

What Is A Brand?

According to American Marketing Association (AMA), a *brand* is a “name, term, sign, symbol, design, slogan or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competition.”



SEVEN BOATS[®]
Sail on it. Grow with it.

7boats.com

Branding Fundamentals

Just Like At Some Of The Great Coffee

Logos



The brand can convey up to

6

levels of meaning

1) Attributes:

Sony suggests high-precision electronics goods

2) Benefits:

**Indian Oil provides better savings on usage
(*functional benefit*)**

Mercedes stands for prestige symbol (*emotional benefit*)

3) Values:

**Tata Steel stands for superior performance,
safety, trust**

4) Culture:

GM Chevrolet Optra depicts its attachment with Indian culture like the ritual of *Karwa Chowth*

5) Personality:

Reid & Taylor by using Amitabh Bachchan as its brand ambassador projects an elegant personality

6) User:

McDowell Celebrations project the camaraderie of relationships

Branding components

1) Added features:

Addition of salt in Colgate Active Salt (*tangible*)

Kellogg's Rice Krispies claims a distinctive auditory effect (*intangible*)

2) Brand name:

Some brand names become generic, i.e. identified with the product type, either because they are brand leaders, or because they were first in the field.

Xerox, Nylon and Sellotape

3) Corporate branding:

Videocon

4) Packaging and design:

5) Fulfillment:

It is term used to refer to the sense of satisfaction that should be experienced by consumers after purchase.

6) Image and reputation:

Image is the view of a product, service or organization *created by the owner*

Reputation is the view of the product or service *held by consumers*

Brand equity

What is Brand equity?

Brand equity refers to the amount of power and value (worth) a brand has in the marketplace.

Sources of Brand equity

- The product
- Its name
- Its personification
- Logo
- Country of origin
- Advertising themes
- Style
- Packaging approach

Attributes that Brand equity bundles together

- Usership of the brand
- Consumer loyalty towards it
- Perceived quality
- Positive (or negative) symbol
- Favorable associations around the brand

David Aaker suggested 5 components of brand equity

- * Brand loyalty
- * Brand awareness
- * Brand associations
- * Perceived quality
- * Other assets
 - Patents
 - Trademarks and licenses **Amul products are produced and marketed by GCMF**
 - Channel position **Westside stores often occupy prime or anchor sites in shopping districts**

Brand Image and Loyalty

- ✓ Brand Image:
 - 👉 It signifies aura, reputation, symbolic value
 - 👉 Appeal to reason : Benefits, Functions
 - 👉 Appeal to social approval: Influenced by society purchase
 - 👉 Appeal to sense: Look, Design, Convenience, Aesthetics
- ✓ Brand Loyalty:
 - 👉 It is an asset and to persuade customer for more purchase of product and spreading word of mouth (WOM) and strengthen brand presence in the mind of consumers



As part of a national campaign promoting McDonald's restaurants, a downtown Vancouver lamppost became part of an out-of-home (OOH) optical illusion, appearing to pour coffee into a giant cup on the sidewalk. The post was wrapped in brown vinyl to resemble poured coffee, while an oversized carafe was attached to the end.



A large digital countdown clock was installed on the back of Pizza Hut delivery bikes to dramatize their on-time delivery promise. Passersby bear witness as the riders literally beat the 30-minute time limit to their destination.



Westside installed a 27 feet tall mannequin at its new store in Hyderabad; a symbolic representation of it's biggest store in India.



Every year Calcutta School of Music enrolls students for classical music classes. Their aim was to generate awareness and enthusiasm about these classes. Nations of Bach, Haydn and Mozart were made visible across busy junctions of the city by using overhead wires and staves. The notes were also played through the kiosks, evoking an instant response. The message was immediately communicated to the music enthusiasts and prospective students across Kolkata.

Sabka Paul khol diya!

AMUL
Predictably the best

PANICDEMIC?

AMUL
SPREAD BUTTER,
NOT FEAR.

Another headley sin!

Amul
Try in India

Amul
Don't spill it

Pak shut out!

Amul
Pack always open

Messi ko Maska dona!

AMUL
Kickstart your day

Jhat makhni pat byah!

Amul
Always the boss

Early to Worli?

Amul
No jam. Only butter.

Toh ab goalie...kha!

