

Strategic Brand Management

Prepared by Dr. Perihan Salah

MKT

Brands Resonance and the Brand Value Chain

Lecture 4





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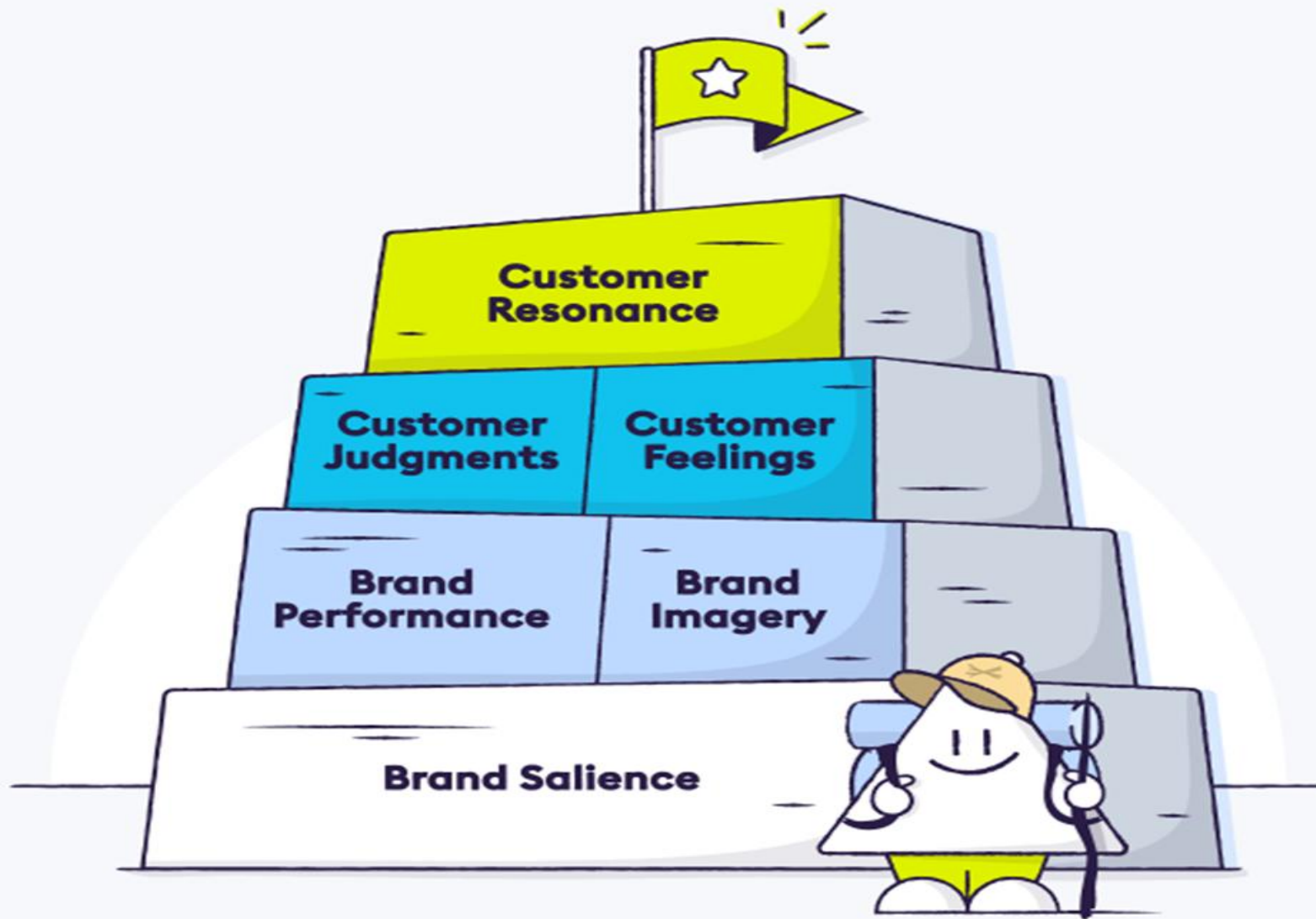
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Chapter

04

LEARNING OBJECTIVES

- Define brand resonance
- Describe the steps in building brand resonance
- Define the brand value chain
- Identify the stages in the brand value chain
- Contrast brand equity and customer equity



KELLER'S
Brand Equity Pyramid

BRANDS RESONANCE AND THE BRAND VALUE CHAIN

1

- Brand identity
- Who are you

2

- Brand meaning
- What are you

3

- Brand response
- What do I think or feel about you

4

- Brand relationships
- What about you and me?



