



BRANDING OVERVIEW

MK 312 Brand Management

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Lesson 1

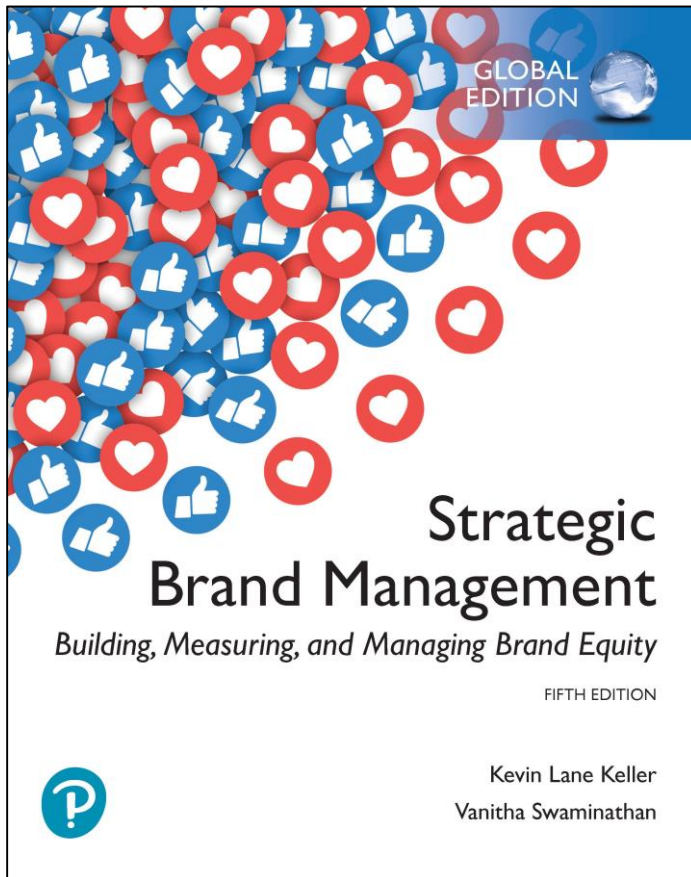
August 17, 2020

Sawasdee Krup...Ka



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

Fifth Edition, Global Edition



Lesson 1

Brands and Brand Management
Overview





Let's Review....

STP Process – Heart of Marketing



Preparing an Integrated Marketing Plan and Program



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

THE MARKETING MIX



Preparing and Integrated Marketing Plan and Program



The Meaning of Brands

➤ 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.

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

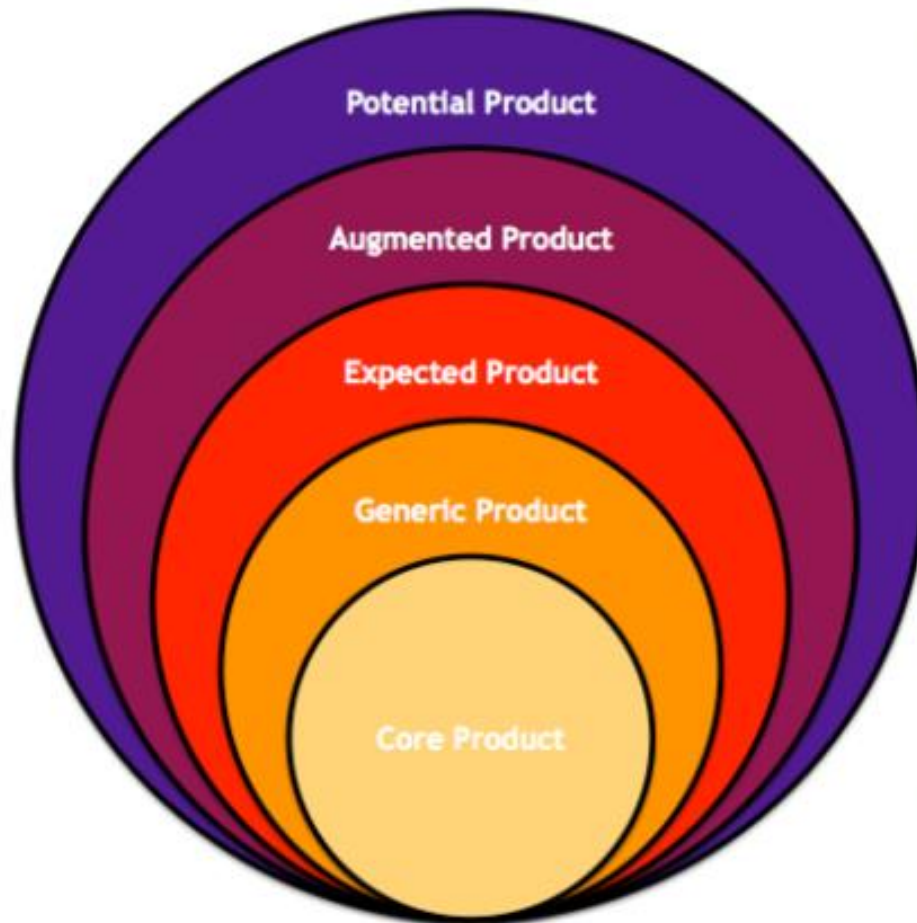


Products could be...

