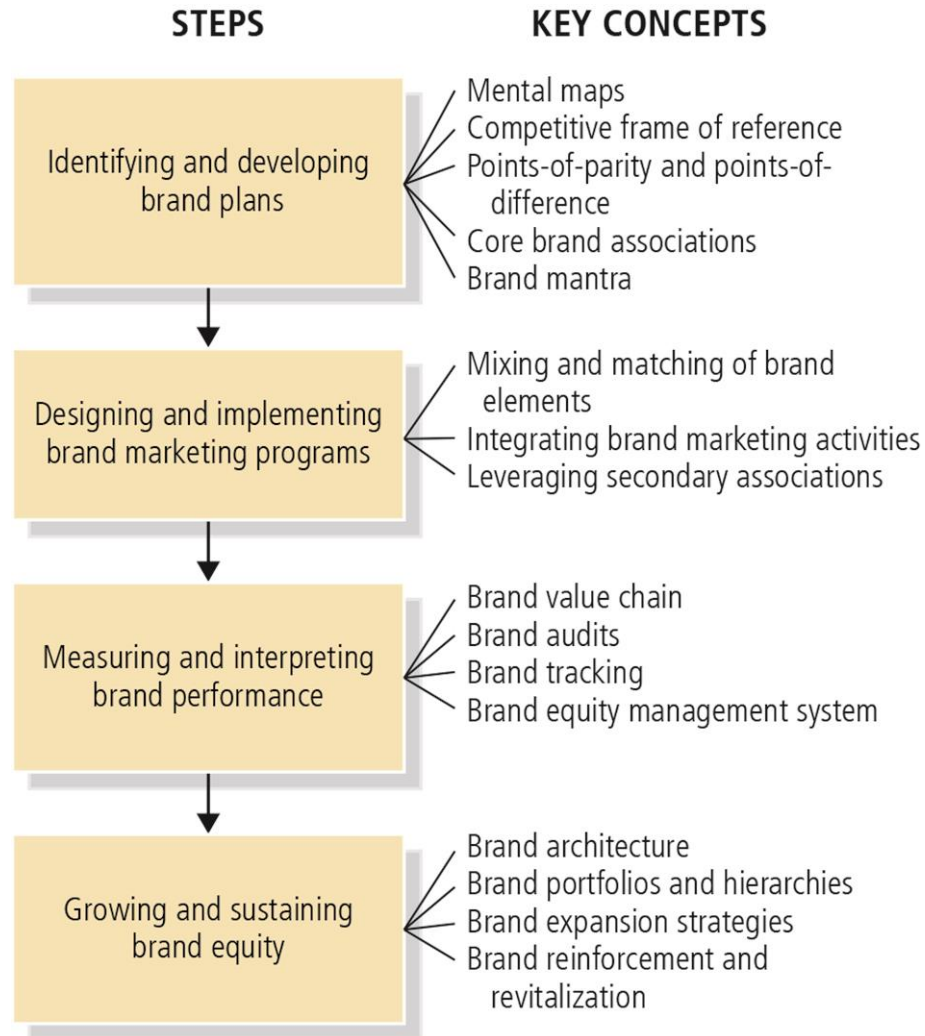
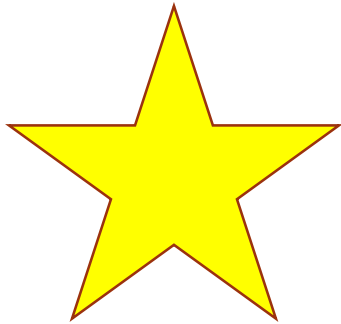
# The Brand Equity Concept

