



Brand management

(IEBM II module)

Section 4: Global brand strategies

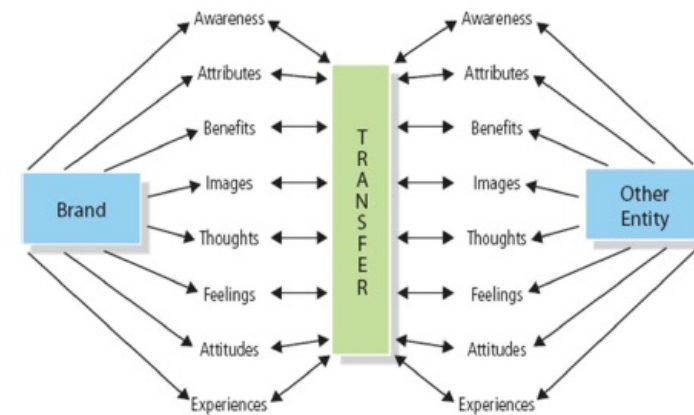
Presentation 9: Secondary brand associations and Country of Origin

In this presentation we will discuss...

- ▶ Secondary brand associations: Definitions
- ▶ Country of origin
- ▶ Place of origin

Secondary brand associations: Definition

- ▶ “Secondary” brand associations means correlated associations, meaning associations deriving from linking our brand to another brand/entity. “Secondary” does NOT mean “less important” as these associations can even contribute to the core brand positioning
- ▶ Leveraging secondary brand associations means to build linkages between the brand and another brand/entity, like another company brand/product brand, event, place, person, etc., in order to transfer brand knowledge from one to the other or create (together) new brand knowledge
- ▶ Leveraging secondary brand associations may help strengthening the brand’s positioning by creating or reinforcing PODs or by creating or reinforcing POPs
- ▶ Leveraging secondary brand associations may create a new set of brand associations (building brand knowledge ‘from scratch’) or impact existing brand associations (shaping, cross-fertilising, adding nuances, enhancing, downsizing existing brand associations)



Source: Keller, Pearson Education 2013

Country of origin

- ▶ It is a modality to leverage secondary associations by linking the brand to geographic locations from which the brand originates
- ▶ Countries are reputable for expertise, culture, know-how, lifestyle...
- ▶ Geographical origins, having such reputation, make consumers infer:
 - ▶ High quality
 - ▶ A basket of “symbols” and “values”
- ▶ Country of origin is “the strong associations between the country image and product quality in relation to product/brand evaluations” (Kotler & Gertner, 2002)
- ▶ “Country of origin impacts consumer perceptions and behaviours through the image of the product’s country of origin. The image is the **representation, reputation, or stereotype** of a specific country, which consumers associate with the products... a country's image arises from a series of dimensions that **qualify a nation in terms of its production profile**. Such dimensions include *innovative approach* (superior, cutting-edge technology); *design* (style, elegance, balance); *prestige* (exclusiveness, status of the national brands); and *workmanship* (reliability, durability, quality of national manufacturers)” (Goday et al., 2012)

Place of origin

- ▶ Beyond the country of origin, the place of origin applies specifically to some industry, such as gastronomy, food and beverage sectors
- ▶ Place of origin highlights that “smaller sub-national places” (Papadopoulos et al., 2018), such as cities, regions, districts and neighbourhoods, that participate in the creation of the perceived origin (Pasquinelli et al., 2021)
- ▶ Rural and regional areas can mobilise tangible and intangible attributes, echoing heritage and local culture
- ▶ A substantial difference between the country of origin and the place/region of origin was argued: the place of origin provides higher place-specificity, creating the conditions for consumers to attach more importance to the regional origin than the country origin (Pucci et al., 2017)