

**ADVERTISING  
&  
BRAND MANAGEMENT**



THESE ARE NOT BRANDS!

What isn't a brand?

# Brand ≠ Trademark

- Trademarks are:
  - Logos
  - Symbols
  - Emblems
  - Monograms
  - Other graphic devices

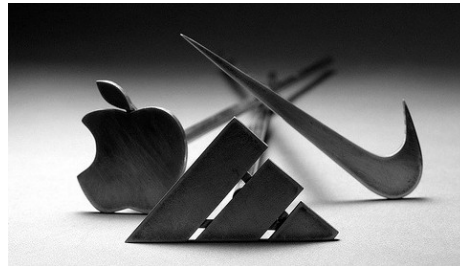
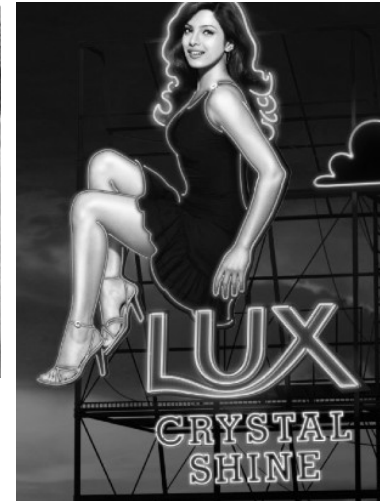
So, a brand is NOT  
logo/emblem/symbol/monogram..



# Brand ≠ Corporate identity

- Corporate Identity Elements

- Advertisements
- Stationery
- Vehicle signs
- Signage



So, a brand is NOT  
a sum of its advertising or printed communication

# Brand ≠ Product

- Product
  - Service offering
  - Manufactured goods
  - Assembled goods

So, a brand is NOT  
a physical product or an intangible service offering



What then is a brand???

The American Marketing Association defines a **brand** as “the 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 competitors” ...

... the differences may be functional, rational or tangible - related to product performance of the brand

**Case studies illustrate ideas best**

# Building a brand called...

# Google

QuickTime™ and a  
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are needed to see this picture.

- Started in 1998 by 2 PHD students
- *Trivia:* Google is a play on googol
- A fully automated search technique using link analyses to return relevant content in response to a search. (Other search engines base their searches on text within the web page or use manpower to compile a directory)
- *Business plan:* Dedicated to the function of online search only
- *Key marketing factor:* Fast, reliable service
- *Revenue model:* paid listings, technology licensing
- *User Experience:* 'If its on the web and I need to find it, Google will help me find it'
- *Ultimate sign of brand success:* Used as a verb in common language!

# ‘Don’t be evil’









- Large corporations often maximize short-term profits with actions that destroy long-term brand image & competitive position
- Don't Be Evil culture: Google establishes a baseline for decision making that can enhance the trust and image of the corporation that outweighs short-term gains from violating the Don't Be Evil principles
- The company holds themselves to journalism ethics & standards even when they could earn more money in the short term by violating those standards

# The Result


- 10th on Interbrand global brand survey (2008)
- 43% jump from 2007!
- Though offers more now, core remains revenue through targeted advertising

## More Google products




### Search

-  [Alerts](#)  
Receive news and search results via email
-  [Blog Search](#)  
Find blogs on your favorite topics
-  [Google Chrome](#) <sup>New!</sup>  
A browser built for speed, stability and security
-  [Directory](#)  
Browse the web by topic
-  [Images](#)  
Search for images on the web
-  [News](#) - now with [archive search](#)  
Search thousands of news stories
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Search scholarly papers
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### Explore and innovate

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Download APIs and open source code

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Create and share your online documents, presentations, and spreadsheets
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View web pages in other languages

### Go mobile

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Use Google on your mobile phone

# The need for Strategic Brand Management

- The market is evolving to suit individual consumer preferences, so companies and their brands must evolve to keep pace
- Good marketers should be able to create, maintain, enhance and protect brands
- Strategic brand management involves the *design and implementation of marketing activities and programs to build, measure & manage brands in order to maximize their value*