- 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**

# 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

# Figure 1-10: Strategic Brand Management Process



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**



# Part III: Brand Building

# CBBE Model

Consumer Brand Based Equity

## Brand Building Blocks

### Stages of Brand Development

**4 RELATIONSHIPS**  
What about you and me?



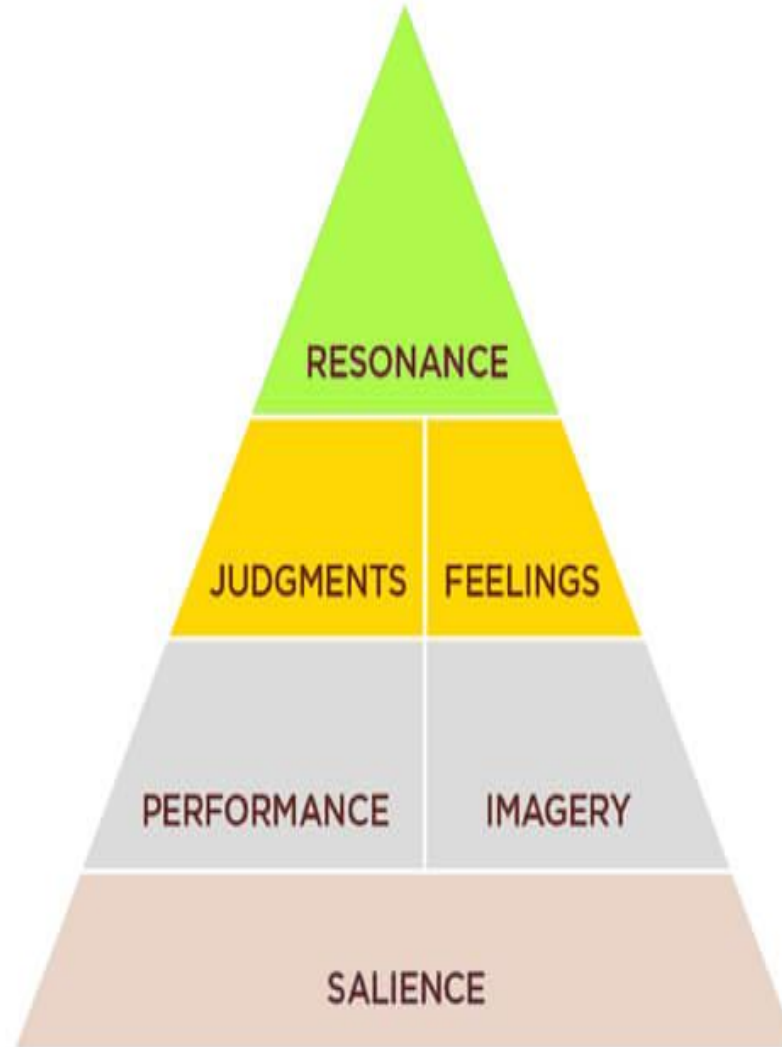
**3 RESPONSE**  
What about you?