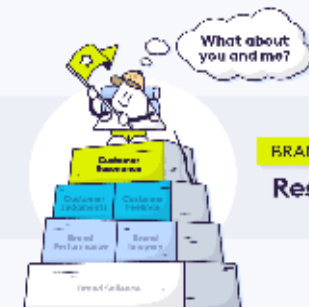
BRAND IDENTITY:
Sallence



BRAND MEANING:
Performance
& Imagery



BRAND RESPONSE:
Judgments
& Feelings



BRAND RELATIONSHIP:
Resonance

THE FOUR STEPS OF BRAND BUILDING

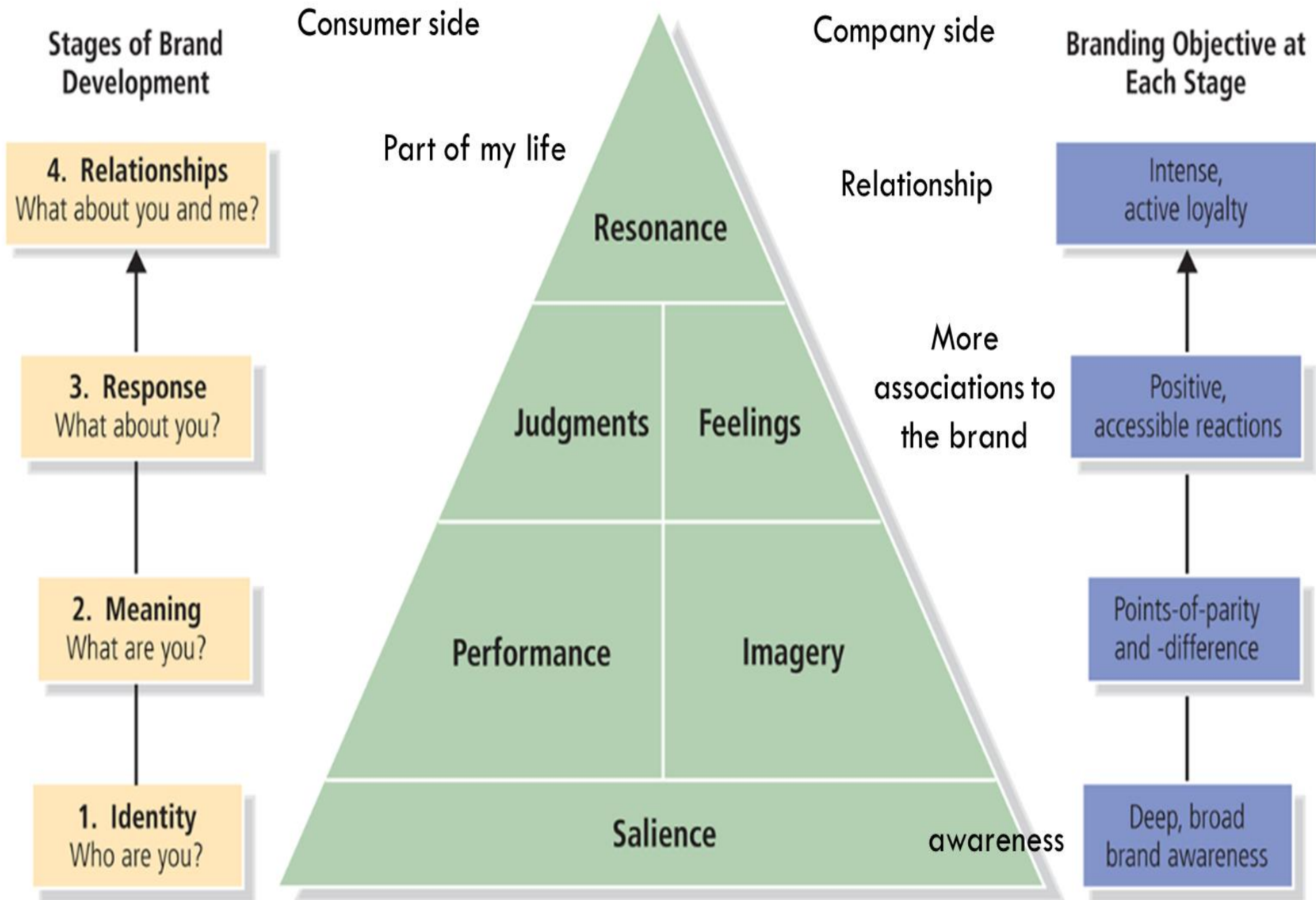
Building A Strong Brand: The Four Steps of Brand Building



- **Brand salience:** means achieving the right brand identity through measuring various aspects of brand awareness, and how the brand evoked under different situations. (Positioning)
- **Brand performance and imagery** (what values you address, what is your target customer, high /Low profile)
- **Brand judgments and feelings** (What do you think/feel of my brand)
- **Brand resonance** (Relationship)



BUILDING A STRONG BRAND: BRAND RESONANCE PYRAMID



CBBE Pyramid Sub-dimensions

- a) Loyalty
- b) Community
- c) Attachment
- d) Engagement

Resonance

- a) Quality
- b) Credibility
- c) Consideration
- d) Superiority

Judgments

- a) Warmth; Fun
- b) Excitement
- c) Security
- d) Social Approval
- e) Self-Respect

Feelings

Performance

- a) Primary Characteristics & Secondary Features
- b) Reliability Durability & Serviceability
- c) Style and Design
- d) Price

Imagery

- a) User Profiles Lifestyle
- b) Purchase & Usage Situations When/where I buy
- c) Personality & Values
- d) History, Heritage & Experiences

