

Strategic Brand Management

Prepared by Dr. Perihan Salah

MKT733

CHOOSING Brand Elements to build Brand Equity

Lecture 5





مجموعة جامعة
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CHOOSING Brand Elements to build Brand Equity

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Chapter

05

LEARNING OBJECTIVES

- Identify the different types of brand elements
- List the general criteria for choosing brand elements
- Describe key tactics in choosing different brand elements
- Explain the rationale for “mixing and matching” brand elements
- Highlight some of the legal issues surrounding brand elements

BRANDS RESONANCE AND THE BRAND VALUE CHAIN

Criteria for a strong brand



How to choose brand elements for your product

CRITERIA FOR CHOOSING BRAND ELEMENTS

1. Memorable

Easily recognized
Easily recalled

2. Meaningful

Descriptive
Persuasive

3. Likable

Fun and interesting
Rich visual and verbal imagery
Aesthetically pleasing

4. Transferable

Within and across product categories
Across geographic boundaries and cultures

5. Adaptable

Flexible
Updatable

6. Protectable

Legally
Competitively



Criteria for choosing brand elements

There are six criteria for brand elements:

- The first three criteria—**memorability**, **meaningfulness**, and **likability**—are the marketer's offensive strategy and build brand equity.
- The latter three, however, play a defensive role for leveraging and maintaining brand equity in the face of different opportunities and constraints.

Criteria for choosing brand elements

Memorability:

- A necessary condition for building brand equity is achieving a high level of **brand awareness**.
- Brand elements that promote that goal are inherently memorable and attention-getting and therefore facilitate recall or recognition in purchase or consumption settings

Criteria for choosing brand elements

Meaningfulness:

- Brand elements may take on all kinds of **meaning**, with either **descriptive** or **persuasive** content.
- General information about the function of the product or service: Does the brand element have descriptive meaning and **suggest something about the product category**, the needs satisfied, or benefits supplied?
- Specific information about particular attributes and benefits of the brand: Does the brand element have **persuasive meaning** and suggest something about the particular kind of product, or its key **points-of-difference** attributes or benefits?

Criteria for choosing brand elements

Likability:

- Independent of its memorability and meaningfulness, do customers and the brand element **aesthetically appealing?**
- Is it likable visually, verbally, and in other ways? Brand elements can be rich in imagery and inherently fun and interesting, even if not always directly related to the product.

Criteria for choosing brand elements

Transferability:

- Measures the extent to which the brand element adds to the **brand equity** for new products or in new markets for the brand.
- **How useful is the brand element for line or category extensions?** In general, the less specific the name, the more easily it can be transferred connotes a massive South American river and therefore as a brand across categories. For example, Amazon can be appropriate for a variety of different types of products
- **To what extent does the brand element add to brand equity across geographic boundaries and market segments?** To a large extent this depends on the cultural content and linguistic qualities of the brand element. One of the main advantages of nonmeaningful, synthetic names like **Exxon** is that they transfer well into other languages.

Criteria for choosing brand elements

Adaptability:

- The other consideration for brand elements is their **adaptability** over time.
- Because of changes in consumer values and opinions, or simply because of a need to **remain contemporary**, most brand elements must be updated.
- The more **adaptable** and **flexible** the brand element, the easier it is to update it.
- For example, logos and characters can be given a new look or a new design to make them appear more modern and relevant.

Criteria for choosing brand elements

Protectability:

- Another consideration is the extent to which the brand element is **protectable**—both in a legal and a competitive sense.
- Marketers should (1) choose brand elements that can be legally protected internationally, (2) formally register them with the appropriate legal bodies, and (3) vigorously defend trademarks from unauthorized competitive infringement.