AMUL
Slips right through

Kapferer's Prism of Brand Identity

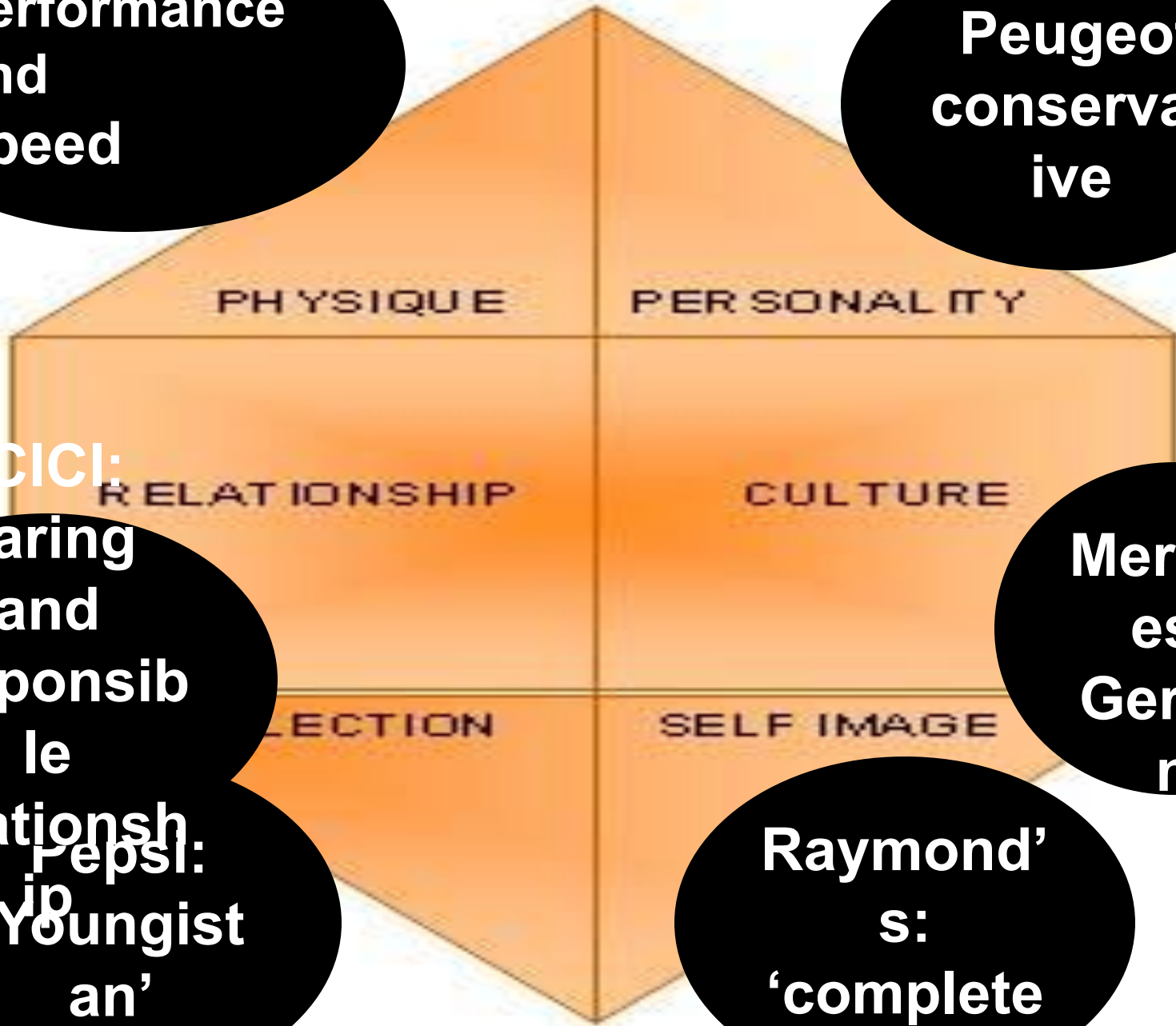
Picture of Sender

**BMW:
performance
and
speed**

**Peugeot:
conservat
ive**

Realization

Internal



Picture of Recipient

Brand Personality

Chris Mcrae divides brand personality into **SIX types**

1) Ritualistic Brands: Brands associated with particular occasions.

Titan positions itself as the watch for a wedding gift.

2) Symbol Brands: The logo or the name of the brand is more important than what it contains.

Onida TV devil

3) Heritage brands: These are the brands, which have pioneer advantage.

Mysore Sandal soap is distinctly identified by its fragrance, distinct packaging and its traditional positioning.

4) Exclusive Brands: they are aloof or snobbish brands, which can't be brought by everybody

Dove toilet soap

5) Belonging Brand: Brands, which make the consumer a part of the larger family, are belonging brands.

Ray-Ban sunglass

6) Legendary brands: Brands which have a great deal history behind them and have achieved demi-God status are legendary brands.