Salience

- a) Category Identification
- b) Needs Satisfied

Convenience, shopping, specialty
Know that it will satisfy need



Service effectiveness
affect performance

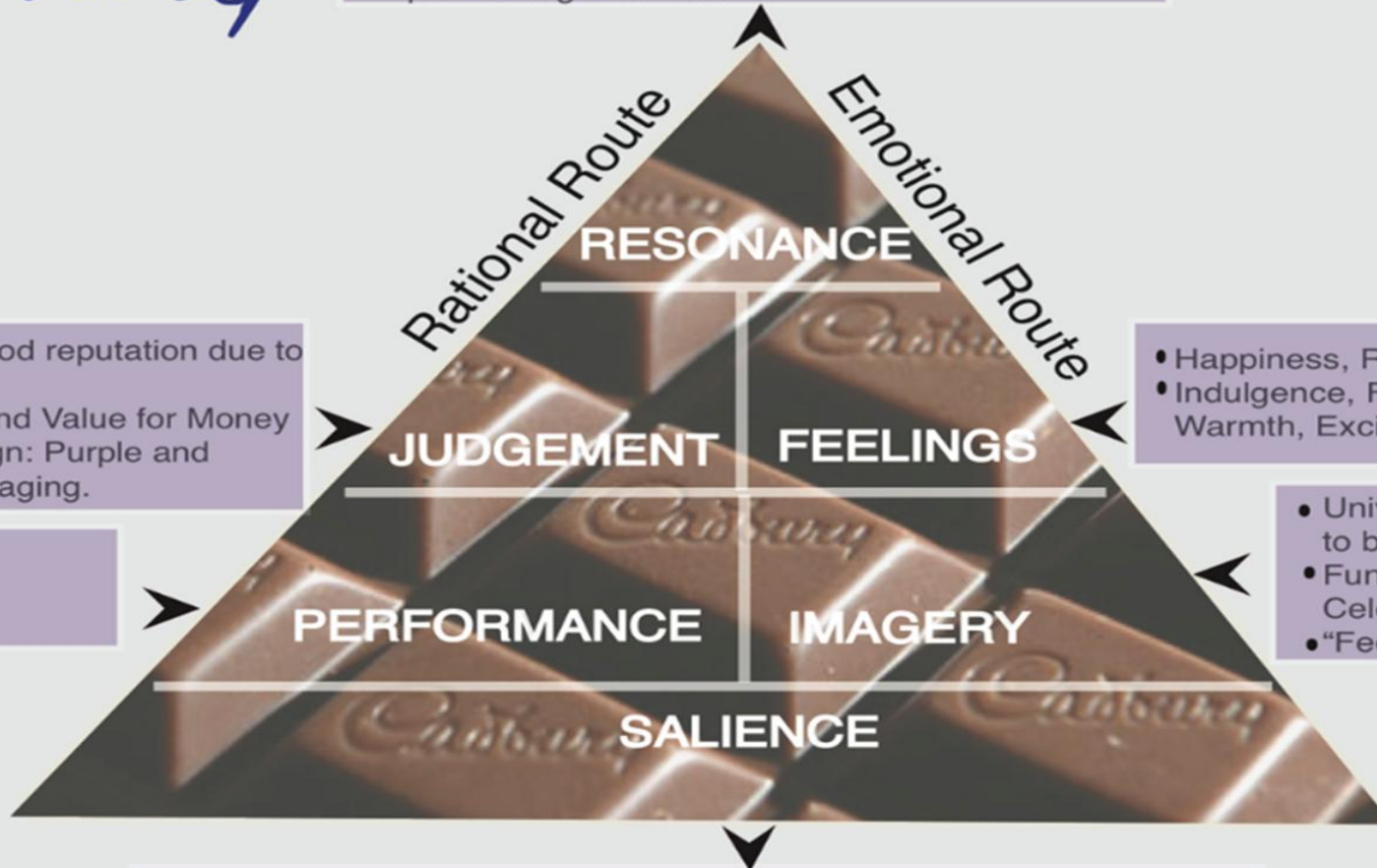


Cadbury

- Has a loyal customer base with attitudinal Attachment.
- Customers feel connected to the brand due to positioning to families

- Brand has a good reputation due to heritage
- Good Quality and Value for Money
- Style and Design: Purple and distinctive packaging.

- Good quality
- Reliable Brand
- Affordable



- Happiness, Romanticism
- Indulgence, Family orientation, Warmth, Excitement

- Universally relevant to both young and old
- Fun Experience Celebrations
- "Feel Good" Brand

- High Awareness, High Recall and High Brand Recognition
- Impulse vs Take Home

- **DEPTH OF BRAND AWARENESS**
 - EASE OF RECOGNITION AND RECALL
 - STRENGTH AND CLARITY OF CATEGORY
- **BREADTH OF BRAND AWARENESS**
 - PURCHASE CONSIDERATION
 - CONSUMPTION CONSIDERATION
- **PRODUCT CATEGORY STRUCTURE**—HOW PRODUCT CATEGORIES ARE ORGANIZED IN THE CONSUMER'S MEMORY.



Understanding depth and breadth of brand awareness

Need: "tasty and healthy" drink.

Category: Orange juice.