**2 MEANING**  
What are you?



**1 IDENTITY**  
Who are you?



### Branding Objective at Each Stage

**INTENSE, ACTIVE LOYALTY**



**ACCESSIBLE, POSITIVE REACTIONS**



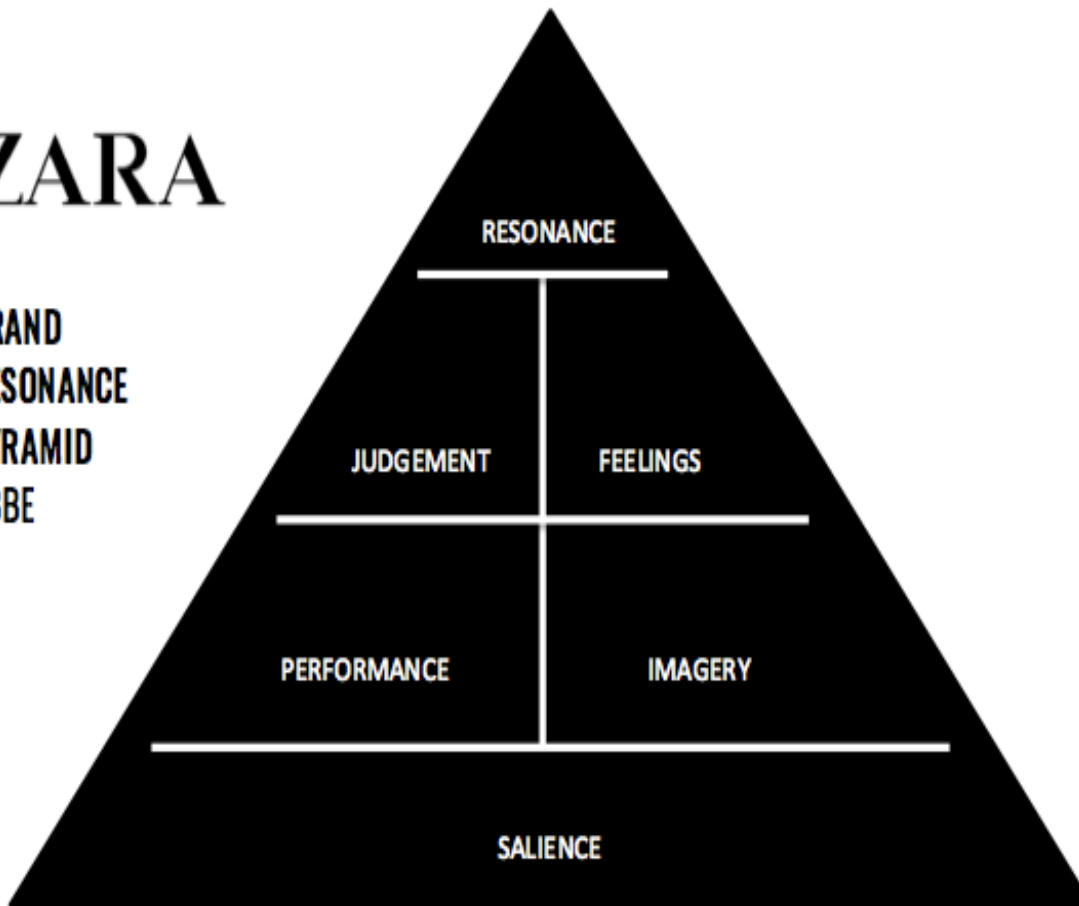
**POINTS OF PARITY AND DIFFERENCE**



**DEEP, BROAD BRAND AWARENESS**

# ZARA

## BRAND RESONANCE PYRAMID CBBE



### RESONANCE

- Repeat purchase customer base
- Engages with the ZARA community online

### JUDGEMENTS -

- Quality products
- Value for money
- Global brand
- Recognisable brand
- On trend
- Unique brand
- Popular
- Innovative
- Holds large margin of the market

### FEELINGS

- Excitement
- Social approval
- Fashionable

### BRAND PERFORMANCE

- Universal usability – stores, websites etc.
- Wide variety of fashionable items
- Consistency in logo and black and white theme
- Quality
- Zara refund policy yet do not have high levels of customer service

### IMAGERY

- Trendy
- Sophisticated
- Stylish
- Confident
- Mature
- Unique
- Fashionable
- Sociable

### SALIENCE

- Women wear, menswear and children wear
- Shoes
- Accessories

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

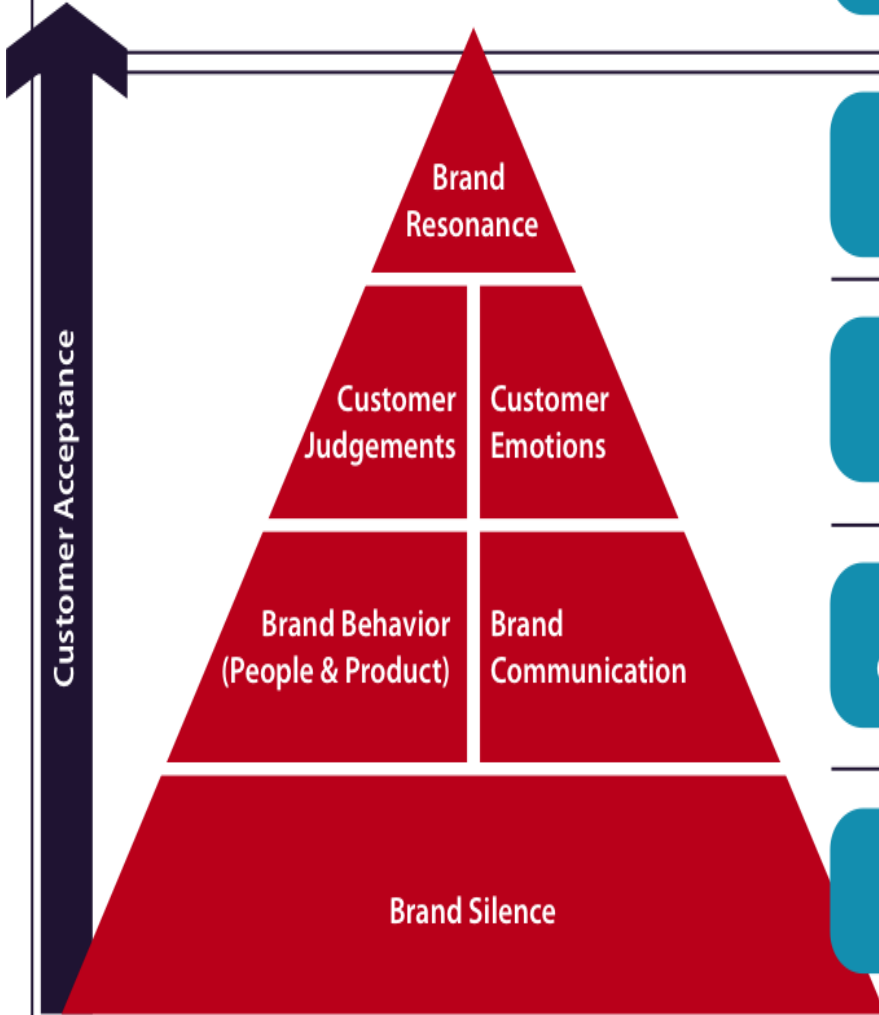
Customer  
Emotions

Brand Behavior  
(People & Product)