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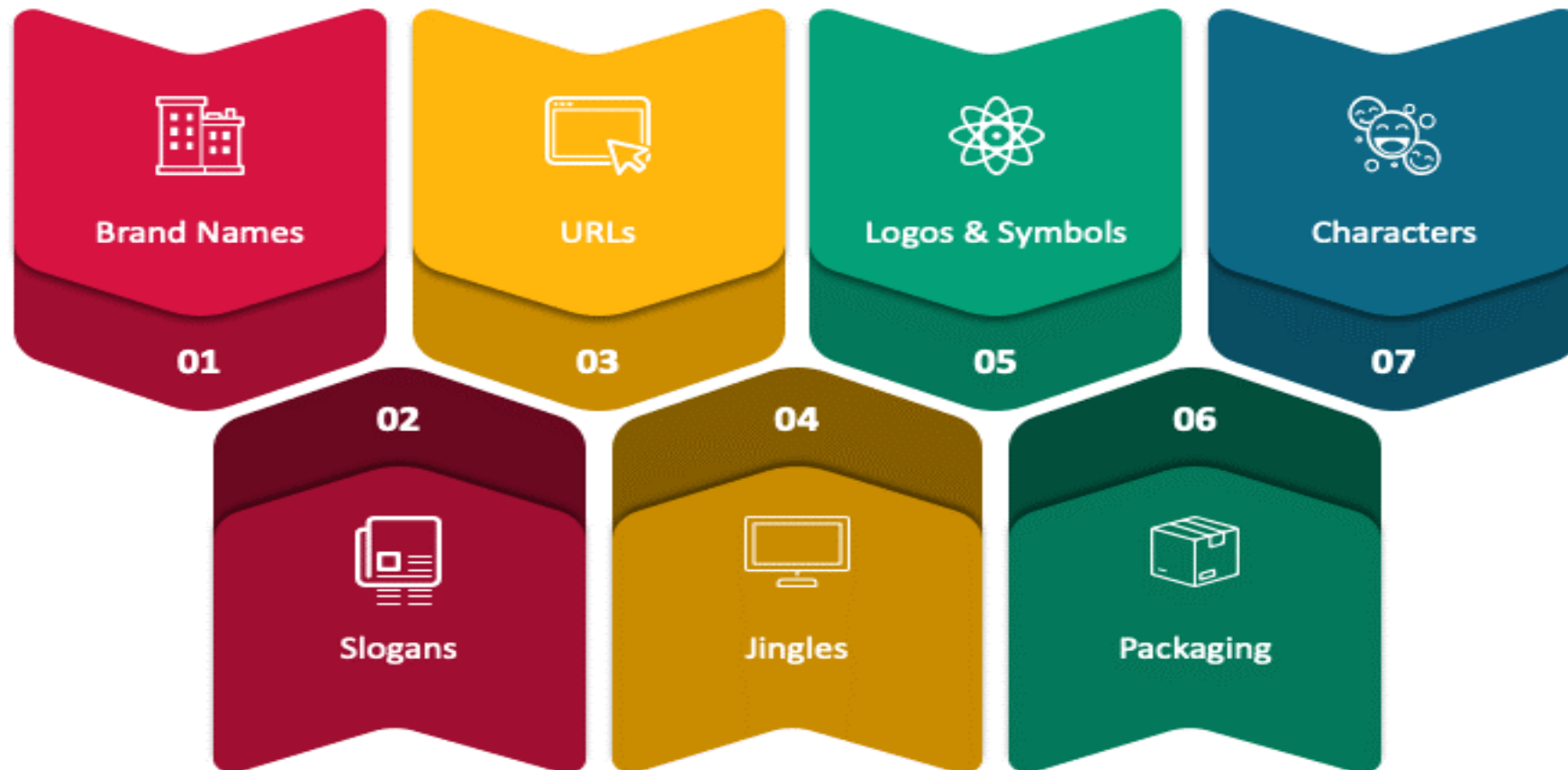


**BRAND
ELEMENTS**

Types of Brand Elements

BRAND ELEMENTS

Types of Brand Elements



Brand Names

- Captures the central theme or key associations of a product in a very compact and economical fashion
- Most difficult element for marketers to change
 - Closely tied to the product in the minds of consumers

Brand Names

- **Naming guidelines:** brand awareness (simplicity and ease of pronounce, therefore marketers can shorten longer names to make it **easier to recall** (Chevrolet Chevy and Coca-Cola Coke) however, **the way a brand is pronounced can affect its meaning**, beside familiarity, differentiated, distinctive and unique such as Toys are us became **R** Us).

Naming guidelines

- Simplicity and ease of pronunciation and spelling.
- Familiarity and meaningfulness.
- Differentiated, distinctive, and unique.
- Brand associations:
 - Morpheme: Smallest linguistic unit having meaning.
 - Plosives: The letters b, c, d, g, k, p, and t.
 - Sibilants: Sounds like s and soft c.

Brand Names

Marketers generally devise made-up brand names systematically, basing words on **combinations** of **morphemes**.

- A morpheme is the smallest linguistic unit having meaning.
- There are 7,000 morphemes in the English language, including real words like “man” and prefixes, suffixes, or roots.
- For example, **Nissan’s Sentra** automobile is a combination of two morphemes suggesting “central” and “sentry” (sentinella).
- By combining carefully chosen morphemes, marketers can construct brand names that actually have some relatively easily inferred or implicit meaning.