- 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

Brands vs. Products

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://heidicoen.com/four-ps-of-marketing-mix>



- ◆ Core Benefits - Communication
- ◆ Basic product - Features & design- small size, sliding, flip open, touch etc
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

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)	 LG (+0)	intel -	 DELL (+21)
Rank 21-30	SIEMENS (-5)	 -	 PHILIPS (+6)	 mi -	ORACLE® -	 J&J (-12)	SAP (+1)	adidas (-18)	HITACHI -	COSTCO WHOLESALE -
Rank 31-40	 JD.COM -	 VW (+6)	 BOSCH -	AIRBUS -	 salesforce (-2)	JPMORGAN CHASE & CO. (-16)	Uber -	 BAYER (-14)	P&G -	 Shell (-10)
Rank 41-50	 TOYOTA (-4)	 Nestlé -	ABB -	3M (-5)	 Unilever (-13)	 FIAT -	 NOVARTIS -	Coca-Cola -	 VOLVO -	 McDonald's (-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
Services¹

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



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

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?



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-

Brand Value : 39.8 billion

Increase : 5%



09



Top of Mind

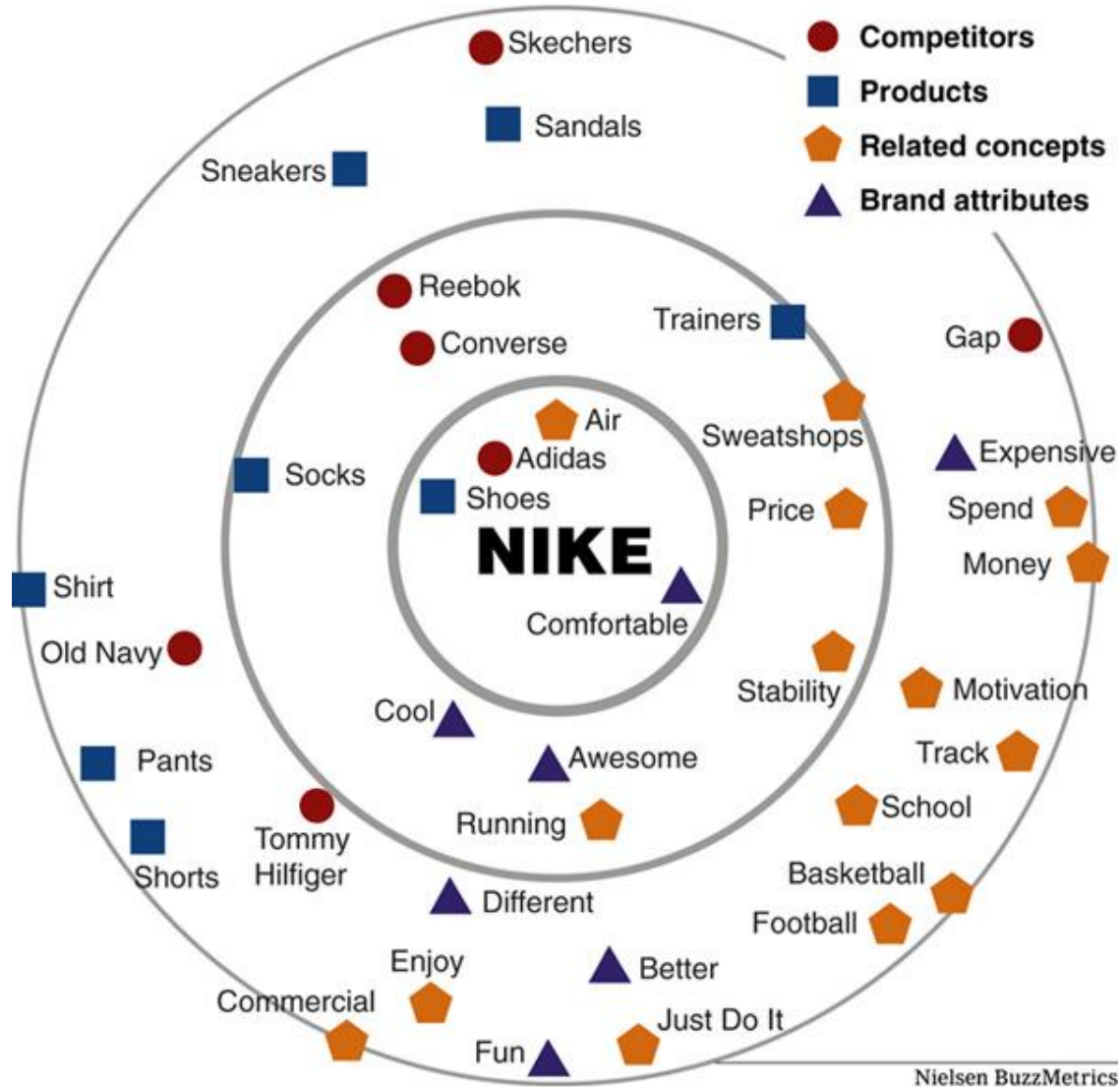


**Fast Food
Shampoo
Deodorant
Soft Drink
Cars**

Brand Associations



Brand Associations

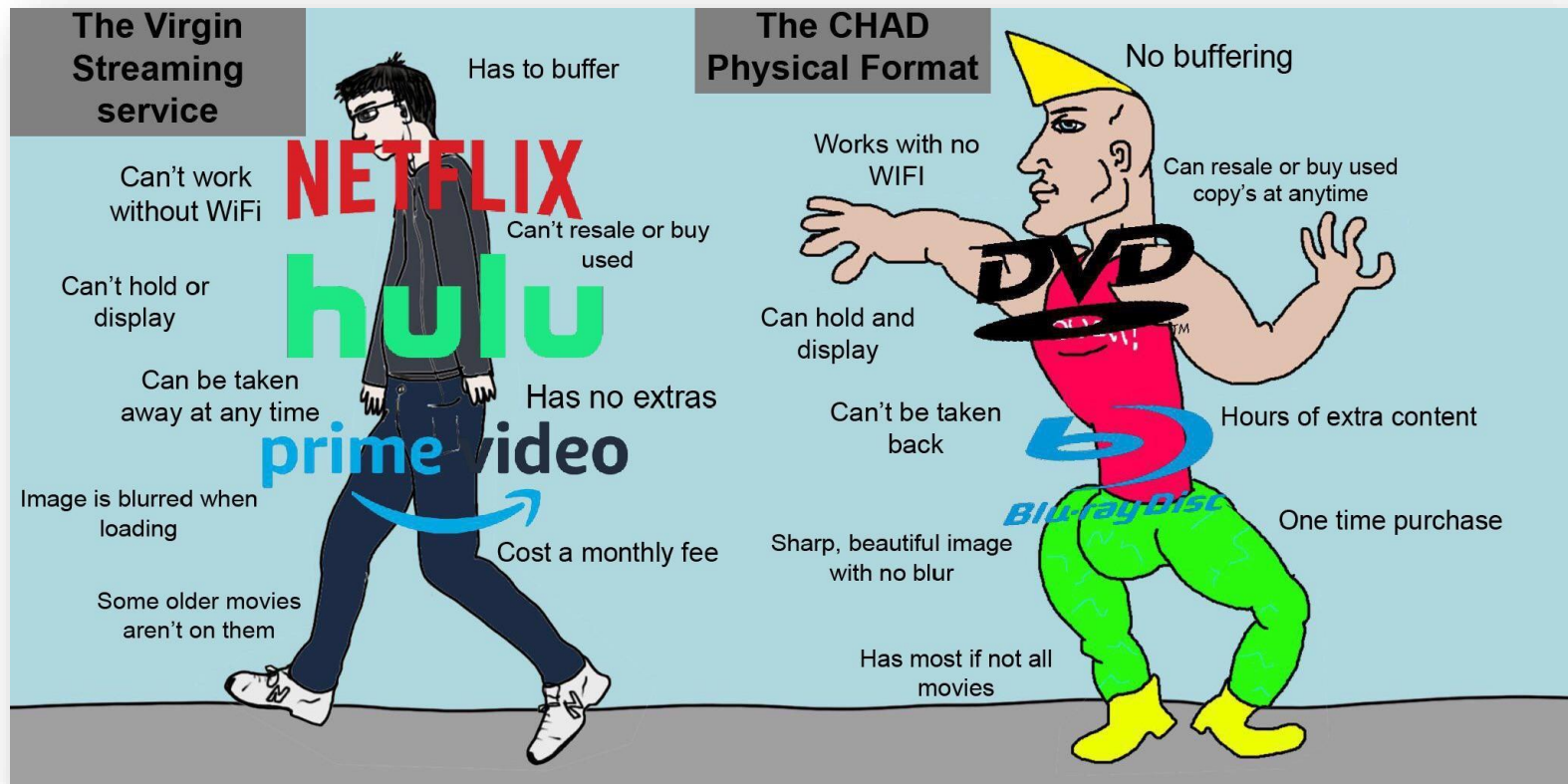


Can everything be branded?