Brand  
Communication

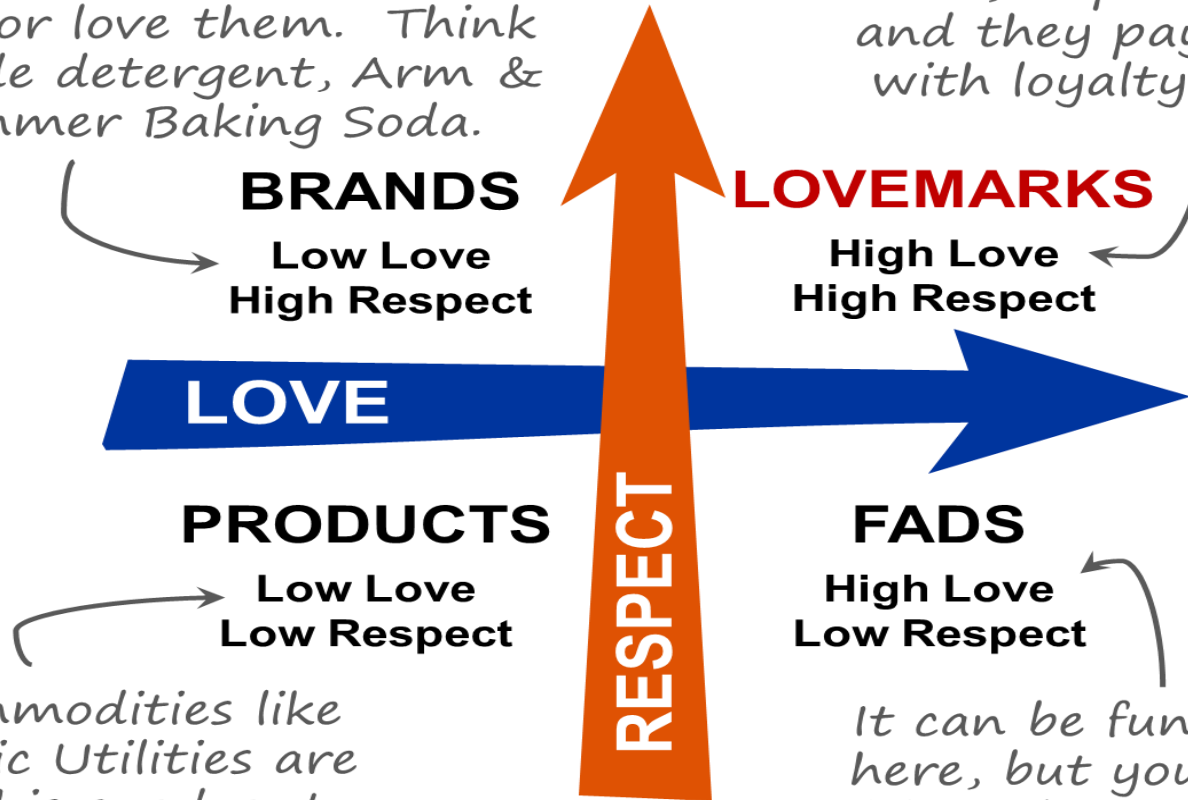
Brand Silence

Customer Acceptance



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.