Brand Names

- Brand names raise a number of **interesting linguistic issues**
- The letter X became popular (e.g., ESPN's X Games and Nissan's Xterra SUV) because X represents "extreme," "on the edge," and "youth"
- **The sounds of letters can take on meaning as well**
- Some words begin with phonemic elements called plosives, like the letters b, c, d, g, k, p, and t, whereas others use sibilants, which are sounds like s and soft c.

Brand Names

- **Plosives** escape from the mouth more quickly than sibilants and are harsher and more direct. Consequently, they are thought to make names more specific and less abstract, and to be more easily recognized and recalled.
- On the other hand, because sibilants have a softer sound, they tend to conjure up romantic, serene images and are often found in the names of products such as perfumes—think of Chanel, Ciara (by Revlon), and Shalimar and Samsara (Guerlin).

Brand Names

- **Naming procedures:** (define objectives, generate names, screen and study initial candidates, and select the final name which maximizes the company's branding and marketing objectives)

Naming procedure

- Define objectives
- Generate names
- Screen initial candidates
- Study candidate names
- Research the final candidates
- Select the final name

THE NEW **i7** & THE NEW **7**

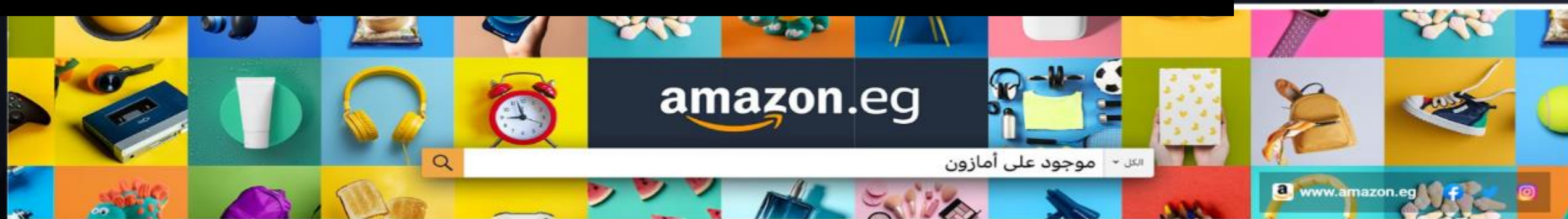


Uniform Resource Locators (URLs)

- Specify locations of pages on the Web known as domain names in order to protect their brands from an authorised use in other domain names.
- Protect the brands from unauthorized use in other domain names

Uniform Resource Locators (URLs)

- Domain squatting is defined by government law and Registered. Also brand recall is critical for URL because it increases the likelihood that consumers easily to remember URL to get to the site.
 - The top areas of legal activity initiated by companies' biotechnology and pharmaceuticals



- Indicate origin, ownership, or association
- Range from corporate names or trademarks written in a distinctive form, to abstract designs that may:
 - Be completely unrelated to the corporate name or activities.
 - Logos can be distinctive and recognizable.
 - Because logos are often non-verbal they transfer well across cultures.
 - Some logos may lack the inherent meaning and consumers may not understand what the logo is intended to represent.
 - Also the consumers might perceive and evaluate logos differently depending on the shape.



Benefits:

- Easily recognized and can be a valuable way to identify products.
- Versatile.
- Abstract logos offer advantages when the full brand name is difficult to use for any reason.
- Unlike brand names, logos can be easily adapted over time to achieve a more contemporary look.







