

Branding Priorities & Progress



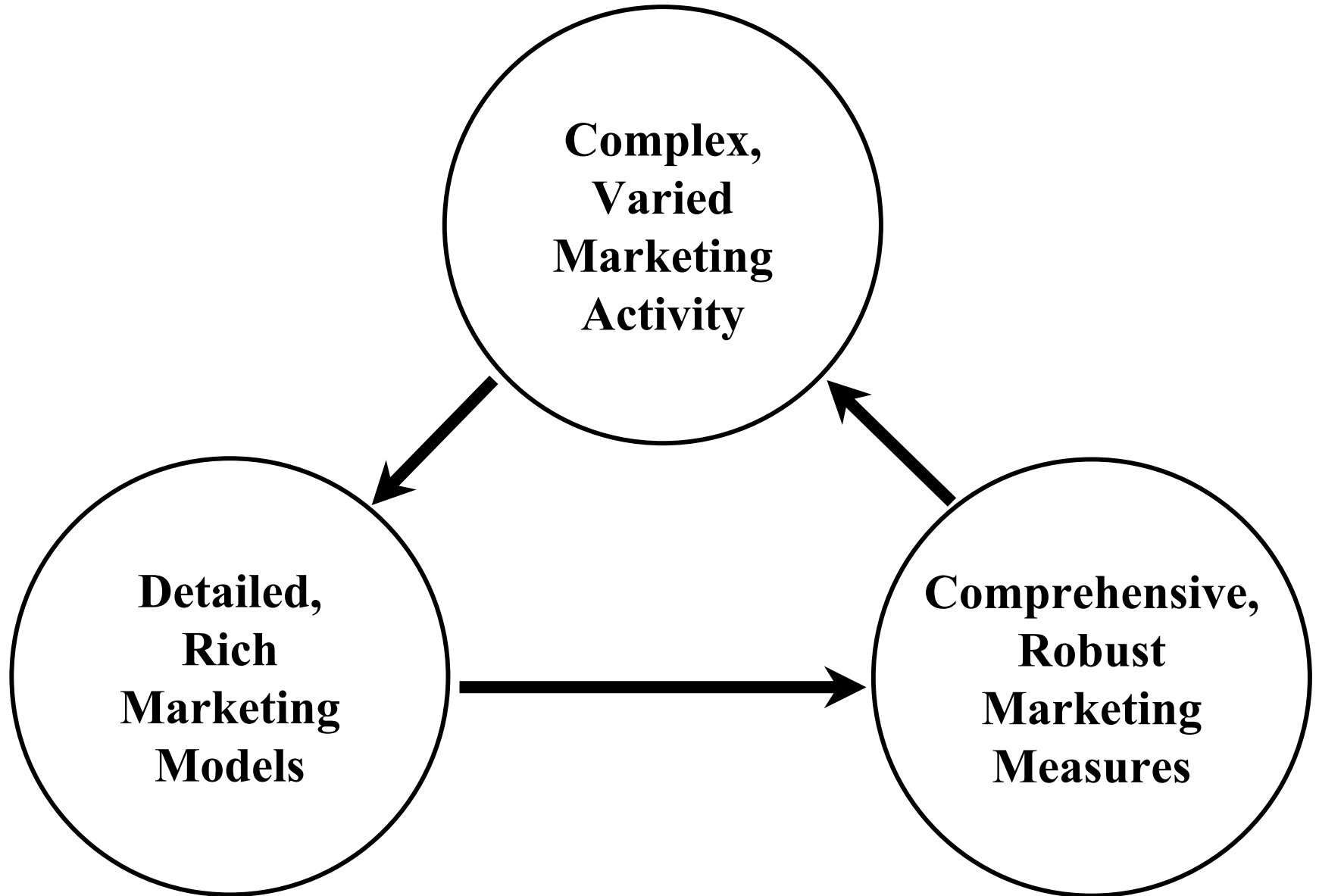
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A Successful 21st Century Brand

- Understand the full meaning of the brand
- Be properly positioned
- *Create brand resonance with consumers*
- *Integrate brand marketing programs*
- Align internal & external marketing
- *Understand ROI of marketing investments*
- Be properly managed over time & markets