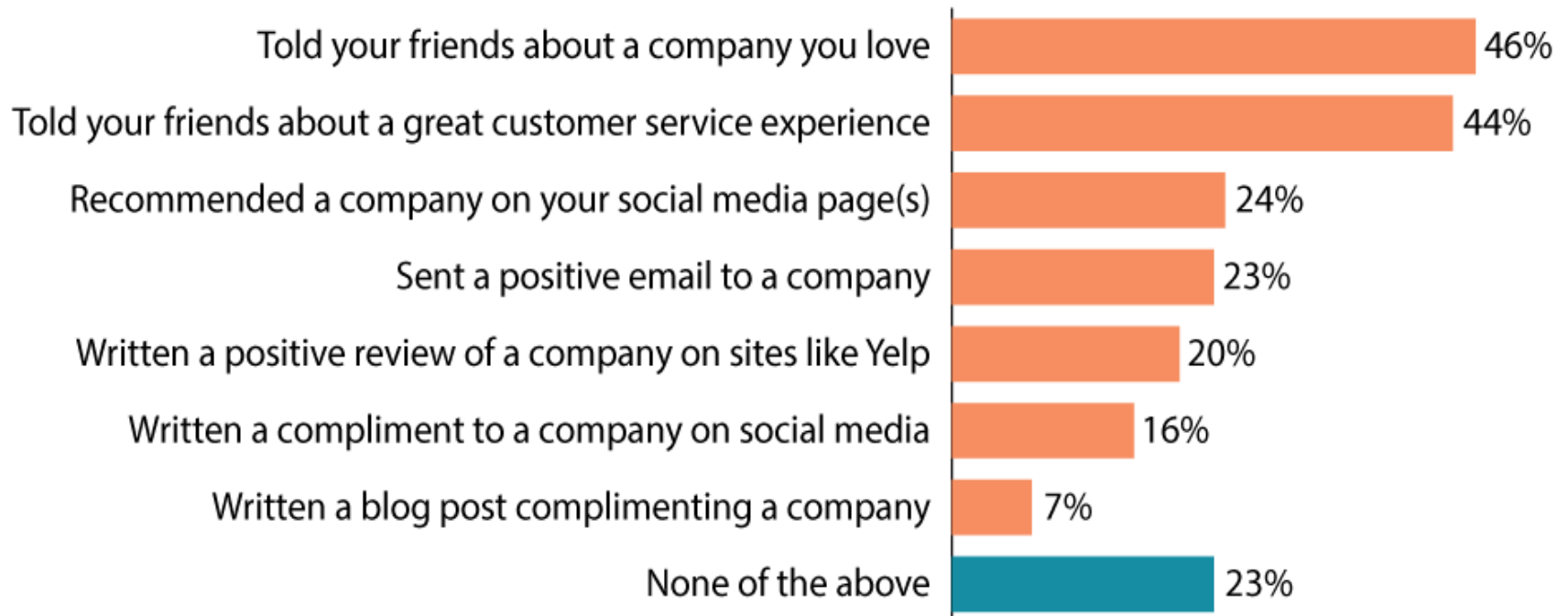


Commodities like Public Utilities are in this quadrant. You do NOT want to be here.

It can be fun to get here, but you won't stick and you won't be remembered next month or next year, like hairstyles & pop stars.

## 77% of consumers have shared positive experiences

In the last year have you done any of the following?  
(Select all that apply)



# What is Customer Journey?

- **Understanding the path**, called the consumer journey or customer journey involves understanding the shopping habits of your online target audience segments, determining how they find your website, understanding the behavior patterns as they shop, and analyzing the checkout and payment process.