Breadth of brand awareness

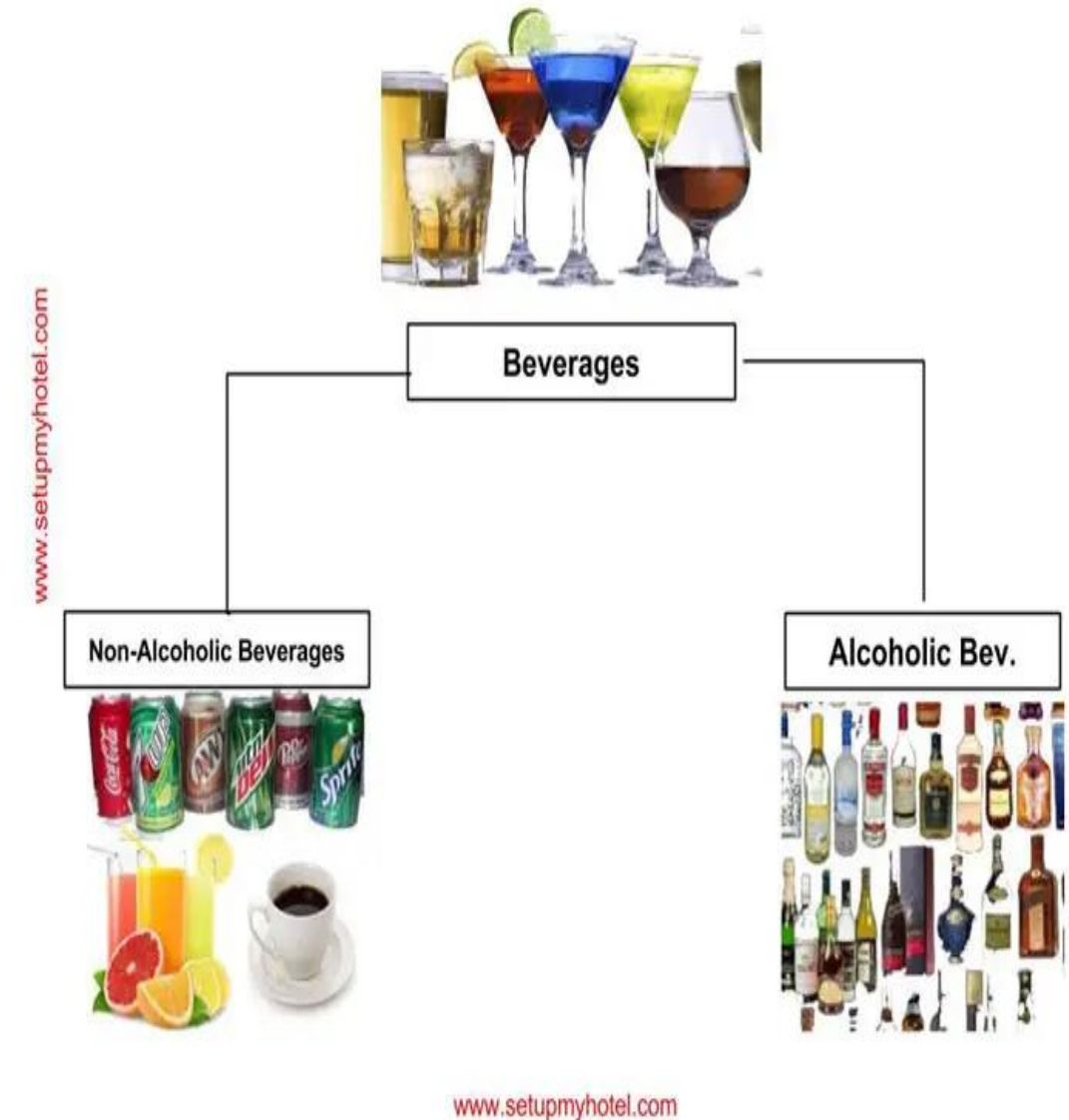
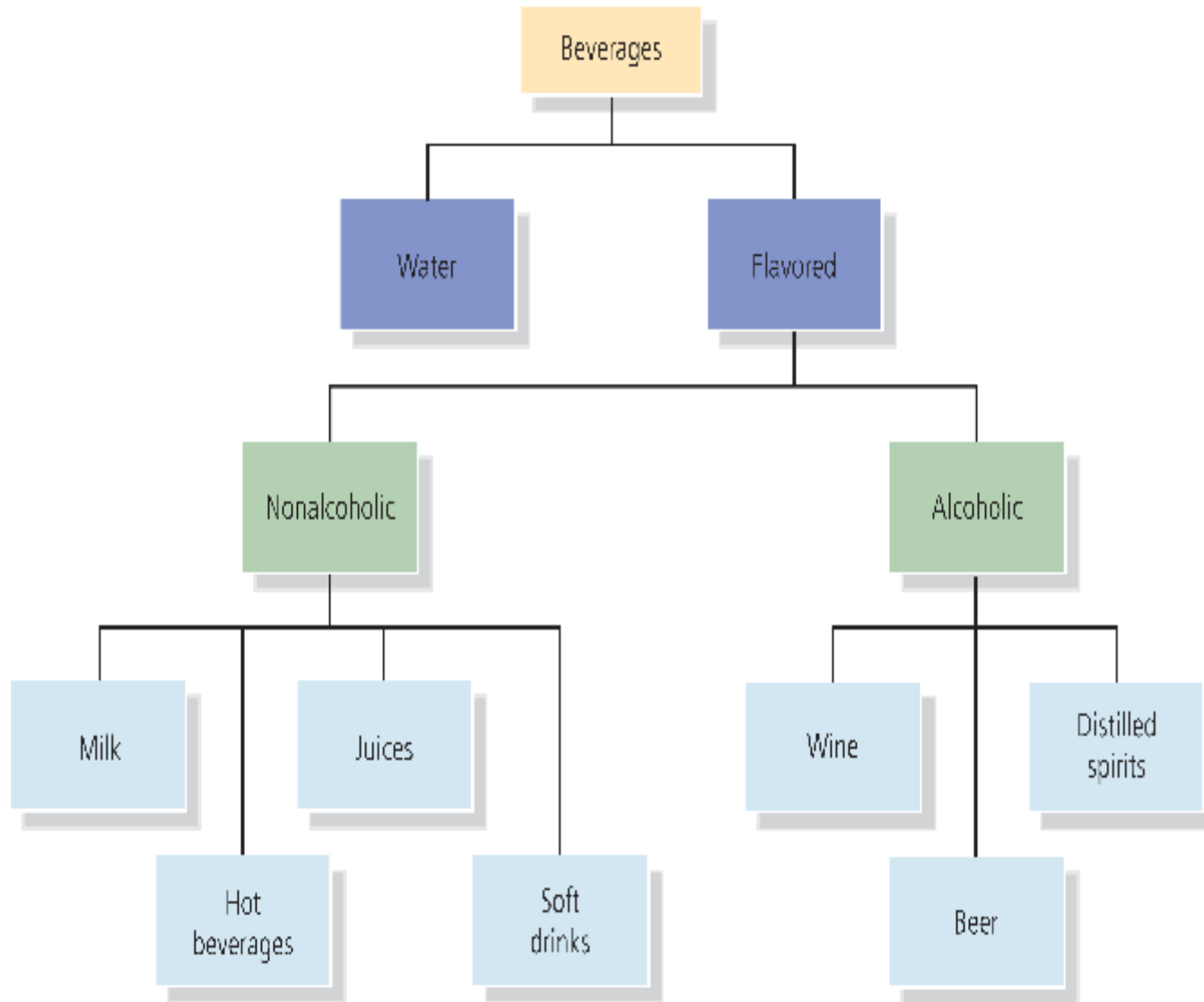
- ▶ Purchase situation: which type of beverage should I buy? Something that is tasty and healthy.
- ▶ Usage/consumption situation: for breakfast.

Depth of brand awareness

- ▶ Ease of recalling Tropicana when thinking of orange juice.
- ▶ Ease of recalling Tropicana when needing a tasty and healthy drink.
- ▶ Ease of recalling Tropicana during breakfast time.
- ▶ Ease of recalling Tropicana during purchase situation.



Beverage Category Hierarchy





A blurred image of a living room. A man and a woman are sitting on a dark blue sofa. The man is wearing a grey t-shirt and light-colored pants, and the woman is wearing a dark top and jeans. They are both looking towards the camera. In the background, there is a wooden coffee table, a lamp, and some framed pictures on the wall. The word 'dubizzle' is overlaid in white text on the right side of the image.

dubizzle

A woman with long dark hair and glasses is sitting at a table outdoors. She is wearing a patterned top. A large yellow umbrella is positioned over her. On the table in front of her is a glass of orange juice and a small container. The background shows a green lawn and trees. The word 'dubizzle' is written in white lowercase letters on the left side of the image.

dubizzle

Describes how well the product or service:

Chapter

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Brand Performance

- Meets customers' more functional needs
- Rate on objective assessments of quality
- Satisfies useful, visual, and economic customer needs and wants in the product or service category

Brand Performance:

- **Performance Dimensions:**

1. Primary characteristics and supplementary features
2. Product reliability, durability, and serviceability
3. Style and design
4. Price
5. Service effectiveness, efficiency, and empathy

**WORLD'S
NO. 1**
ANTI DANDRUFF
SHAMPOO



*Visible Flakes, with regular use

ATTRIBUTES AND BENEFITS THAT UNDERLIE BRAND PERFORMANCE:

1. PRIMARY INGREDIENTS AND SUPPLEMENTARY FEATURES.
2. PRODUCT RELIABILITY, DURABILITY, AND SERVICEABILITY:
 - RELIABILITY: MEASURES THE CONSISTENCY OF PERFORMANCE OVER TIME AND FROM PURCHASE TO PURCHASE.
 - DURABILITY: THE EXPECTED ECONOMIC LIFE OF THE PRODUCT.
 - SERVICEABILITY: THE EASE OF REPAIRING THE PRODUCT IF NEEDED.
3. STYLE AND DESIGN

ATTRIBUTES AND BENEFITS THAT UNDERLIE BRAND PERFORMANCE:

4. PRICE:

CONSUMERS MAY ORGANIZE THEIR PRODUCT CATEGORY KNOWLEDGE IN TERMS OF THE PRICE TIERS OF DIFFERENT BRANDS.

