



Brand management (IEBM II module)

Section 2: Strategic brand Management

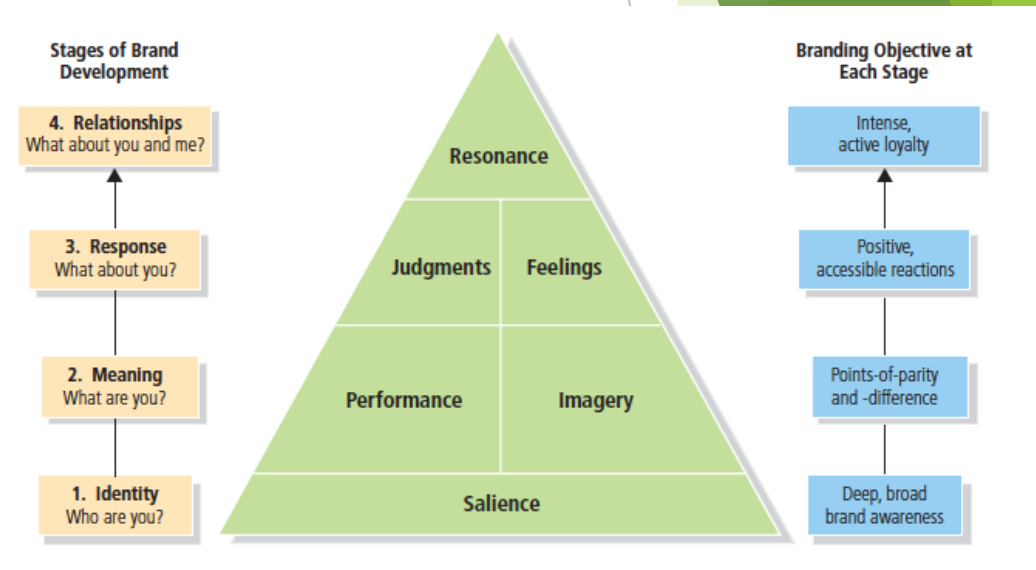
Presentation 3: Brand resonance

In this presentation we will discuss...

- ▶ Brand resonance model:
 - ▶ Brand salience
 - ▶ Brand performance
 - ▶ Brand imagery
 - ▶ Brand judgement
 - ▶ Brand feeling
 - ▶ Brand resonance