- 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

Jennifer Lopez



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

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



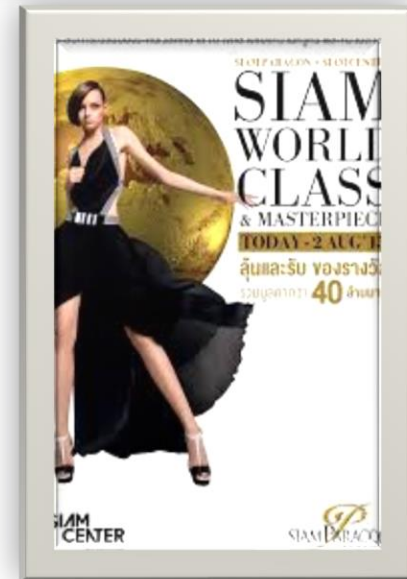
Services

- 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

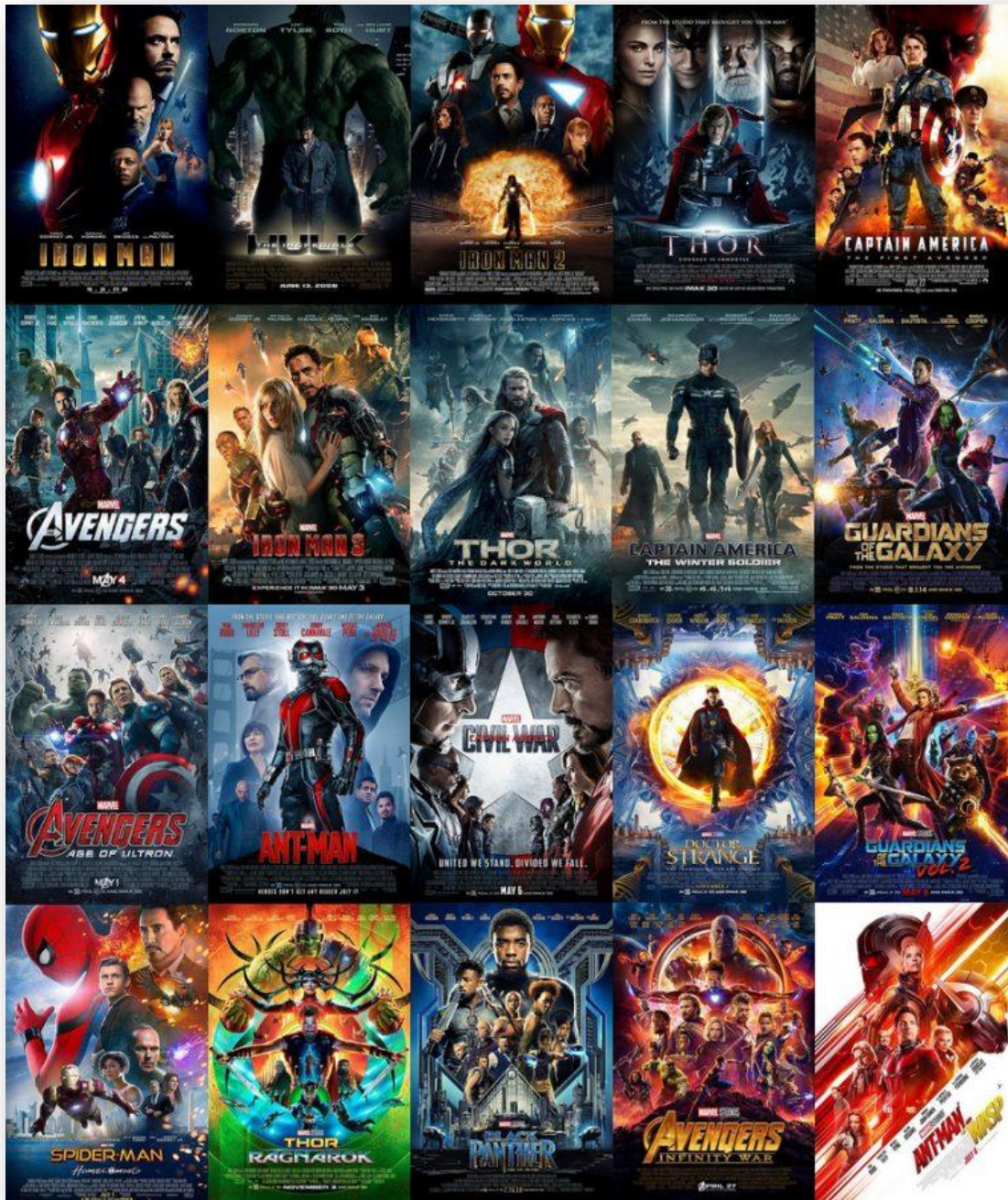
- A product category can be a person or an organization:
 - Naming of this branding is usually straightforward
 - Usually is accompanied by well-defined images that are easily understood by consumers
 - The key to a person or organization as a brand is that people outside your industry know who you are 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, Superior Support

Supports Marine Parks & The Conservation Trust

Snorkel with Sea Turtles

Experiences with the Warmest Light of Ireland's West



Where NEXT?