MARKETING PLANNING PROCESS

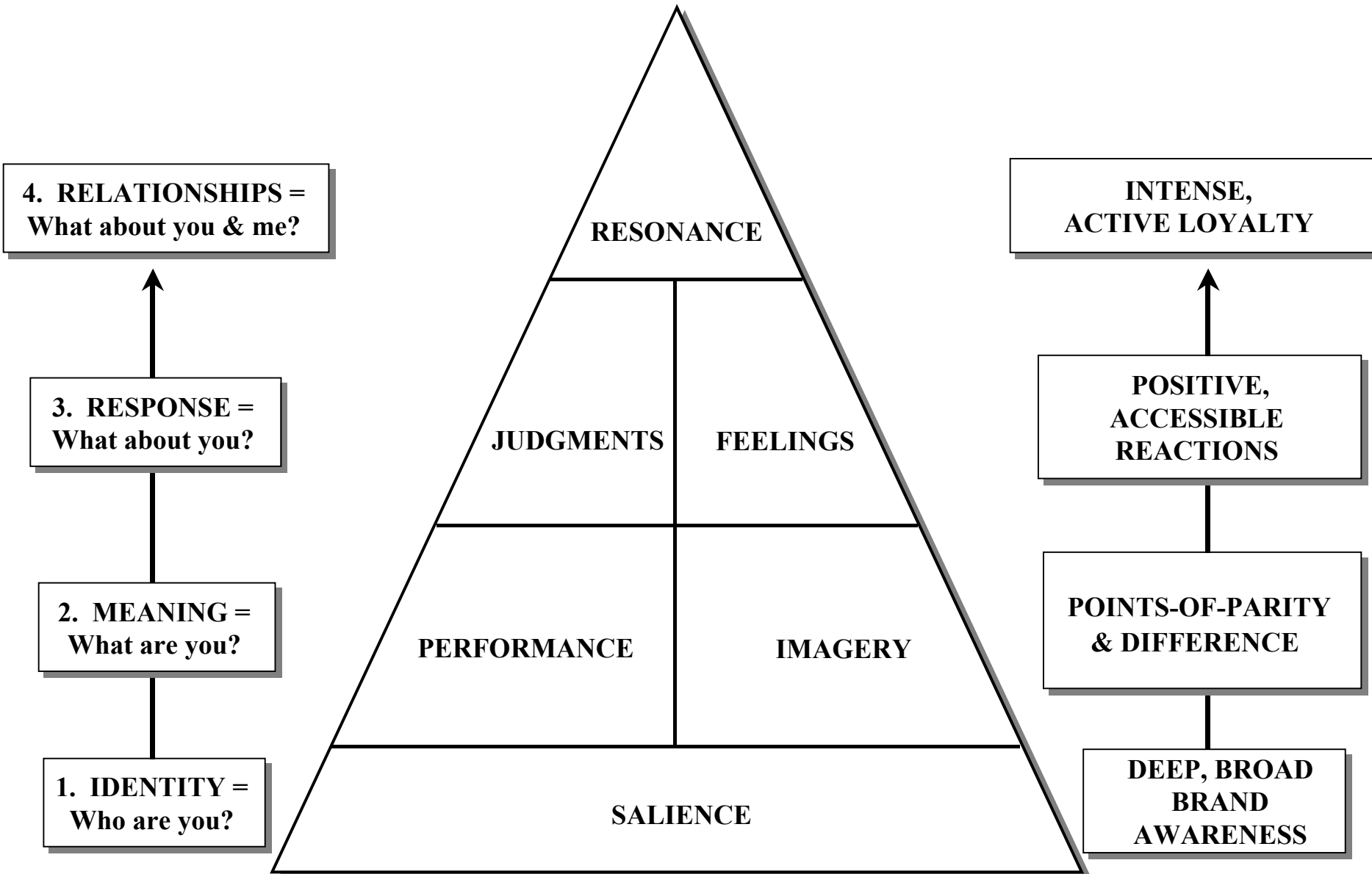




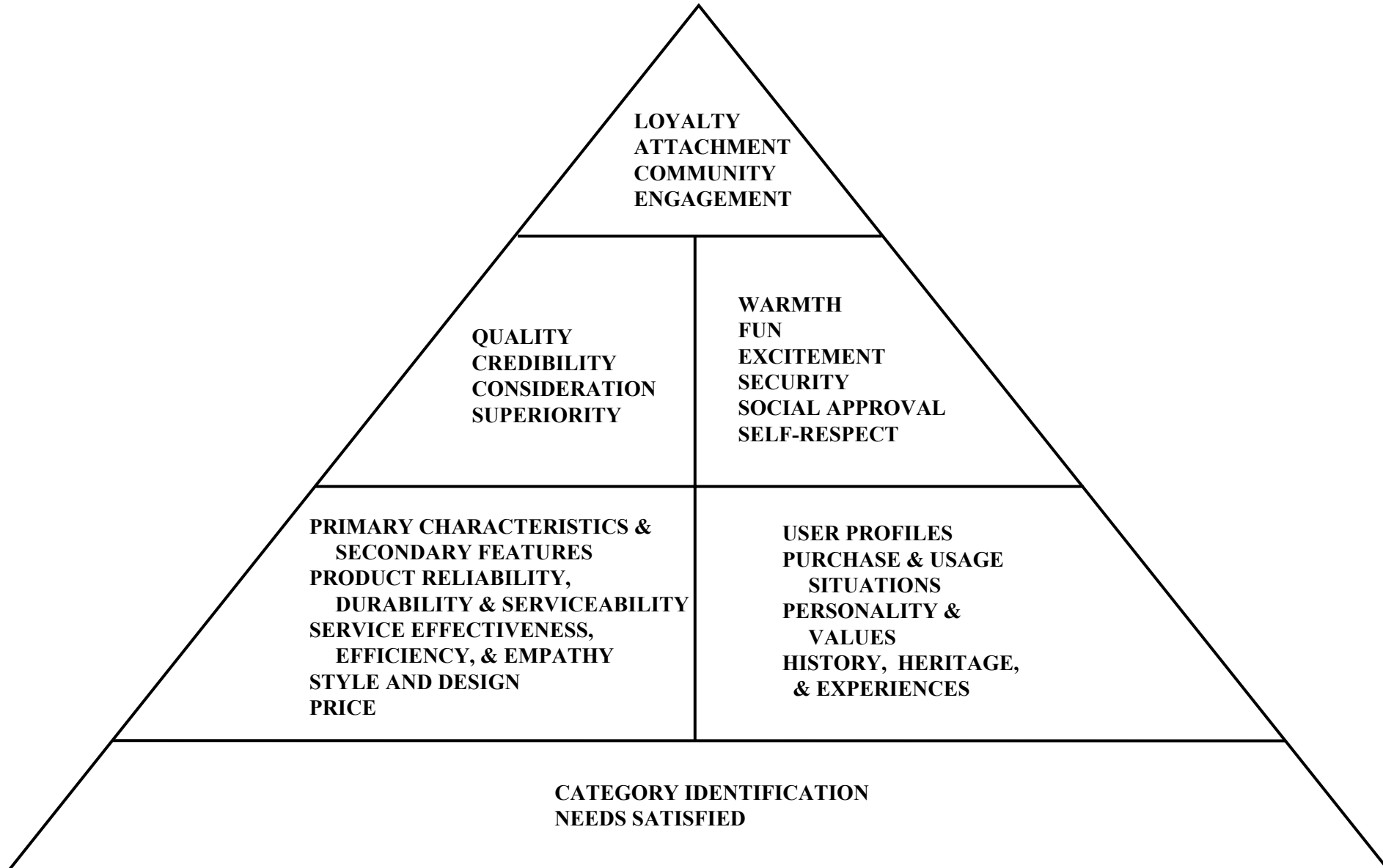
Create Brand Resonance with Consumers

- Challenge is to ensure consumers have the right types of experiences to create the right brand knowledge:
 - Perceptions & Images
 - Thoughts & Feelings
- Building a strong brand involves a series of steps as part of a “branding ladder”
- A strong brand is also characterized by a logically constructed set of brand “building blocks.”