# How did brands come about?

- Branding of cattle
- Medieval European trade guilds required craftsmen to put trademarks on their products
- Artists signing their work

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# The Role of Brands

- Make manufacturers/ service providers more responsible
- Customers can find the brand that fits their lifestyle closest
- Separates the good from the bad
- Copyright protection & trademark registrations possible because of brands
- IP rights help firms invest in their brand & reap benefits of a valuable asset

# 10 top attributes strong brands share

1. Bang on benefit delivery to the customer
2. Staying relevant
3. Pricing based on evolving consumer perception of values
4. Proper positioning of the brand
5. Consistent branding
6. Brand portfolio and hierarchy follows a pattern
7. Makes use of & coordinates a full repertoire of marketing activities to build equity
8. Brand managers understand exactly what the brand means to people who buy it
9. Brand has proper, sustained support
10. The company monitors brand equity constantly

Endowing products/  
services with the power  
of brands: **BRANDING**

“If this business were split up, I would give you the land & bricks & mortar, and keep the brands & trademarks. I would fare better, than you”

- John Stuart, Chairman, Quaker Oats, 1900

To brand a product, it is necessary to teach consumers “who” the product is (by giving it a name & using other brand elements to help identify it) as well as “what” the product does & “why” consumers should care

# In effect, be able to answer the questions

- Who are you?
- What do you do?
- Why should I care?

# The key to branding

- Consumers must be convinced that there are meaningful differences among brands in the product/ service category
- Consumers should know that all brands in the category are NOT the same (Vodafone, Airtel, Idea)
- Brand differences are created by continued innovation (Gillette, Sony, 3M) or by competitive advantages created through non-product related means (Coca Cola, Calvin Klein, Gucci, Tommy Hilfiger, Marlboro)

# Brand worthy entities

- **Goods** (Luxor pens, Nokia phones)
- **Services** (Kingfisher Airlines, Blue Cross)
- **Events** (IPL, Roland Garros)
- **Experiences** (Disney Land, Ripley's Odditorium)
- **Persons** (Aishwarya Rai, Salman Rushdie)
- **Places** (India, Dubai)
- **Properties** (Bagmane Tech Park, SEZs)
- **Organizations** (The Rolling Stones, WHO)
- **Information** (Google, Encyclopedia Britannica )
- **Ideas** (Pro-choice, pink chaddi)

# Defining Brand Equity

- The added value endowed to a product or service: brand equity
- Brand equity reflected in the way consumers think, feel, act with respect to the brand, as well as the price, market share & profitability that the brand commands for the firm
- BE is an important intangible asset that has psychological & financial value to the firm

# What does strong brand equity translate to?

- Category/ market leadership
- Better sales
- Creates greater value for stake holders
- Better earnings & profit margins for company
- Demands a premium during sale of brand

# Customer based brand equity model

Customer based brand equity is the differential effect that brand knowledge has on consumer response to the marketing of the brand

- BE arises out of differences in consumer response
  - If no differences occur, the brand name product can be classified a generic version or commodity
  - Competition then would be based on price
- Differences in response are a result of consumers' knowledge about the brand
  - Brand knowledge consists all the thoughts, feelings, images, experiences, beliefs that become associated with the brand
  - Brands aim to create strong, unique and favorable brand associations with customers (Volvo - safety), Harley Davidson (adventure), Hallmark (caring), Coca cola (thirst quencher)
- The differential response by consumers is reflected in perceptions, preferences & behavior related aspects of marketing the brand

# Marketing advantage of strong brands

- Improved perception 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 & support
- Increased marketing communications effectiveness
- Possible licensing opportunities
- Additional brand extension opportunities