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**“Consumer Insights”**

# Stephanie's Customer Journey

## Awareness



1

Sees friend post picture on Facebook of delicious dinner she made



2

Asks friend about the recipe and learns it was made in a pressure cooker

## Research



4

Looks at several pressure cookers in local retail stores



3

Researches pressure cookers online

## Evaluation



5

Narrows down choice to a few brands



6

Signs up for email offers from three different brands

## Purchase



9

Receives order at home and makes dinner with it that night



8

Purchases pressure cooker online with our coupon



7

Receives 20% off coupon from our company

## Retention/Loyalty



10

Posts picture on Facebook of the pressure cooker dinner she made



11

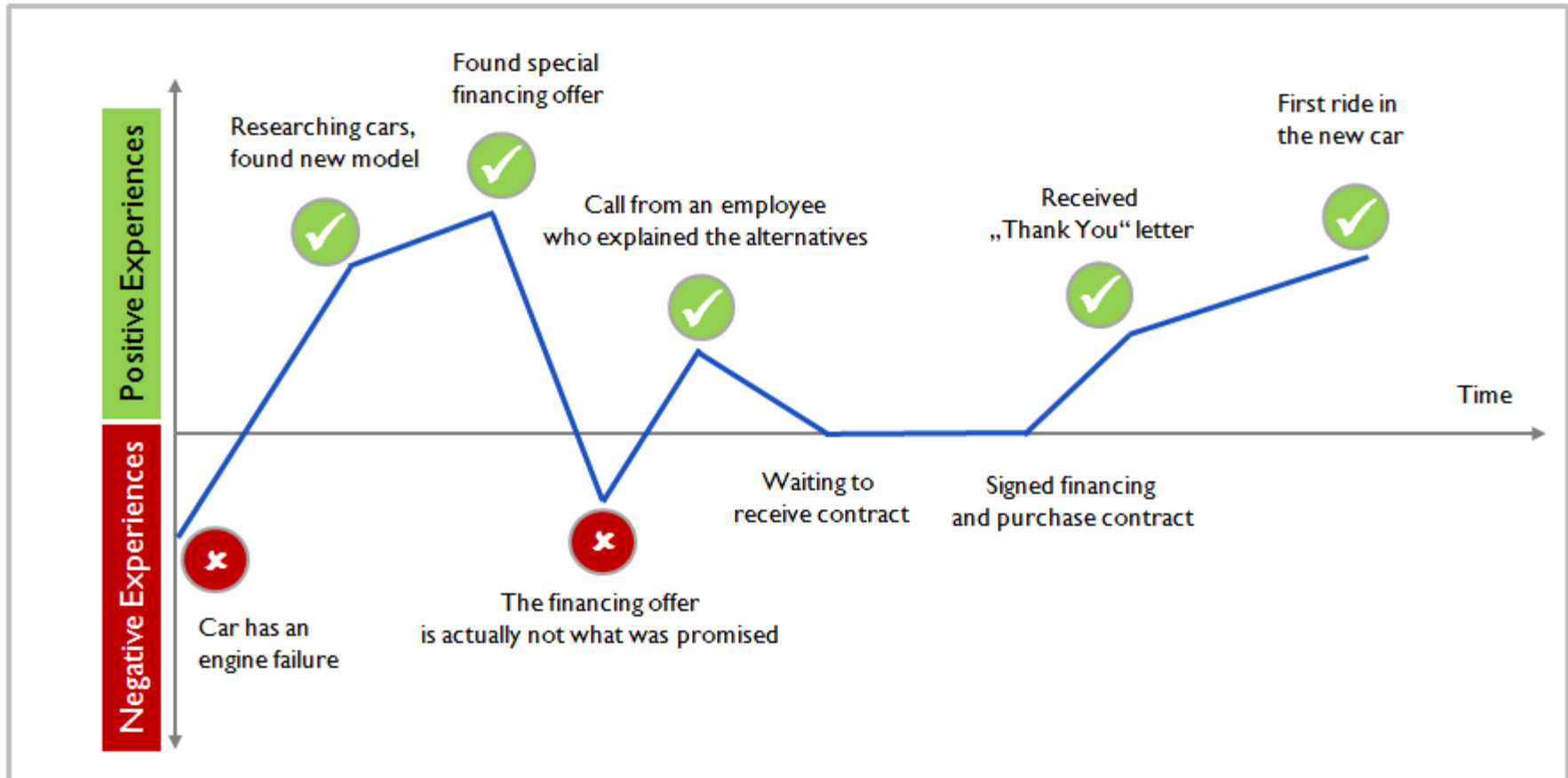
Recommends pressure cooker to her sister and neighbor