Brand resonance model

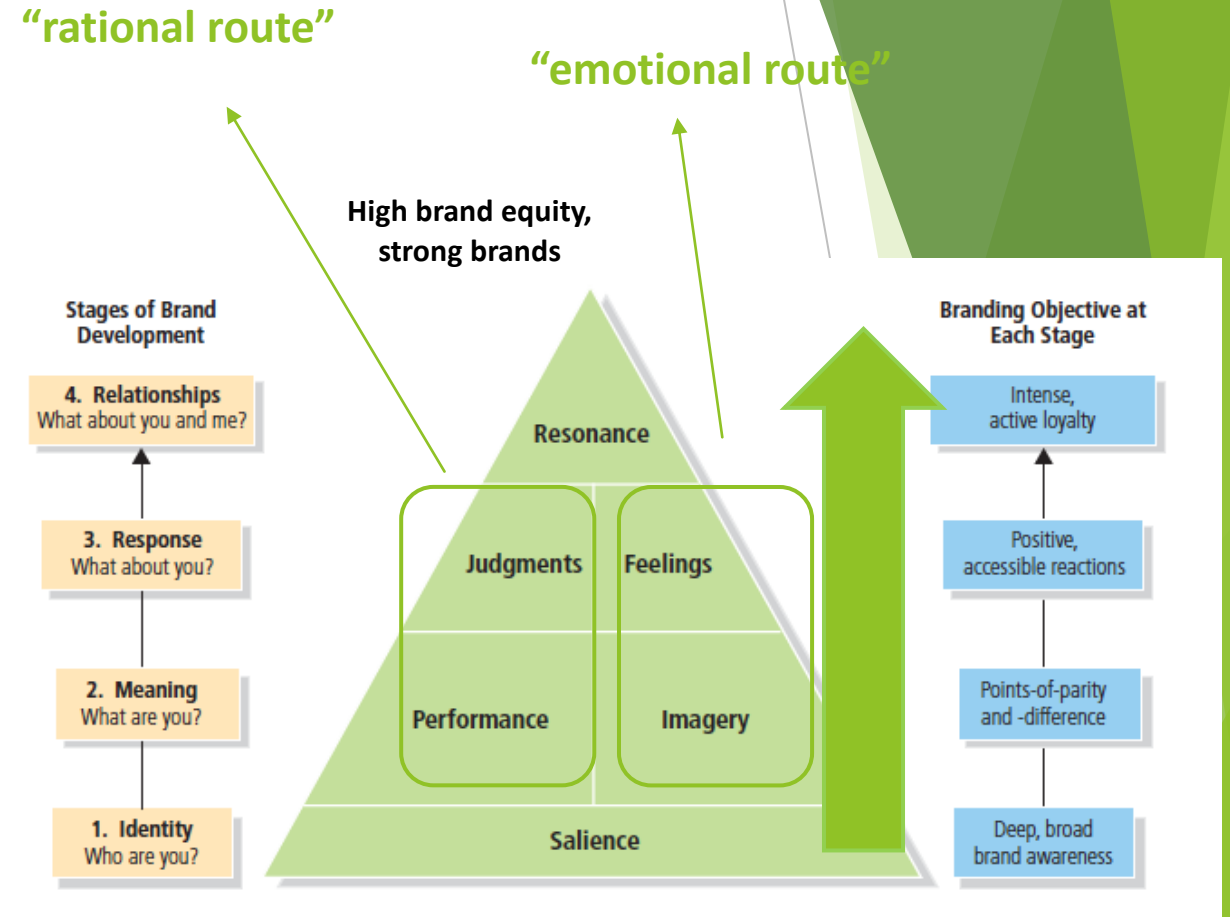
- ▶ This model supports and gives a sense of direction to brand building and the needed actions. The model is a guideline and measurement platform for assessing marketing actions and decisions effectiveness:
 - ▶ Are our actions affecting customer loyalty, community and engagement?
 - ▶ Are our actions boosting the brand performance and imagery associations?
- ▶ It guides and frames marketing research to assess the progresses of the brand along the pyramid steps
- ▶ It allows the assessment of what the brand has become and what block of the brand pyramid is problematic in order to intervene
- ▶ Customers are central to the building of brand equity (customer-centricity: knowing, taking care of, being accountable for, learning from customers)
- ▶ Time is needed to get through the different steps and building blocks



Keller's brand resonance model

The model structure

- ▶ The resonance pyramid states that brand building has a rational and an emotional side. Accordingly, brand building requires customers' rational and emotional involvement
- ▶ The strength (equity) of the brand depends upon what customers have learnt and experienced/experimented (brand knowledge) *over time* about that brand
- ▶ The model is composed of sequential steps (the success of one step is based on the effectiveness of the previous step)



Milestone of the Pyramid	Dimensions	Branding objectives at this stage	Achievement in brand development
<p>Brand salience</p>	<p><u>Depth (of awareness)</u> <i>How likely and easily brand elements come to mind (high likelihood, high depth)</i></p> <p><u>Breath (of awareness)</u> <i>In how many situations brand elements come to mind (range of purchase and usage contexts in which the brand elements come to mind)</i></p> <p>”Positioning” in <u>Product Category Structure</u> (hierarchy of the product category) in customers’ mind: product class, category, type, brand (perceived satisfied needs)</p>	<p><i>Brand awareness</i> (recognition and recall)</p>	<p>Brand identity (Who are you?)</p>

Brand recall: consumers’ ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue

Brand recognition: consumers’ ability to confirm prior exposure to the brand when given the brand as a cue

Milestone of the Pyramid	Dimensions	Branding objectives at this stage	Achievement in brand development
<p>Brand performance (related to the intrinsic product features and properties)</p>	<p><u>The product:</u> intrinsic characteristics and properties of a functional nature (primary and supplementary features and ingredients)</p> <p><u>Product reliability, durability and serviceability</u> (consistency of performance, expected economic life, ease of repairing and all pre- and after-sale services)</p> <p><u>Service effectiveness, efficiency and empathy</u> (typical of service)</p> <p><u>Style and design</u> with functional and sensory aspect (aesthetics, shape, colour, size, etc.)</p> <p><u>Price</u> Pricing policy creates significant performance associations (high price vs. low price; price changes over time and discounts)</p>	<p>Point-of-Parity & Point-of-Difference concerning product's objective characteristics satisfying customers' functional needs</p>	<p>Brand meaning ("rational route") (What are you?)</p>