THIS IS YOUR PERFECT DAY
With 1000's of itineraries to suit every taste, our award-winning service 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 & Gratuities

Freedom All Inclusive

At 100's of ports, you'll see it all in one cruise.

Match Ward

Team in the same with



Where NEXT?

COACH



Where NEXT?

With

Royal Caribbean
COSTA CRUISES

1-800-854-8544



Where NEXT?

CAJETON
ecollette
cosmos



Where NEXT?

COACH
GOLDMEDAL
ARRIVE

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



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**

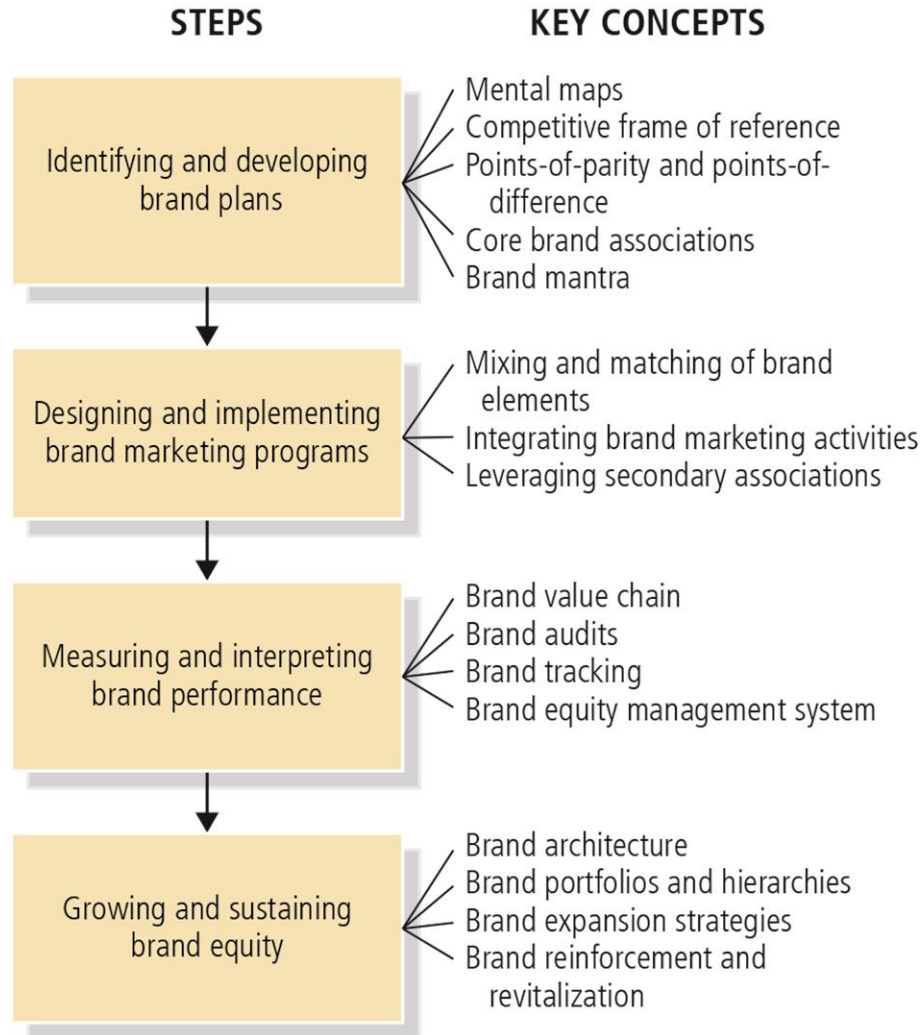
The Brand Equity Concept

- 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

The Brand Essence

Four Steps of Brand Building

Holistic Approach to Brand Activation

Brand Activation

Activating your brand for the strongest results requires **consistency with brand strategy and finding the correct communication and marketing mix to carry that message**. This holistic approach is what Brand Activation uses to get extraordinary results by implementing game changing programs.

A holistic approach...



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.