5. SERVICE EFFECTIVENESS, EFFICIENCY, AND EMPATHY:

- EFFECTIVENESS: MEASURES HOW WELL THE BRAND SATISFIES CUSTOMERS' SERVICE REQUIREMENTS.
- EFFICIENCY: DESCRIBES THE SPEED AND RESPONSIVENESS OF SERVICE.
- EMPATHY: IS THE EXTENT TO WHICH SERVICE PROVIDERS ARE SEEN AS TRUSTING, CARING, AND HAVING THE CUSTOMER'S INTERESTS IN MIND.



Brand Imagery Dimensions

Brand imagery depends on the extrinsic properties of a product or service

Many kinds of intangibles can be linked to a brand; the four main ones are:

- **USER PROFILES**
 - DEMOGRAPHIC AND PSYCHOGRAPHIC CHARACTERISTICS
 - ACTUAL OR ASPIRATIONAL
 - GROUP PERCEPTIONS—POPULARITY
- **PURCHASE AND USAGE SITUATIONS**
 - TYPE OF CHANNEL, SPECIFIC STORES, EASE OF PURCHASE
 - TIME (DAY, WEEK, MONTH, YEAR, ETC.), LOCATION, AND CONTEXT OF USAGE
- **PERSONALITY AND VALUES**
 - SINCERITY, EXCITEMENT, COMPETENCE, SOPHISTICATION, RUGGEDNESS
- **HISTORY, HERITAGE, AND EXPERIENCES**
 - NOSTALGIA(HOMESICK)
 - MEMORIES









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mnhd

عشاقها يحد

صورة من الواقع

Brand Imagery

BRAND PERSONALITY AND VALUES: FIVE DIMENSIONS OF BRAND PERSONALITY:

- SINCERITY (DOWN-TO-EARTH, HONEST, WHOLESOME, AND CHEERFUL)
- EXCITEMENT (DARING, SPIRITED, IMAGINATIVE, AND UP-TO-DATE)
- COMPETENCE (RELIABLE, INTELLIGENT, AND SUCCESSFUL)
- SOPHISTICATION (UPPER CLASS AND CHARMING)
- RUGGEDNESS (OUTDOORSY AND TOUGH)



- CUSTOMERS' PERSONAL OPINIONS ABOUT AND EVALUATIONS OF A BRAND:
 - ✓ CONSUMERS FORM JUDGMENTS BY PUTTING TOGETHER ALL THE DIFFERENT BRAND PERFORMANCE AND IMAGERY ASSOCIATIONS

1. **Brand quality:**

- ✓ help develop consumer attitudes toward the brand.
- ✓ relate to customer value and satisfaction.
- ✓ measures are inherent in many approaches to brand equity.

2. **Brand credibility:**

- **Perceived:**
 - Expertise—Competence, innovation, and ability to lead.
 - Trustworthiness—Dependability and keeping customer interests in mind.
 - Likability—Fun, interesting, and worth spending time with.

3. BRAND CONSIDERATION:

- HOW CUSTOMERS FIND THE BRAND.
- CRUCIAL FILTER

4. BRAND SUPERIORITY:

- VIEW BRAND AS UNIQUE AND BETTER THAN OTHER BRANDS.
- BUILD INTENSE AND ACTIVE RELATIONSHIPS WITH CUSTOMERS.
- DEPENDS TO A GREAT DEGREE ON THE NUMBER AND NATURE OF UNIQUE BRAND ASSOCIATIONS THAT MAKE UP THE BRAND IMAGE.