# Brand equity as a bridge

- All marketing dollars spent on products and services each year to be viewed as *investments in consumer brand knowledge*
- The *quality* of investment is critical *not quantity*
- It is actually possible to waste 'overspend' on brand building
- On the other hand, brand knowledge created by investments in marketing can help pave future direction for the brand (Fruit of the Loom laundry detergent)
- A brand in essence is a marketer's promise to deliver predictable product/service performance
- A brand promise therefore, *is a marketer's vision of what the brand must be and do for consumers*
- Understanding consumer brand knowledge is of paramount importance as it is the foundation of brand equity

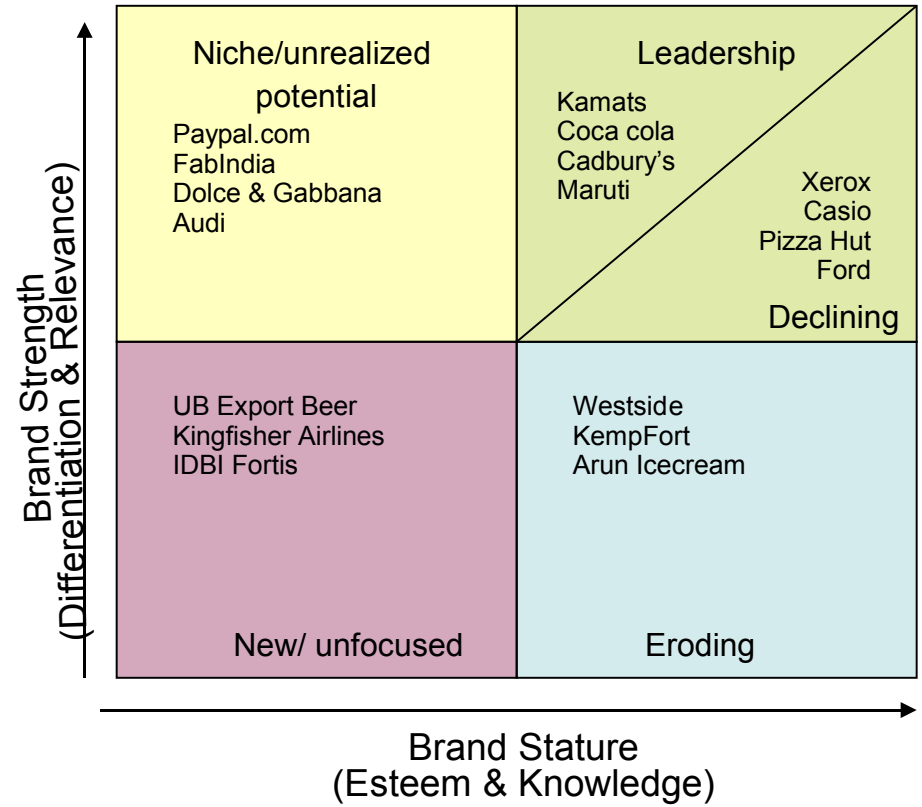
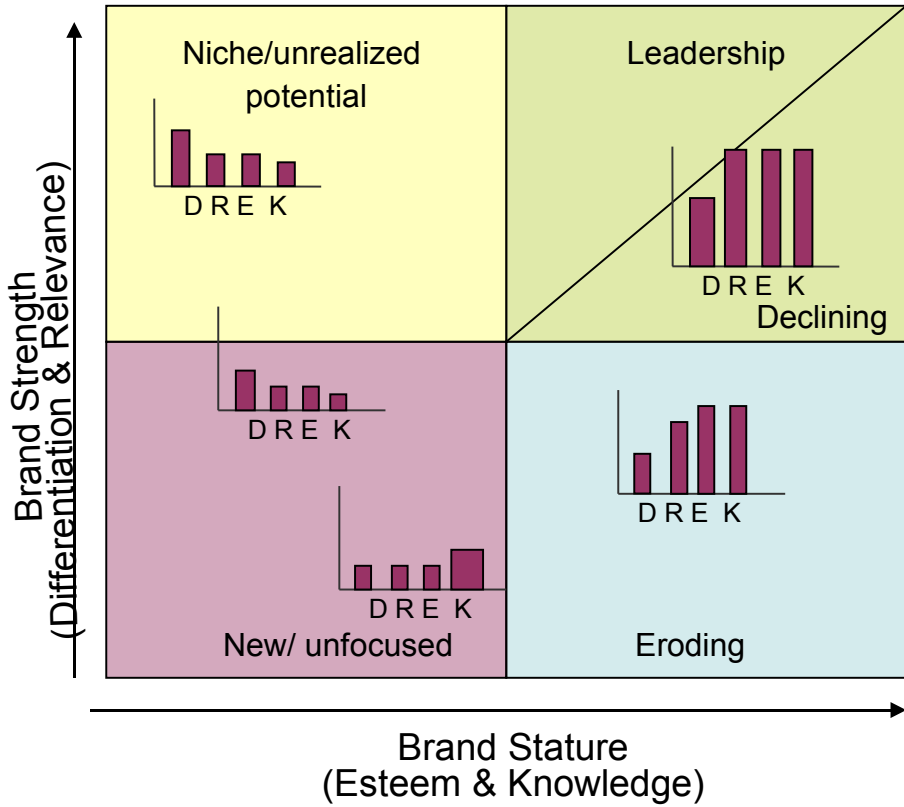
# Brand Equity Models