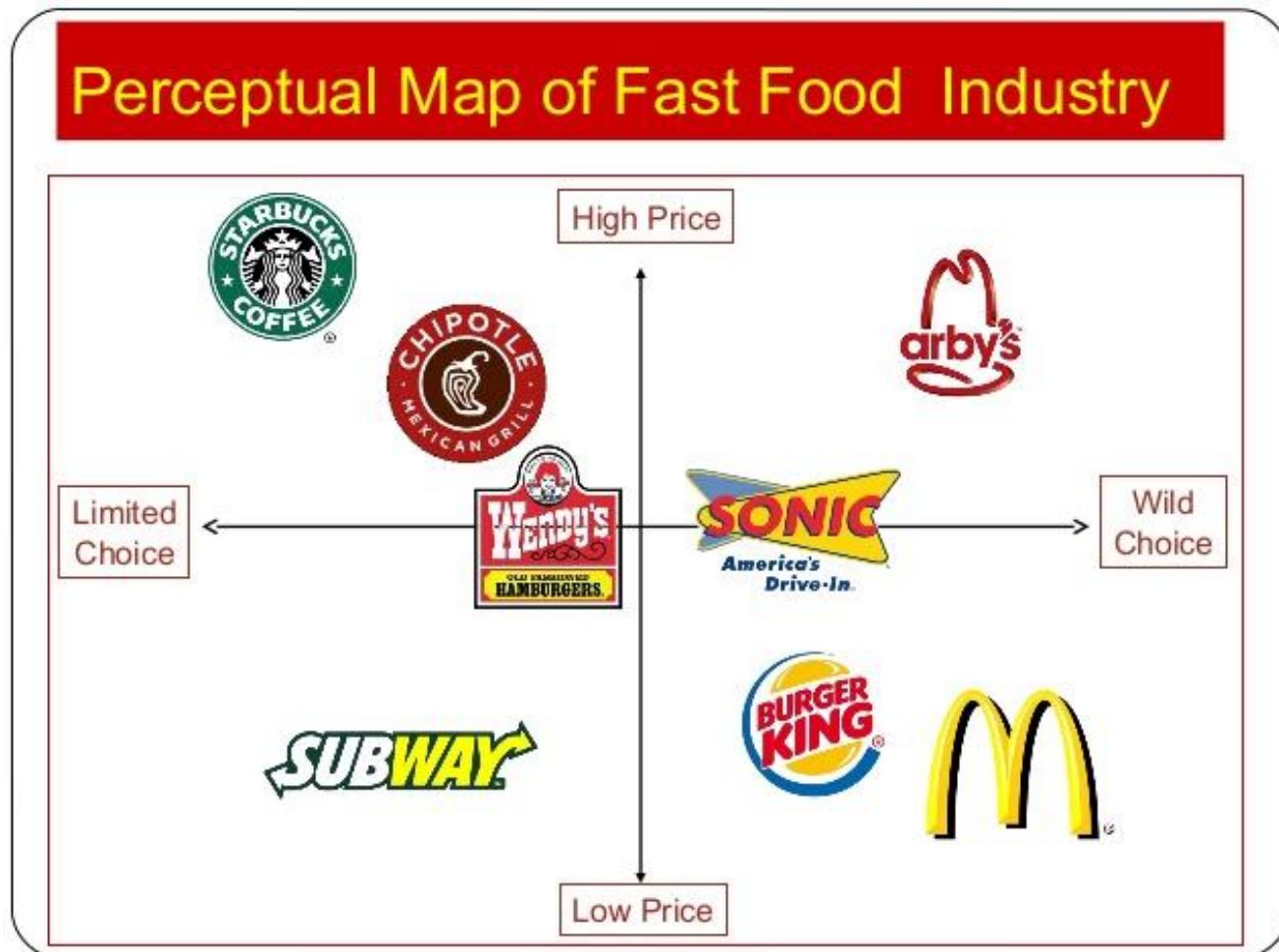
Step 2: Brand Positioning

- 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 image shows the homepage of the McDonald's website in Thailand. 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 language selector showing Thai and English flags. The main banner features a large image of a plate of fried chicken with a Thai text overlay "ต้อนรับ" (Welcome) and "Quick Menu" above it. The text reads: "Welcome to McDonald's like you've never seen it before" followed by Thai text: "นี่คือเมนูใหม่ที่เราภูมิใจนำเสนอให้คุณ ด้วยรสชาติที่แตกต่างและอร่อยกว่าเดิม". Below this are social media icons for Facebook and Twitter. To the right of the banner is a photo of two women at a counter with a navigation bar (1-5) below it. Further right is a "McDelivery" section with the number "1711" and "บริการส่ง 24 ชม." (24-hour service). Below that is a "McCafe" section with a coffee cup and the text "Visit our new store at CENTRAL PATTAYA FESTIVAL". The footer contains an "e-newsletter registration" form, a "What's Up?" section with three bullet points, a "Sunny" section with a 30% discount, a "McCrush" section with a soft drink, and a large "open 24 hours" banner with a Wi-Fi logo. The bottom right corner includes Thai text: "พบกับบริการ: ทั่วประเทศจัดส่งฟรี, บริการจัดส่งอาหาร, บริการส่งฟรี, บริการส่งฟรี" and "© 2011 McThailand Company Limited | Terms & Conditions | Privacy Policy | SEO By Goalworks".

McDonald's Menu in Vietnam



The advertisement features a golden arches logo with the slogan "i'm lovin' it" in the top left corner. The central focus is the word "McDONALD'S CƠM" in a large, stylized font, with a "NEW" tag below it. The background is a soft-focus image of a rice field under a bright sky. Five different rice bowl options are displayed on white plates, each with a price tag and a small icon representing the main protein. The items are arranged in a circular pattern around the center.