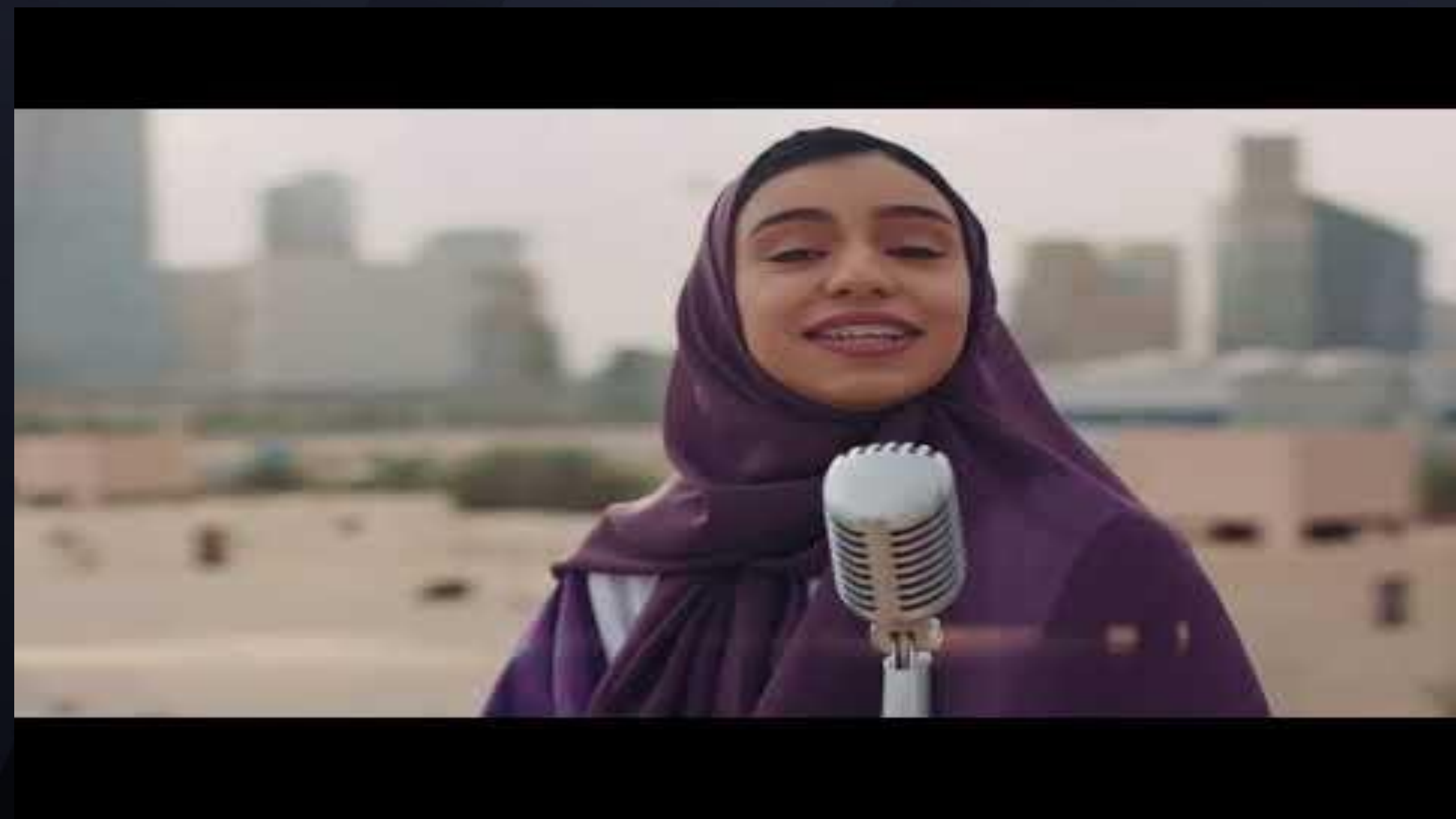
Brand Feelings

- BRAND FEELINGS RELATE TO THE SOCIAL CURRENCY EVOKED BY THE BRAND
- FEELINGS CAN BE:
 - EXPERIENTIAL AND IMMEDIATE, INCREASING IN LEVEL OF INTENSITY
 - PRIVATE AND ENDURING, INCREASING IN LEVEL OF GRAVITY



Important brand building feelings:

1. WARMTH— CONSUMERS FEEL A SENSE OF CALM OR PEACEFULNESS.
2. FUN— CONSUMERS FEEL AMUSED, LIGHTHEARTED, JOYOUS, PLAYFUL, AND CHEERFUL.
3. EXCITEMENT— CONSUMERS FEEL ENERGIZED AND EXPERIENCE SOMETHING SPECIAL.
4. SECURITY—FEELING OF SAFETY, COMFORT, AND SELF-ASSURANCE.
5. SOCIAL APPROVAL—OTHERS LOOK FAVORABLY ON THEIR APPEARANCE AND BEHAVIOR.
6. SELF-RESPECT—FEEL BETTER ABOUT THEMSELVES.



Brand Resonance

- ULTIMATE RELATIONSHIP AND LEVEL OF IDENTIFICATION THAT A CUSTOMER HAS WITH A BRAND:
 - DESCRIBES THE NATURE OF THE RELATIONSHIP
 - EXTENT TO WHICH CUSTOMERS FEEL IN SYNC WITH THE BRAND
 - CHARACTERIZED IN TERMS OF INTENSITY:
 - DEPTH OF THE PSYCHOLOGICAL BOND THAT CUSTOMERS HAVE WITH A BRAND

BR  ND



Four categories of Brand Resonance:

1. BEHAVIORAL LOYALTY

- FREQUENCY AND AMOUNT OF REPEAT PURCHASES

2. ATTITUDINAL ATTACHMENT

- LOVE BRAND (FAVORITE POSSESSIONS; “A LITTLE PLEASURE”)
- PROUD OF BRAND
- BEYOND POSITIVE ATTITUDE

3. SENSE OF COMMUNITY

- KINSHIP(BLOOD RELATION)
- AFFILIATION (BELONG)

4. ACTIVE ENGAGEMENT

- SEEK INFORMATION
- JOIN CLUB
- VISIT WEBSITE, CHAT ROOMS
- WILLING TO INVEST TIME, ENERGY, MONEY AND OTHER RESOURCES BEYOND CONSUMPTION





A man with a beard, wearing a white button-down shirt, stands behind a dark bar counter. He is smiling and balancing a silver tray with several glasses of red liquid on his right arm. His left hand rests on the counter. The background is dimly lit with various bar shelves and neon lights.

تكلل لو كلهم مرنوا دراهم اليمين بس

Mobil





STARBUCKS®

Moderate Brand Resonance

Resonance

- Strong Brand recognition but easy to switch
- High attachment: long relationships but do not buy frequency
- Active engagement: depend on activity

Judgment

- Credibility: Global brand/ Barista
- Quality: Premium brand (Product/Service/Image)

Performance

- Uniqueness: Design/Material
- Variety product
- Customize
- Best Service: Friendly/Consideration
- Third Place: Feel like home/Relax

Resonance

Judgment

Feeling

Performance

Imagery

Salience

TM

Feeling

- Security: Standard
- Social approval
- Self-Respect

Imagery

- Brand Personality
 - Modern lifestyle/Trendy
 - Working age
 - Stylish
 - Wealthy
- Brand History: Successful
- Reach to urban lifestyle: Office area/Department Store

Salience

- High recognition : Coffee/Environment/Premium
- Well known brand



BRAND RESONANCE PYRAMID CBBE

RESONANCE

- Strong brand loyalty.
- Same theme of advertisements iconic Chanel.

JUDGEMENTS

- Overpriced.
- Value for money.

FEELINGS

- Sense of high social status / price.

PERFORMANCE

- Good quality.
- Durable.

IMAGERY

- Themed use of black and white.
- Emphasises luxury / sophistication.

SALIENCE

- Iconic brand status.
- Low recall rates, high brand recognition.





Mercedes-Benz

BRAND RESONANCE PYRAMID CBBE



RESONANCE

Our survey's respondents* relationship with the brand, according to the Lovemark®:

- A commodity for 46.9%
- A brand for 18.8%
- A lovemark for 34.4%
- Users are loyal to the brand: there's a good chance they will buy another Mercedes in the future. It's 2013 brand loyalty in the U.S. stood at 55.9%, making it the 2nd best car brand.
- Engagement in F1 each year with a branded team and as an engine supplier for other teams.

JUDGEMENTS

- The 2013 3rd best car brand for quality and 2nd best for technology/innovation according to U.S. consumers.
- It holds a guaranteed place in the consumers' set of choices thanks to its worldwide popularity and success.
- Still a leading car brand, even though it appears to be losing ground to BMW and Audi.
- Hot on quality for 78% of our respondents*.