- Y&R's Brand Asset Valuator
- Aaker Model
- 'Brandz' Model
- Brand Resonance Model

# 1. Brand Asset Valuator

- Young & Rubicam's trademarked BAV
- Over 200,000 customers in 40 countries took part in research that went on to become BAV
- The 4 key pillars of BAV:
  - **Brand Strength: 'future value'**
    - a) Differentiation: Measures the degree to which brand is seen as different from others
    - b) Relevance: Measures the breadth of brand's appeal
  - **Brand Stature: 'report card'**
    - c) Esteem: Measures how well the brand is regarded & respected
    - d) Knowledge: Measures how familiar & intimate consumers are with the brand

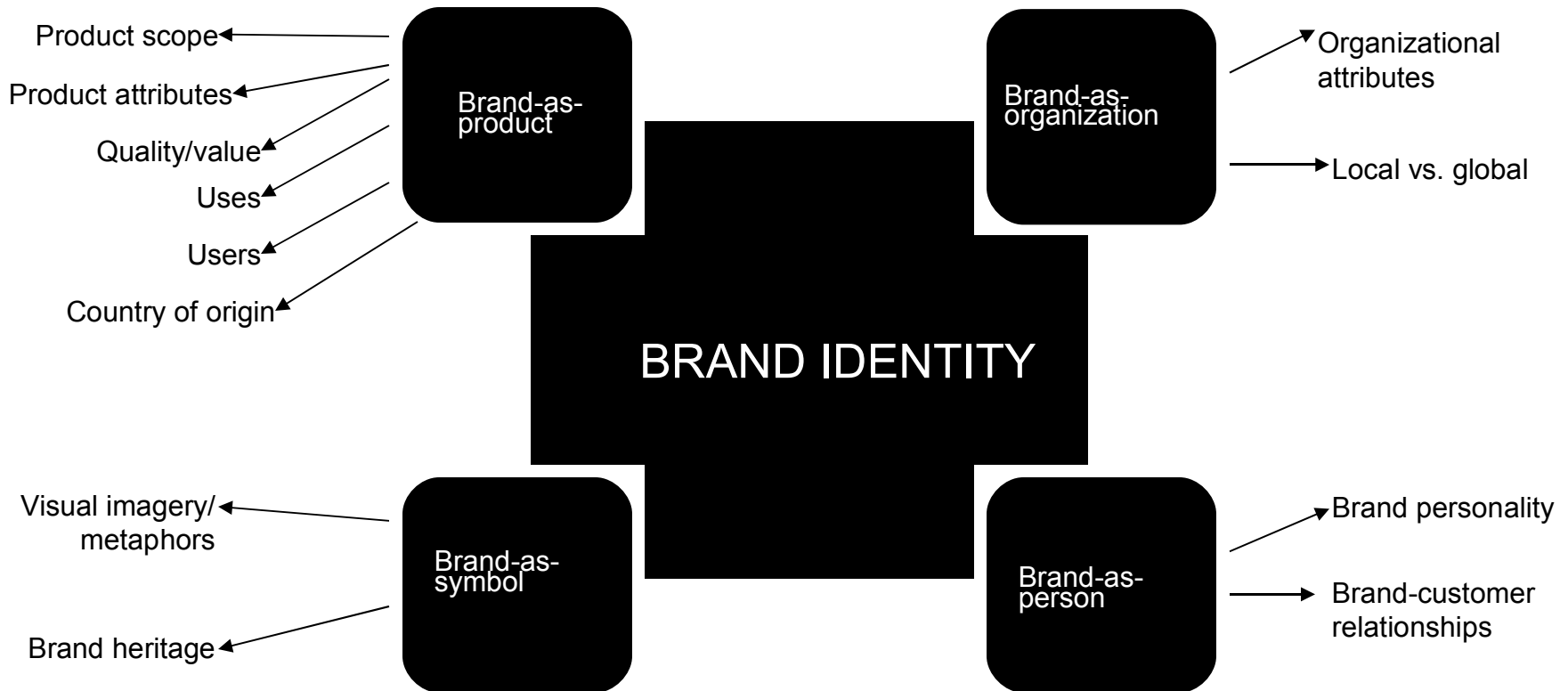
# The BAV power grid



# 2. Aaker's Model

- According to David Aaker, brand equity is a set of 5 categories of brand assets & liabilities that add/ subtract value provided by the product/service to a firm &/or to a firm's customers
  - Brand Loyalty
  - Brand Awareness
  - Perceived Quality
  - Brand Associations
  - Other proprietary assets such as patents, trademarks & channel relationships
- A particularly important concept in understanding BE is Brand Identity
- Brand Identity: The unique set of brand associations that represent what the brand stands for & promises to customers