McDONALD'S CƠM
NEW

- 49.000^d**
cơm Thịt heo nướng & trứng ốp-la
Icon: Egg
- 75.000^d**
cơm Phi-lê gà cay McSpicy™
Icon: Chili pepper
- 75.000^d**
cơm Big Breakfast
đi kèm bánh Hash Brown.
Icon: Big Breakfast logo
- 35.000^d**
cơm Gà chiên
Icon: Chicken
- 35.000^d**
cơm Thịt heo nướng
Icon: Pork chop

McDonald's adding more Variety



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 Name Guidelines



Ease - Easy to say and spell

Sound - Is pleasing when heard or spoken

Distinctiveness - Is unique versus competitors in the market

Positioning - Reflects the positioning or overall brand strategy

Energy - Feels alive, dynamic

Warmth - Feels human, isn't cold or sterile

Depth - Has multiple layers of meaning

**Be evocative,
not descriptive**

Consider context

**How to create
a brand name**

Make sure it works

Keep it simple







Brand Names gone xxxx



Example: McDonald's

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





Famous Slogans



Functions of Packaging

TO PRESERVE



- Foods are packaged to prevent them from going rotten.
- It also keeps them hygienic and allows them to be bought conveniently.

TO PROTECT



- The packaging protects the contents, allowing the contents to arrive at the shop or at home undamaged.

TO INFORM



- Labels provide information about the product to the customer or shop.
- They can be used as a marketing tool.
- They can make claims to a customer.
- They can carry information for shops in barcodes.

TO TRANSPORT



- Items are packed into boxes or trays called 'Outers' so that they can be moved, and stacked easily.
- Packaging usually tessellates to allow more to be transported in a smaller lorry, reducing costs.

Evaluating Packaging



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

Creative Packaging



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

Brand Elements Choice Criteria: General Considerations

- **Memorable**
 - Easily Recognized
 - Easily Recalled
- **Meaningful**
 - Descriptive
 - Persuasive
- **Likable**
 - Fun & Interesting
 - Aesthetics
 - Rich Visual & Verbal Imagery
- **Transferrable**
 - Within & Across Product Categories
 - Across Geographical Boundaries & Cultures
- **Adaptable**
 - Flexible & Updateable
- **Protectable**
 - Legally
 - Competitively

Brand Personality

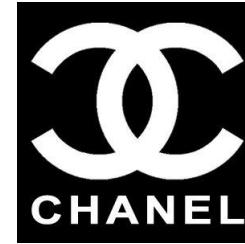
- *Brand Personality: is the **set of human characteristics that become associated to the brand....***



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

Step 4: Customer Loyalty – Brand Activation



EverydayOnSales.com

THE CIRCUS IS IN TOWN!
COLLECT THEM ALL

OFFICIAL **Scout24** PRODUCT

1 MAY 8 MAY 15 MAY

CLOWN MAGICIAN CHIMP TRAPEZE DARE DEVIL ANIMAL TAMER

McDonald's **RM 10⁹⁵ each** with any purchase

McDonald's **McLife**

McLife McLife of Life is not available at Desert Center, Desert Kiosk and McLife!
*Price & Weight: McLife and regular product are subject to approval by the Government of Karnataka. *Features are available while stocks last and McDonald's reserves the right to replace items without prior notice. *McLife is the property of Life Studios per McDonald's license. *Promotion shown is for Karnataka purposes only. All promotional details are subject to change without prior notice. *Other terms and conditions apply.



NEW PEPPERY SENSATION!

McValue LUNCH & DINNER ONLY **RM 5⁹⁵ each**

EVERYDAY | 12NOON - 3PM - 6PM - 9PM

NEW **McChicko** **RM 5⁹⁵ each**

NEW **Beef & Egg** **RM 5⁹⁵ each**

NEW **Beef McPepper** **RM 5⁹⁵ each**

McDonald's **NEW** Beef McPepper™. A juicy 100% beef patty dipped in spicy black pepper sauce and topped with freshly sliced onions. And the best part is... it's available at the same price as the McChicken™ and the Beef & Egg burger at only **RM 5.95**, complete with French Fries and a Coca-Cola Soft Drink. Offer now valid for only **RM 5.95**, only at McDonald's.

SMILE CARD

McDonald's **I'm lovin' it**



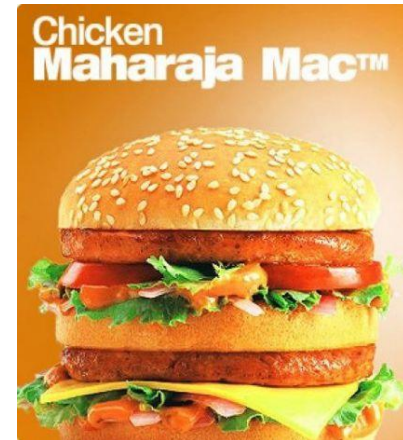
VISIT 1	FREE McFloat (Coke)	VISIT 3	VISIT 4	FREE McAloo Tikki™
VISIT 2	VISIT 5	VISIT 6	VISIT 7	FREE Fries (Reg.)
VISIT 8	VISIT 9	VISIT 10	VISIT 11	FREE