12

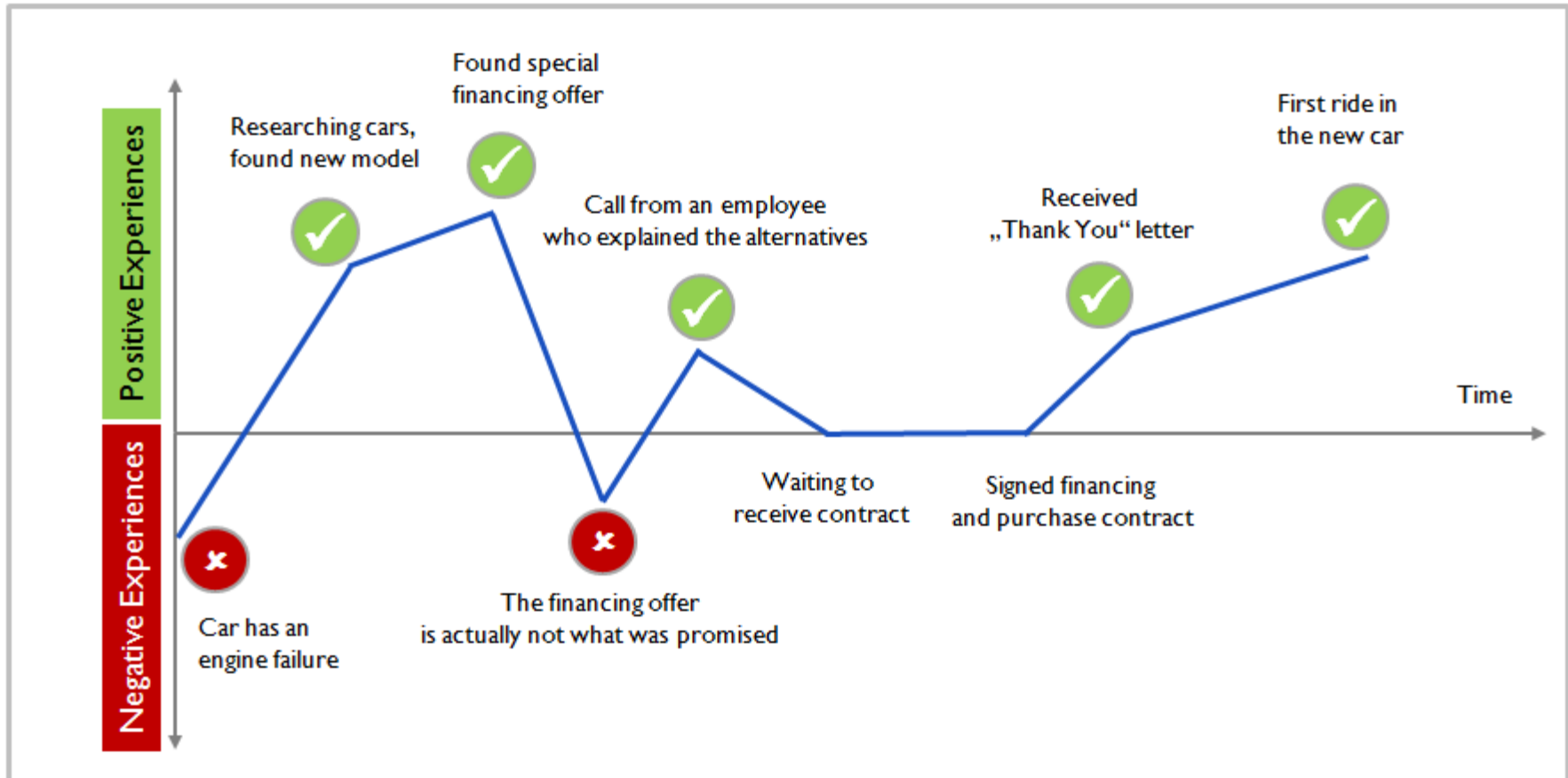
Buys upgraded model when it is released



## Customer Journey Example: Car Purchase











## Customer Journey Example: Car Purchase











“Consumer Pain Points”

# Customer Journey Mapping

Stage	Awareness		Consideration			Decision	Delight	
Touch Point	Facebook Posts	Facebook Page	Website	Email Enquiry	Phone Call	School Tour	Sign up	Referral
Customer process	Browsed Facebook and stumbled upon a post by your child care centre	Browsed through the posts and photo albums on Facebook Page	Searched and arrived at your school website via mobile phone	Signed up email enquiry	Scheduled a phone call to find out more	Asked about school curriculum	Considered the location and price. Decided to enroll after comparing.	Referred a friend after 2 months.
Experience								

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## Measuring Brand Marketing Goals with KPIs

### BRAND MARKETING GOALS



Awareness



Consideration



Action

### KPIs TO MEASURE THAT GOAL

Views

Impressions

Unique users

Awareness lift

Ad recall lift

View-through rate

Watch time

Favorability lift

Consideration lift

Brand interest lift

Clicks

Calls

Signups

Sales

Purchase intent lift

**“Branding Key Performance Indicators”**

**RECAP**

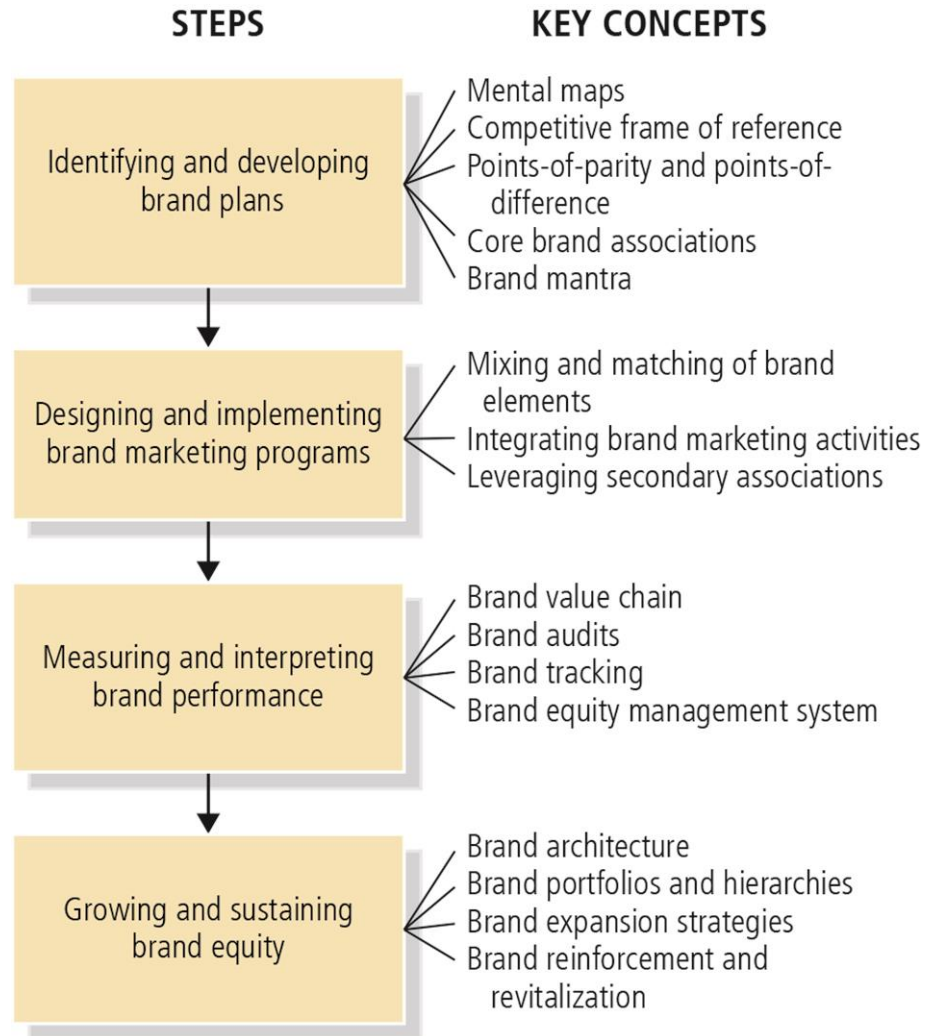
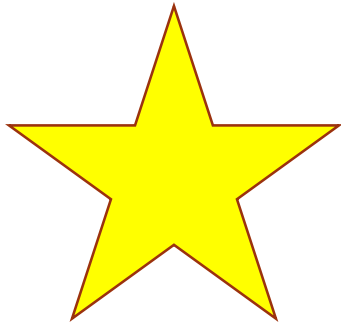
**Part IV: Let's Recap**