# 12 dimensions of Brand Identity according to Aaker

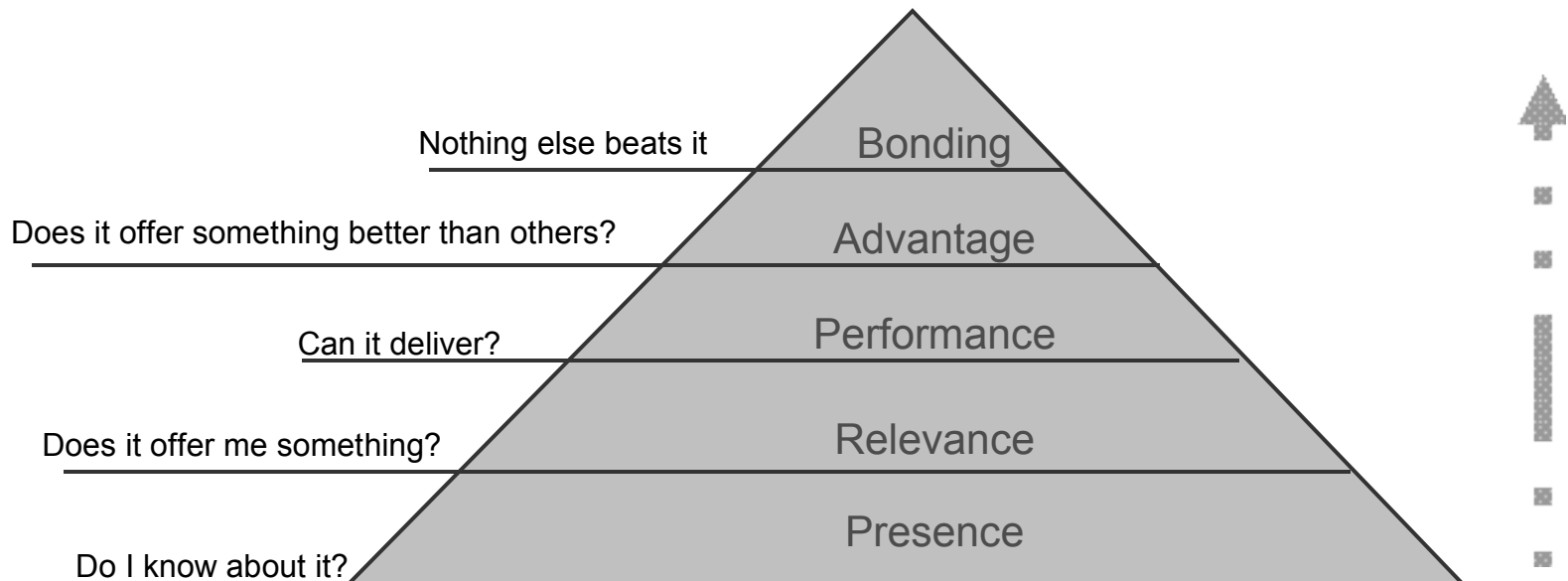


# Also to note

- Core Identity: the central, timeless essence of a brand - most likely to remain constant as the brand travels to new markets & products
- Extended Identity: includes various brand identity elements, organized into cohesive & meaningful groups
- For eg:
  - Core Identity of Apple Computers: to create great things that change people's lives
  - Extended Identity of Apple Computers: Presenting a mobile phone on the macintosh platform

# 3. Brandz

- Millward Brown & WPP developed model of brand strength at the heart of which is the BrandDynamics pyramid
- According to model, brand building involves a sequential series of steps, where each step is contingent upon successfully accomplishing the previous step