SMILE CARD

TERMS & CONDITIONS: This Loyalty card will be issued to you on purchase of any food item. Offer available on the Loyalty card can be redeemed till 28th February, 2015. Redeemed only for purchases made in any McDonald's store and not on delivery orders. Offer can be availed on purchase of any food item of more than ₹15 and is valid only in West and South of India. Card cannot be exchanged for cash and is not for sale. Photocopies or duplicates of this voucher or term voucher shall not be accepted or shall not be treated as valid. For more details, visit our website www.mcdonaldsindia.com

Vegetarian McDonald's Opening in India

video from SourceFed (Opened 2 restaurants in 2013)



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**.





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

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.

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

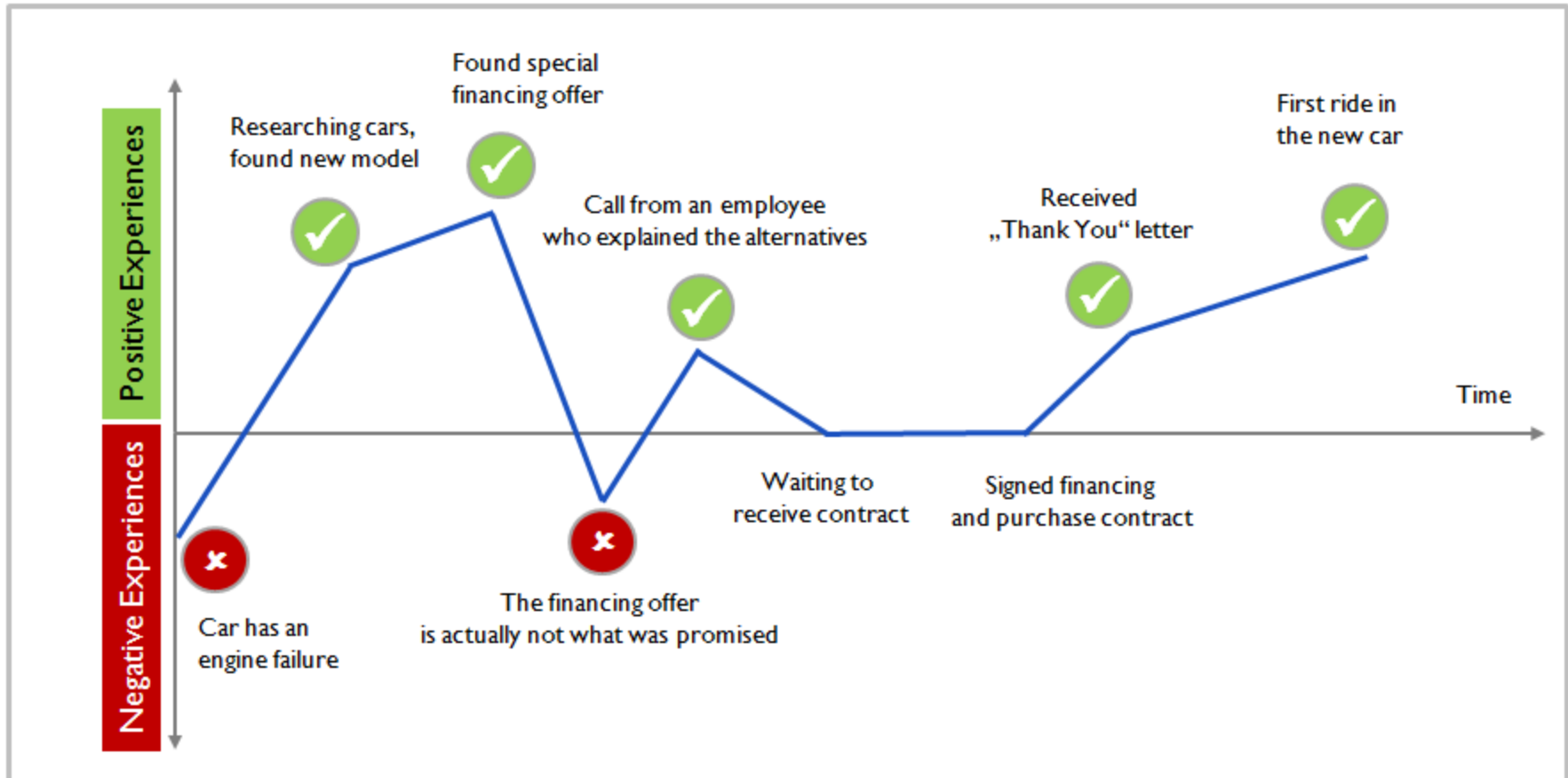
12

Buys upgraded model when it is released





Customer Journey Example: Car Purchase



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



Kob Khun Krup...Ka