Milestone of the Pyramid	Dimensions	Branding objectives at this stage	Achievement in brand development
<p>Brand imagery (abstract associations based on intangible aspects)</p>	<p><u>User imagery</u> as the <i>idealized user</i> identified by descriptive demographic factors or abstract psychographic ones (gender, age, income, attitude to life, social status, career expectations...) and that customers associate to the brand</p> <p><u>Purchase and Usage imagery</u> associations concerning under what conditions/situation to buy/use</p> <p><u>Brand Personality and Values</u> the brand acquiring personality traits or human values, “like a person” (modern, old-fashioned, sincere, cosmopolitan...) - inferred values by consumers</p> <p><u>Brand history, heritage and experiences</u> associations to the past, brand history, entrepreneur/family</p>	<p>Point-of-Parity and Point-of-Difference concerning the satisfaction of psychological and social needs</p>	<p>Brand meaning (“emotional route”) (What are you?)</p>

Milestone of the Pyramid	Types of customer's judgements and opinions	Branding objectives at this stage	Achievement in brand development
<p>Brand Judgement (opinion and evaluation)</p>	<p><u>Brand Quality</u> The brand attitude highly depends on overall <i>perceived quality</i> which is often the basis for customer's choice and repeat purchase. Brand quality based on attributes and benefits</p> <p><u>Brand Credibility</u> Mostly referring to the company (rather than the single product). Based on: 1) <i>perceived expertise</i> (competent, innovative, leader), 2) <i>trustworthiness</i> (keeping in mind customers' interest), 3) <i>likability</i> (fun, interesting, worth spending time with)</p> <p><u>Brand Consideration</u> When the customer takes into account the brand as possible purchase. Beyond quality and credibility, the brand needs to be judged <i>as concrete alternative for purchase</i>, as relevant for the individual customer (an important step toward brand equity!)</p> <p><u>Brand Superiority</u> Consumers see unique associations, evaluate the brand better than the competitors, they see the advantages very clearly (significant unique associations)</p>	<p>Reaction</p>	<p>Brand response ("rational route") (What about you?)</p>

Milestone of the Pyramid	Typologies of feelings	Branding objectives at this stage	Achievement in brand development
Brand Feeling	<p><u>Warmth</u> sense of calm and peacefulness, feeling “home”, familiarity, closeness (e.g., heritage brands)</p> <p><u>Fun</u> amusement, feel joy, playfulness</p> <p><u>Excitement</u> energizing, experiencing something special, sense of being alive, fascinating</p> <p><u>Security</u> sense of health, wellbeing, security and safety, free from anxiety</p> <p><u>Social approval</u> sense of being accepted by others</p> <p><u>Self-respect</u> feeling better about yourself, accomplishment, fulfilment, pride</p>	<p>Reaction (emotional reaction, affection, which may be positive/negative, more intense/less intense)</p>	<p>Brand response (“emotional route”) (What about you?)</p>

Milestone of the Pyramid	Dimensions of Resonance	Branding objectives at this stage	Achievement in brand development
<p>Brand Resonance (customers feel they are ‘in sync’ with the brand)</p>	<p><u>Loyalty (loyal behaviour)</u> Defined by the repeat purchase and the amount or share of category volume (share of category requirement, SCR)</p> <p><u>Attachment</u> Personal attachment (beyond satisfaction, beyond respect of the brand)</p> <p><u>Sense of community</u> Identification with a brand community as social phenomenon (sense of affiliation; online/offline), brand “followers” as part of a family</p> <p><u>Active engagement</u> Customers are engaged when willing to invest time, energy, money beyond purchase (e.g., joining a brand <i>club</i>, brand merchandise helps the expression of this engagement and membership, brand evangelists and <i>ambassadors</i>)</p>	<p>Loyalty and “being in sync with the brand”</p> <ol style="list-style-type: none"> 1. Repeat purchase 2. Intensity and depth of the customer-brand psychological bond 3. Brand seeking, information exchange and collaboration (customer-brand) (events, information, community) 	<p>Brand relationship (What about you and me?)</p>