# 4. Brand Resonance

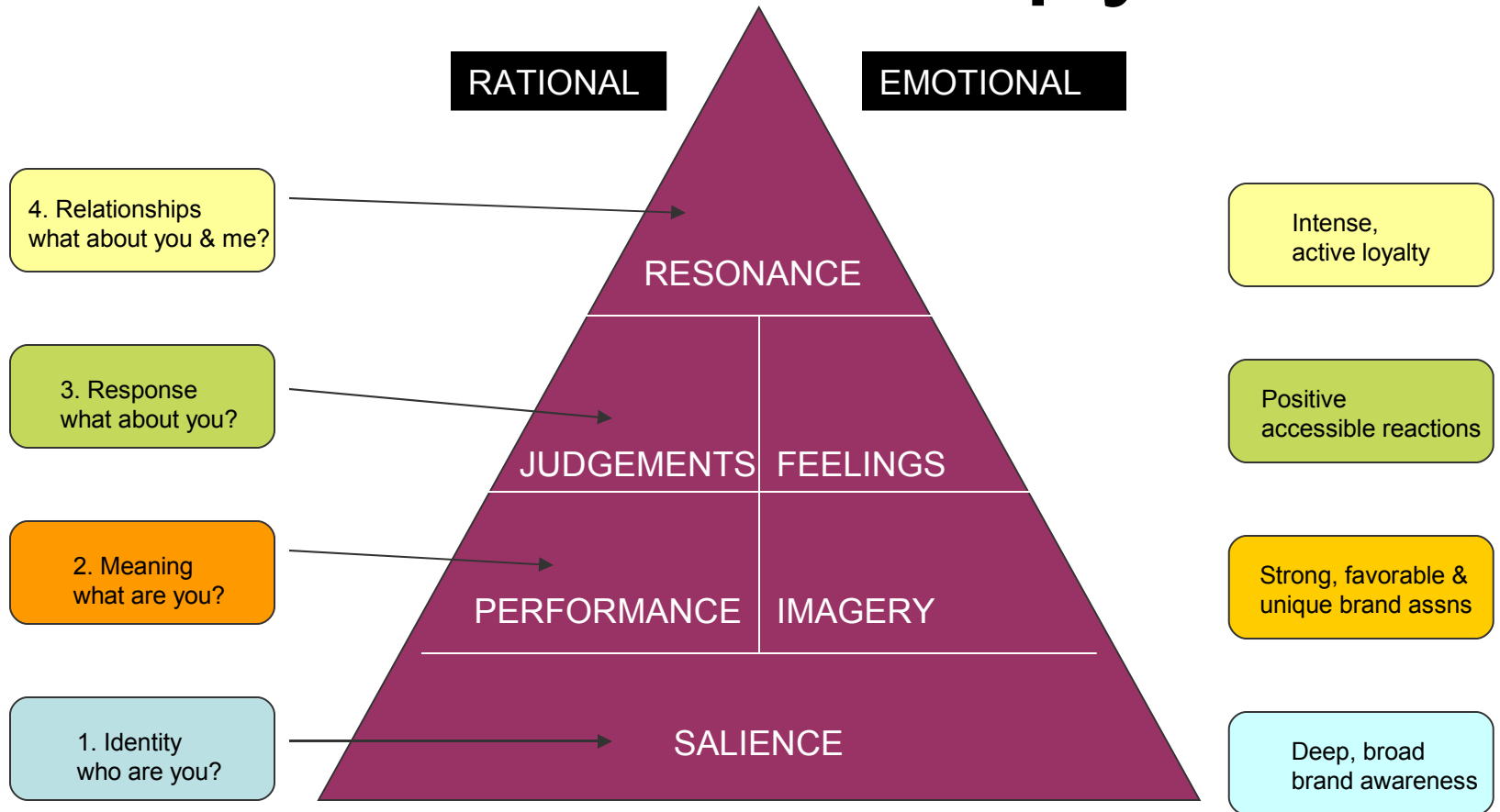
- a. Ensuring identification of the brand with customers & an association of the brand in customer's minds with a specific product class or customer need
- b. Firmly establishing the totality of brand meaning in the minds of customers by strategically linking a host of tangible & intangible brand associations
- c. Eliciting proper customer responses in terms of brand related judgment & feelings
- d. Converting brand response to create an intense, active loyalty relationship between customers & brand

This builds up the 6 'brand building blocks' of the brand pyramid

# The terminology used

- Brand Salience: how often & easily the brand is evoked under various purchase or consumption situations
- Brand Performance: how product/ service meets customers' functional needs
- Brand Imagery: How brand attempts to meet customer's psychological or social needs
- Brand Judgments: focus on customer's own personal opinions & evaluations
- Brand Feelings: customers' emotional responses & reactions with respect the brand
- Brand Resonance: Nature of the relationship that customers have with the brand & the extent to which customers feel that they are 'in sync' with the brand

# Brand resonance pyramid



# Building Brand Equity

# Top three brand equity drivers

- Brand elements/ identities making up the brand (brand names, URLs, logos, symbols, characters, spokespeople, slogans, jingles, packaging & signage)
- The product/ service & all accompanying marketing activities & supporting marketing programs (Apple computers known by its Macintosh computers)
- Other associations indirectly transferred to the brand by linking it to some other entity (a person, place or thing)

# Choosing a brand element

- Memorable - Tide, Apple
- Meaningful - Close up, Dazzle
- Likeable - Bullet, Dove
- Transferable - Haldiram's, Maruti Swift
- Adaptable - Nirma, Ford
- Protectible - Dettol, Kleenex

# Brand elements

- Refer to Brand Gap and Brands & Branding for visual examples
- Citibank's umbrella
- Fedex arrow
- Nike swoosh/ Apple

Friday Assignment: split into groups of 3 pick a brand of your choice and make a list of its brand elements: Thursday submission

