FEELINGS

- Warmth, security, social approval and self-respect.
- The customer feels he/she deserves the refined pleasures of life and knows how to enjoy them.
- Asserts a privileged lifestyle: "The Best Or Nothing".
- Our respondents' emotional associations: elegance, comfort, class, safety, timeless, tradition, old, noble.

PERFORMANCE

Premium quality cars

- One of the leaders in Formula 1.
- Efficient design.
- High prices.

IMAGERY

Premium and elegant

- For customers who want to be part of the myth.
- Selling a brand heritage.
- Traditional.
- Loyal.

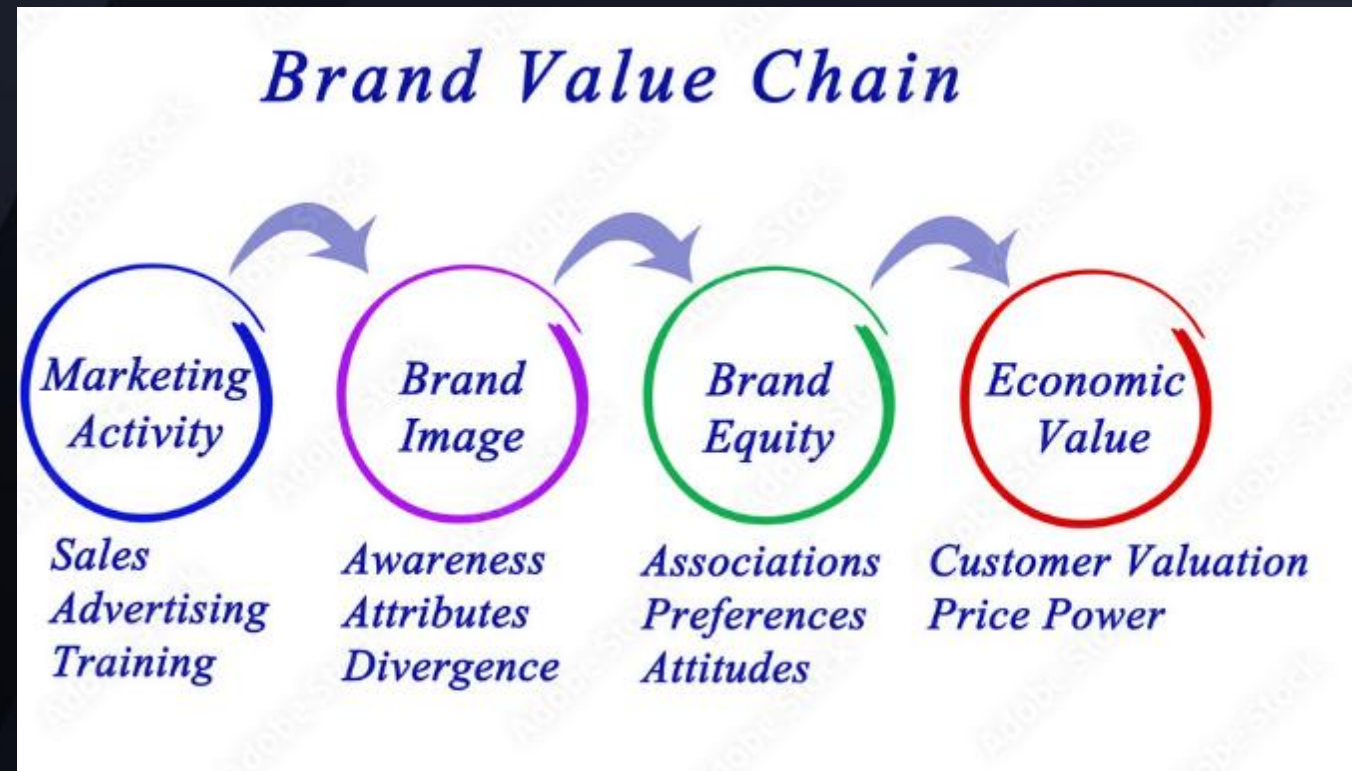
SALIENCE

Our consumers survey's results*: strong brand awareness

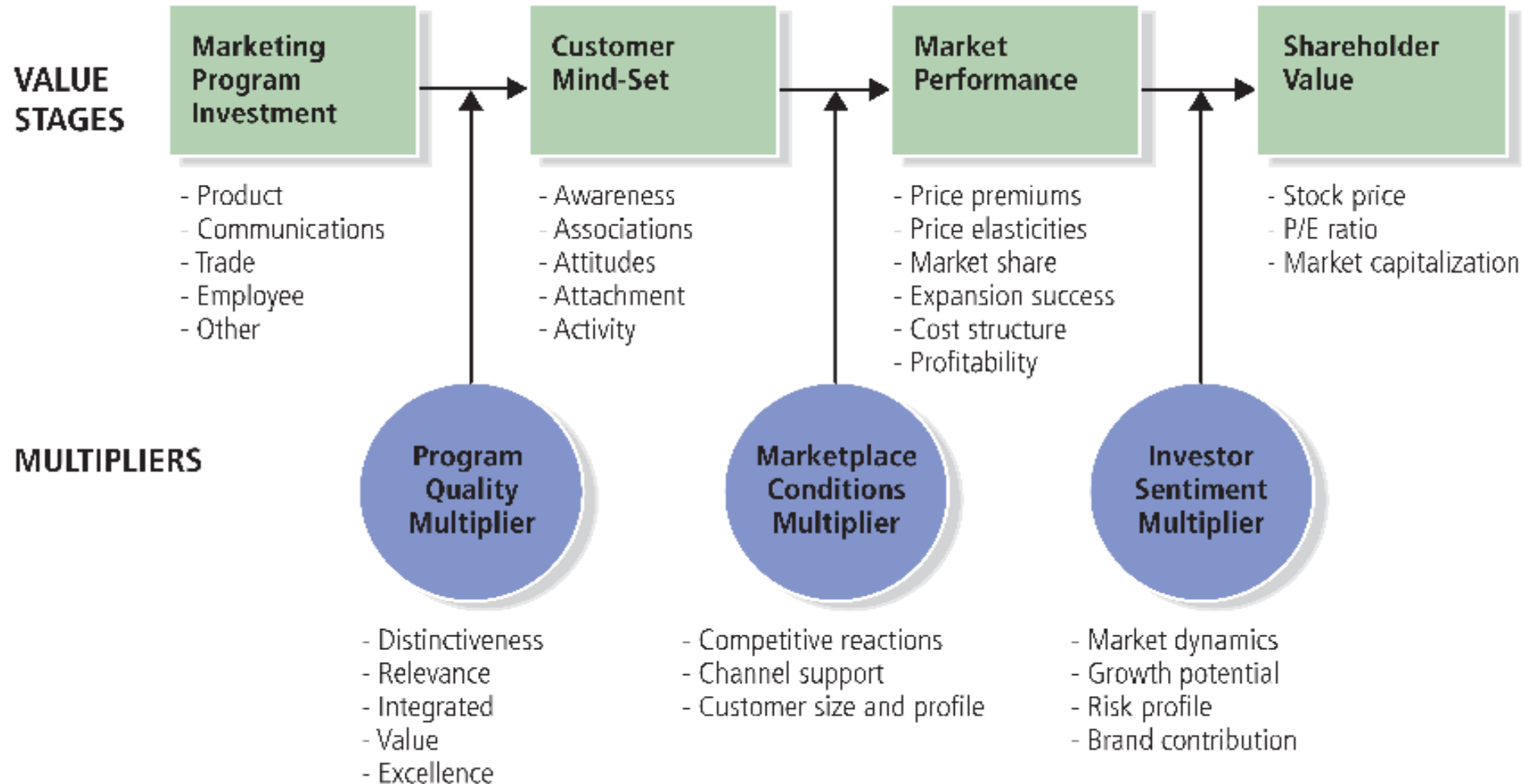
- Top of mind: 21.62% (3rd behind BMW and Audi).
- Recall: 72.97% (3rd behind BMW and Audi).
- 93% brand recognition / 100% aided brand recognition.
- High Depth / High Breadth.
- Strong heritage (based on the history of the brand).