# Difference



A **value proposition** refers to the **value** a company promises to deliver to customers should they choose to buy their product. ... A **value proposition** can be presented as a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service

# Figure 1-10: Strategic Brand Management Process

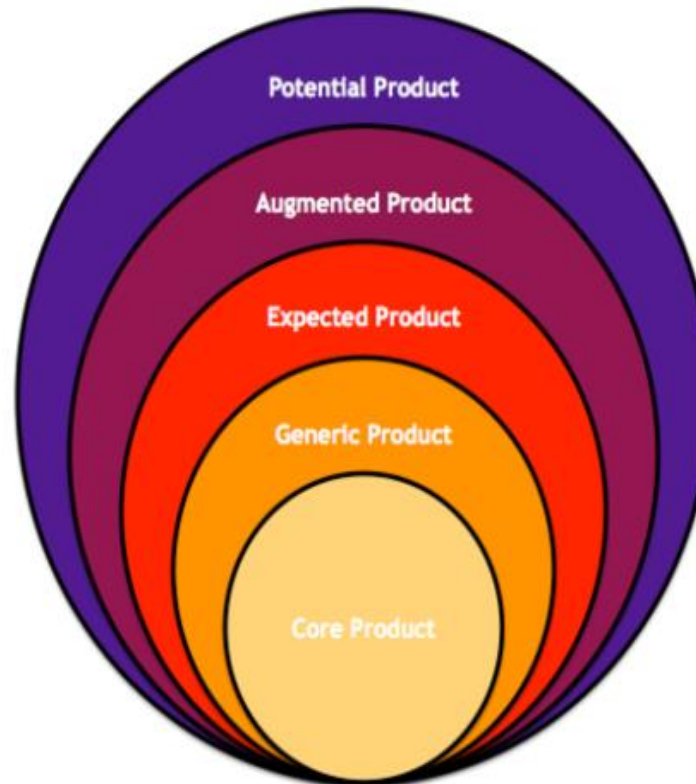




# How can this model help your marketing activities

The Five Product Levels model provides a way to show the different levels of need that customers have for a product. It can be useful in helping organizations understand their customers. From there, they can structure themselves to best serve those needs and wants.

## 5 Product Levels According To Philip Kotler



- **Potential product** provides additional tangible and intangible features.
- **Augmented product** gives more than physical product and sets it apart from competitors.
- **Expected product** offers generic product plus other attributes consumers want.
- **Generic product** provides actual product with tangible qualities.
- **Core product** fulfills basic benefit consumers want.

Article: <https://heidicohen.com/four-ps-of-marketing-mix>



- ◆ Core Benefits - Communication
- ◆ Basic product - Features & design- small size, sliding, flip open, touch etc  
(Generic Product)  
Quality level- Excellent quality  
Brand name- Samsung, Iphone, HTC, etc
- ◆ Expected product- Looks good, light weight, easy to operate, long life battery
- ◆ Augmented product- FM radio, MP3 player, camera, voice recorder. Wi-Fi
- ◆ Potential product - Internet, e-mail, TV channels, GPS



# Kob Khun Krup...Ka