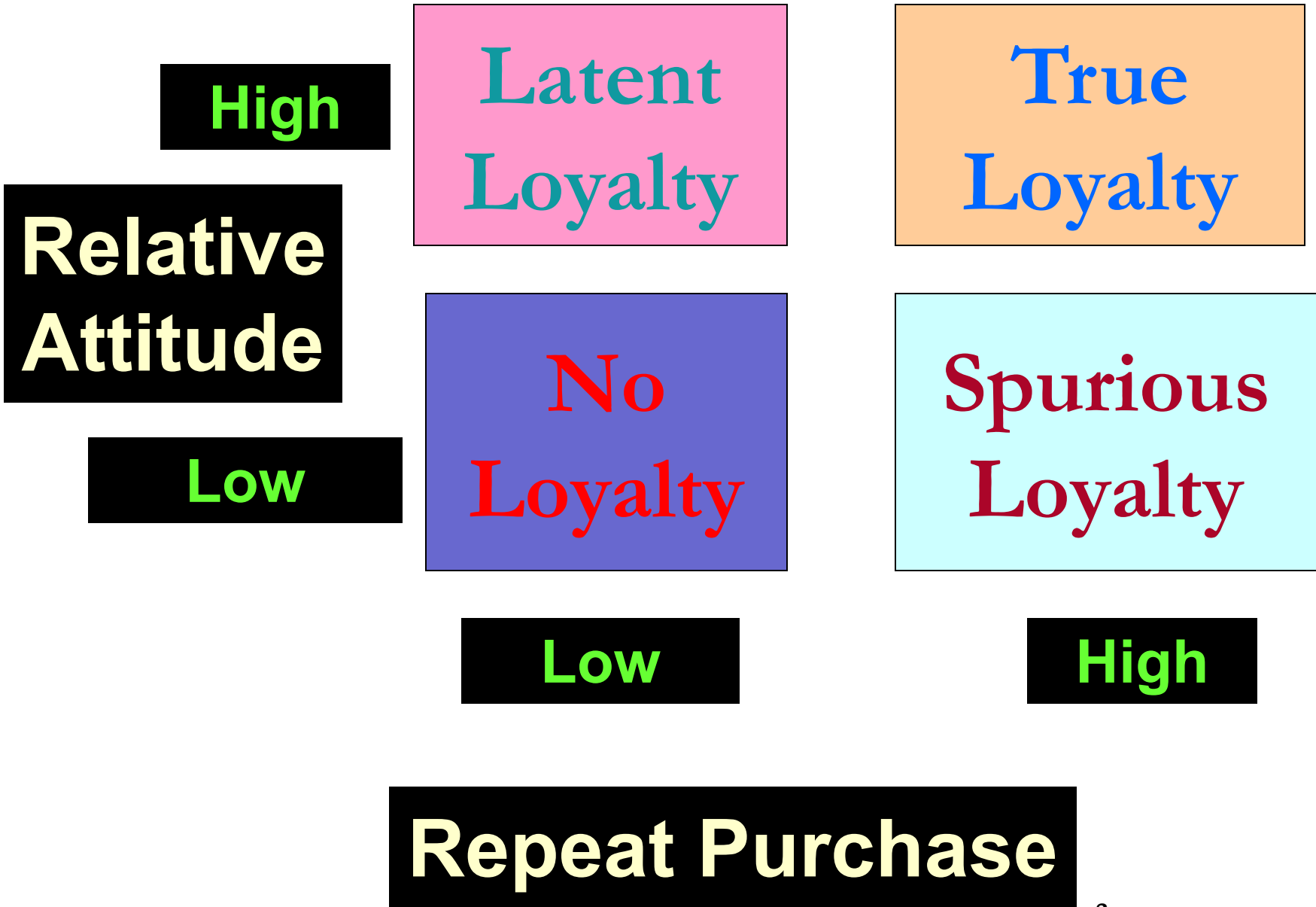
Charminar cigarette

Brand Loyalty

- Wilkie (1994) defined brand loyalty as a **favorable attitude** and **consistent purchase** of a particular brand.
- Baldinger and Rubinson (1996) have validated that highly loyal buyers tend to stay loyal if their attitude towards a brand is positive.
- Trust plays a central role in enhancing both behavioral and attitudinal loyalty, which in turn influences marketing outcomerelated factors like market share maintenance and price elasticity.

-- However, brand loyalty, repeat purchase and customer satisfaction are not necessarily the same thing.

-- Dick and Basu (1994) have offered an attitude-behavior typology of loyalty.



The ladder of brand loyalty:

-- It is a device for ranking customers according to the degree of loyalty they show to a particular brand.

-- The movement of customers up the ladder should be an objective for brand management since retention of existing customers is much more cost effective than acquisition of new ones.

--Any evidence that customer loyalty to a brand is poor, or declining, should be investigated and the cause remedied.

Class Assignment on of brand loyalty:

If there is any evidence that customer loyalty to a brand is poor, or declining, how should you investigate and solve the issue?

The change in customers' perceptions of brand



Ideal movement of customers



Brand Awareness

-- Brand loyalty cannot be achieved without brand awareness

-- However, brand awareness itself does not create loyalty.

-- Just like loyalty, organizations should aim to have the greatest number of people towards the top of the pyramid.

-- This does not mean that consumers will inevitably purchase a 'top of mind' brand.

Xerox or Bislery

Brand Awareness Pyramid