The Brand Value Chain

- STRUCTURED APPROACH TO:
 - ASSESSING THE SOURCES AND OUTCOMES OF BRAND EQUITY AND THE MANNER BY WHICH MARKETING ACTIVITIES CREATE BRAND VALUE

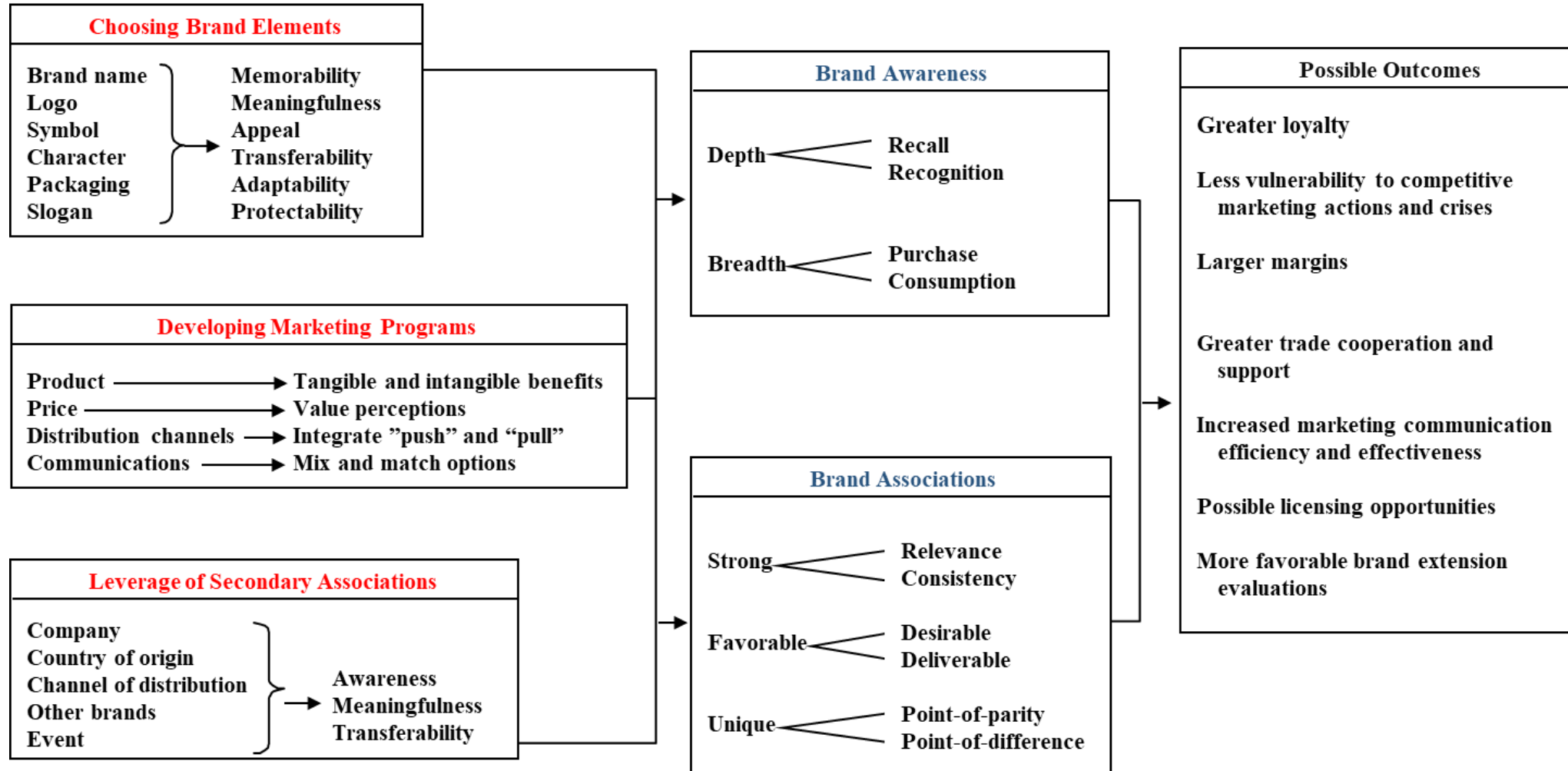


Brand Value Chain (Relation bet. Cust & Brand)



Building Customer-Based Brand Equity

BRAND BUILDING TOOLS AND OBJECTIVES → CONSUMER KNOWLEDGE EFFECTS → BRANDING BENEFITS



- Define brand resonance
- Describe the steps in building brand resonance
- Define the brand value chain
- Identify the stages in the brand value chain
- Contrast brand equity and customer equity



To Sum Up...

Chapter

04



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Thank You