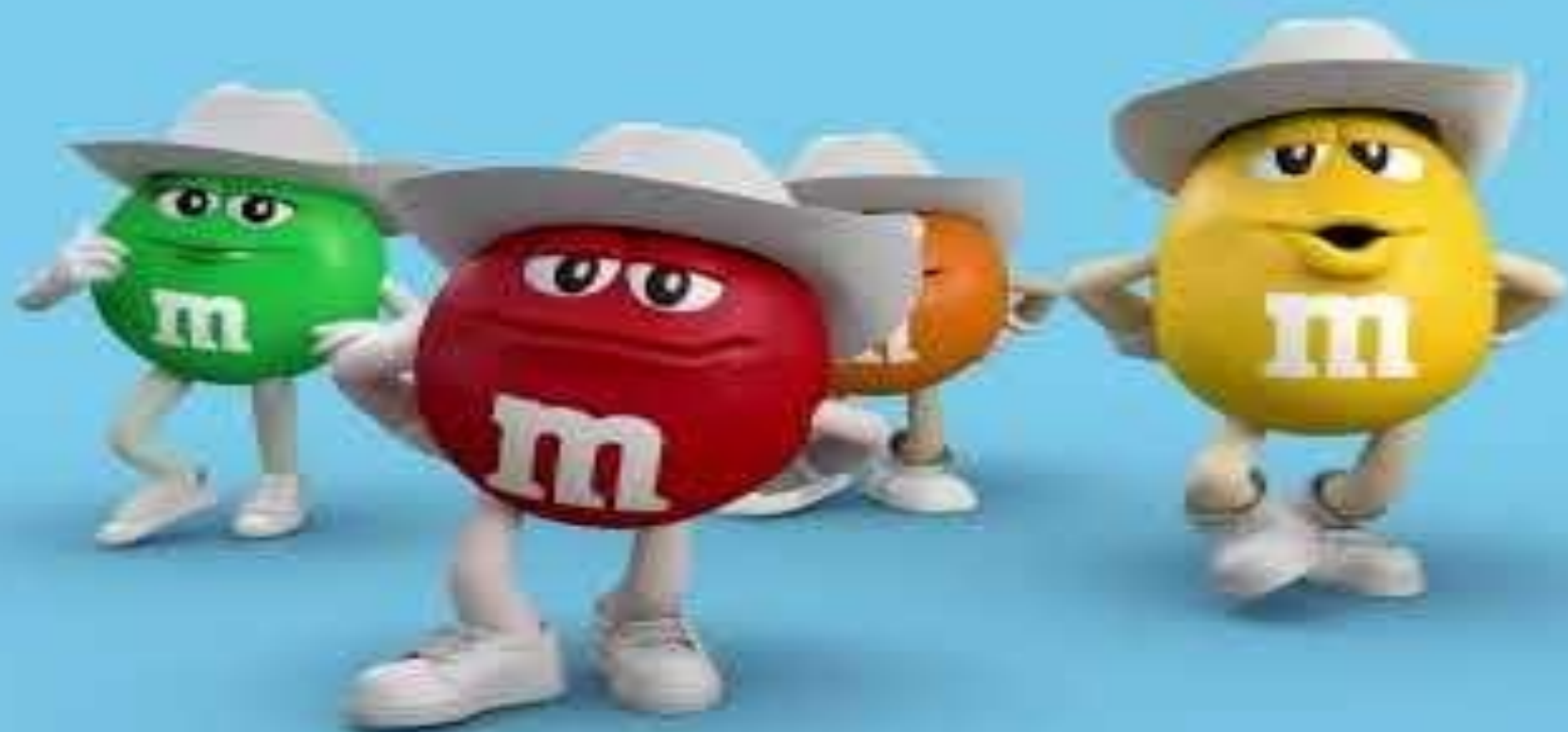
- Special type of brand symbol
 - One that takes on human or real-life characteristics
- Introduced through advertising and can play a central role in ad campaigns and package designs.
- Brand characters tend to be **attention getting** and useful for **creating brand awareness**.
- Also, the **human element of brand characters can enhance likeability and help to create perceptions, fun and interesting**.
- Because brand characters do not have direct product meaning, they may be transferred to across product categories

Benefits:

- Tend to be attention getting and quite useful for creating brand awareness.
- Help brands break through marketplace clutter as well as help communicate a key product benefit.
- The human element of brand characters can enhance likeability and help create perceptions of the brand as fun and interesting.
- A consumer may more easily form a relationship with a brand when the brand literally has a human or other character presence.
- Brand characters do not typically have direct product meaning, therefore they can be transferred relatively easily across product categories.

Cautions:

- Can be so attention getting and well liked that they dominate other brand elements and actually dampen brand awareness.
- Must be updated over time so that their image and personality remain relevant to the target market.



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- Short phrases that communicate descriptive or persuasive information about the brand.
- Indispensable means of summarizing and translating the intent of a marketing program. Some slogans help build brand awareness and reinforce the brand positioning and some slogans might be very powerful for enhancing brand equity.
- Examples (City Never Sleeps, lower prices- better life, Prepare for Battle (Nike), which express performance. Benetton has strong slogan represents it global clothing style (United Colours of Benetton)

Benefits:

- Help build brand awareness by making strong links between the brand and the corresponding product category.
- May serve as tag lines to summarize the descriptive or persuasive information conveyed in the ads.

Designing slogans

- Slogans should be designed in such a way that they contribute to brand equity in multiple ways.
- Slogans also can contain product-related messages and other meanings.

Updating slogans

- In updating slogans marketers should:
- Recognize how the slogan is contributing to brand equity, if at all, through enhanced awareness or image.
- Decide how much of this equity enhancement, if any, is still needed.
- Retain the needed or desired equities still residing in the slogan as much as possible while providing whatever new twists of meaning are necessary to contribute to equity in other ways.



The future
is exciting.
Ready?



مع بعض أقوى



القوة بين إيديك



Together we can



- Musical messages written around the brand
- Have catchy hooks and that become permanently registered in the minds of listeners
- Enhance brand awareness by repeating the brand name in clever and amusing ways. Even consumers are likely to mentally rehearse or repeat catchy jingles after the ad is over, providing more encoding opportunities and increasing memorability.

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حياتنا
وأكثر

عيلات، ولدت

الصريين، أمنا

غرفة بتفكر فينا

شكراً على كل لحظة بيننا

رقم التسجيل الضوئي ١٠٧٥٥ - ٢٠٥

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McDonald's

- Activity of designing and producing containers or wrappers
- From the perspective of both the firm and consumers, packaging must:
 - Identify the brand
 - Convey descriptive and persuasive information
 - Facilitate product transportation and protection
 - Assist in at-home storage

- From the perspective of both the firm and consumers, packaging must:
 - Aid product consumption. Packaging play a significant role at the point of purchase, with package design and innovation. Packaging innovations can create a point of difference and can capture new market segments.
 - One of the major packaging trends of recent years is to make bigger and smaller packaged versions of products to appeal to new market segments. Jumbo sizes have been successfully introduced for Pizzas, frozen dinners.

Benefits:

- Structural packaging innovations can create a point of difference that permits a higher margin.
- New packages can also expand a market and capture new market segments.
- Packaging changes can have immediate impact on customer shopping behavior and sales.

Packaging at the point of purchase

- Many consumers may first encounter a new brand on the supermarket shelf or in the store therefore right packaging can create strong appeal on the store shelf and help products stand out from the clutter.
- When few product differences exist in some categories, packaging innovations can provide at least a temporary edge on competition.

Packaging innovations

- Can both lower costs and/or improve demand
- Manufacturers can redesign packages and employ more recyclable materials to lower the use of paper and plastic.
- In mature markets, package innovations can provide a short-term sales boost.

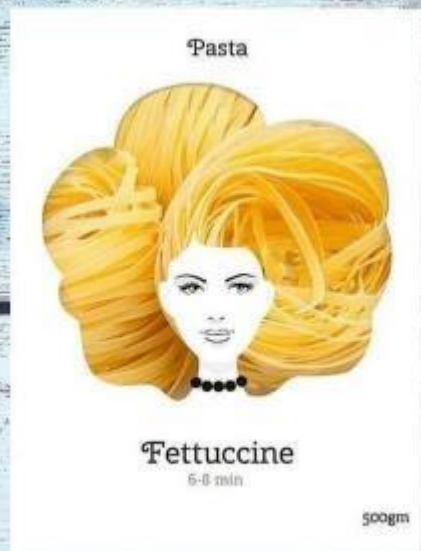
Package designing

- Integral part of product development and launch.
- Specialized package designers bring artistic techniques and scientific skills to package design in an attempt to meet the marketing objectives for a brand.
- Packaging color affect consumers' perceptions of the product itself.

Packaging changes

Firms change their packaging:

- To signal a higher price, or to more effectively sell products through new or shifting distribution channels.
- When a significant product line expansion would benefit from a common look.
- To accompany a new product innovation to signal changes to consumers.
- When the old package looks outdated.



Critique of Brand Element Options

Criterion	Brand Element				
	Brand Names and URLs	Logos and Symbols	Characters	Slogans and Jingles	Packaging and Signage
Memorability	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition	Generally more useful for brand recognition	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition
Meaningfulness	Can reinforce almost any type of association, although sometimes only indirectly	Can reinforce almost any type of association, although sometimes only indirectly	Generally more useful for non-product-related imagery and brand personality	Can convey almost any type of association explicitly	Can convey almost any type of association explicitly
Likability	Can evoke much verbal imagery	Can provoke visual appeal	Can generate human qualities	Can evoke much verbal imagery	Can combine visual and verbal appeal
Transferability	Can be somewhat limited	Excellent	Can be somewhat limited	Can be somewhat limited	Good
Adaptability	Difficult	Can typically be redesigned	Can sometimes be redesigned	Can be modified	Can typically be redesigned
Protectability	Generally good, but with limits	Excellent	Excellent	Excellent	Can be closely copied

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Chapter
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To Sum Up...



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Thank You