CUSTOMER-BASED BRAND EQUITY PYRAMID



Sub-Dimensions of CBBE Model





External Brand Integration

- **Must adopt 360° view of consumer-brand interactions**
 - Every brand contact matters
- **Must mix & match brand marketing activities**
 - Different marketing activities can accomplish different things
 - Achieve commonality (reinforcement)
 - Achieve complementarity (uniqueness)



Drivers of Brand Equity

- **Brand elements**

- Brand name, logo, symbol, character, slogan

- **Marketing program**

- Product, communications, channel

- **Secondary associations**

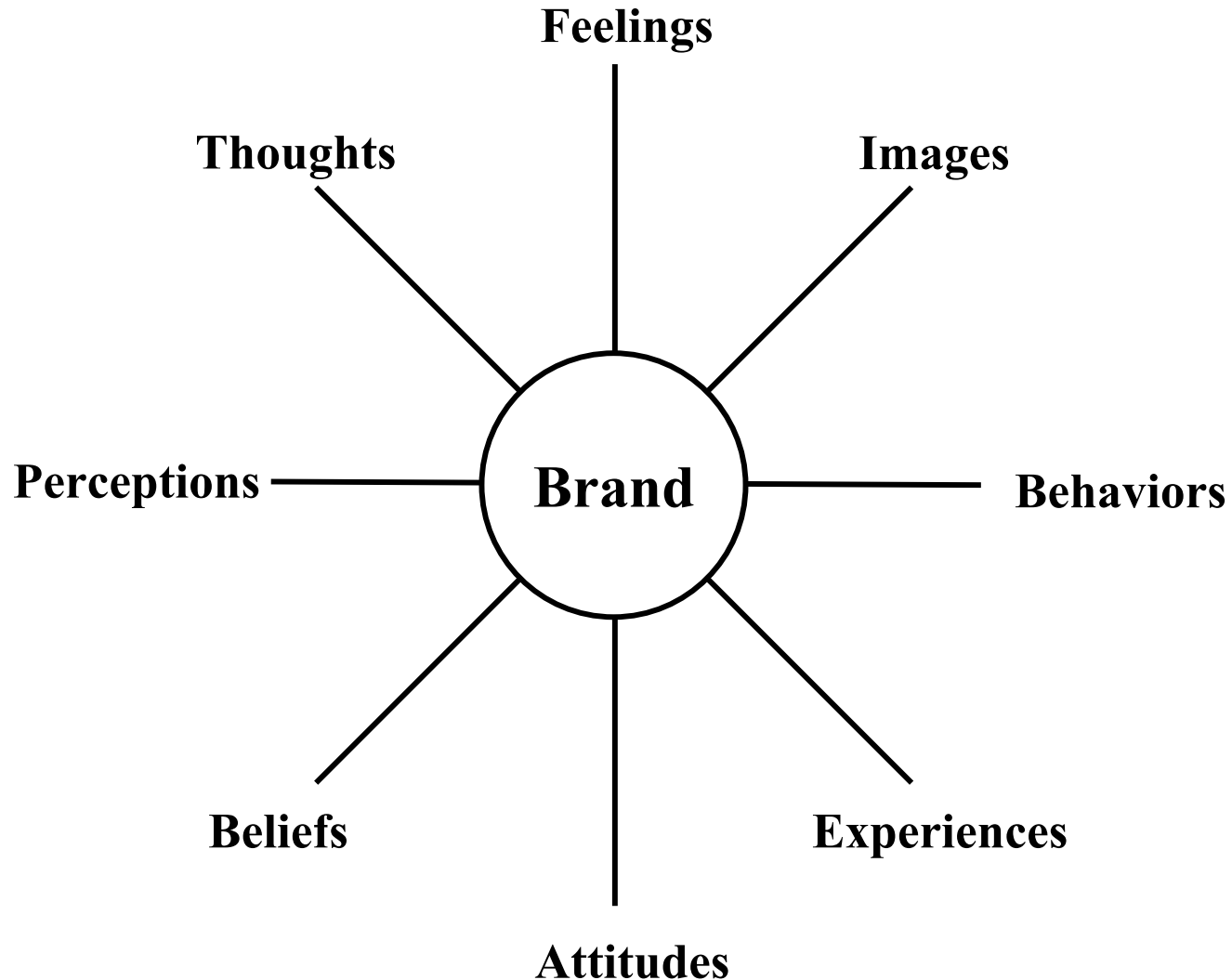
- Company, other brands, places, people



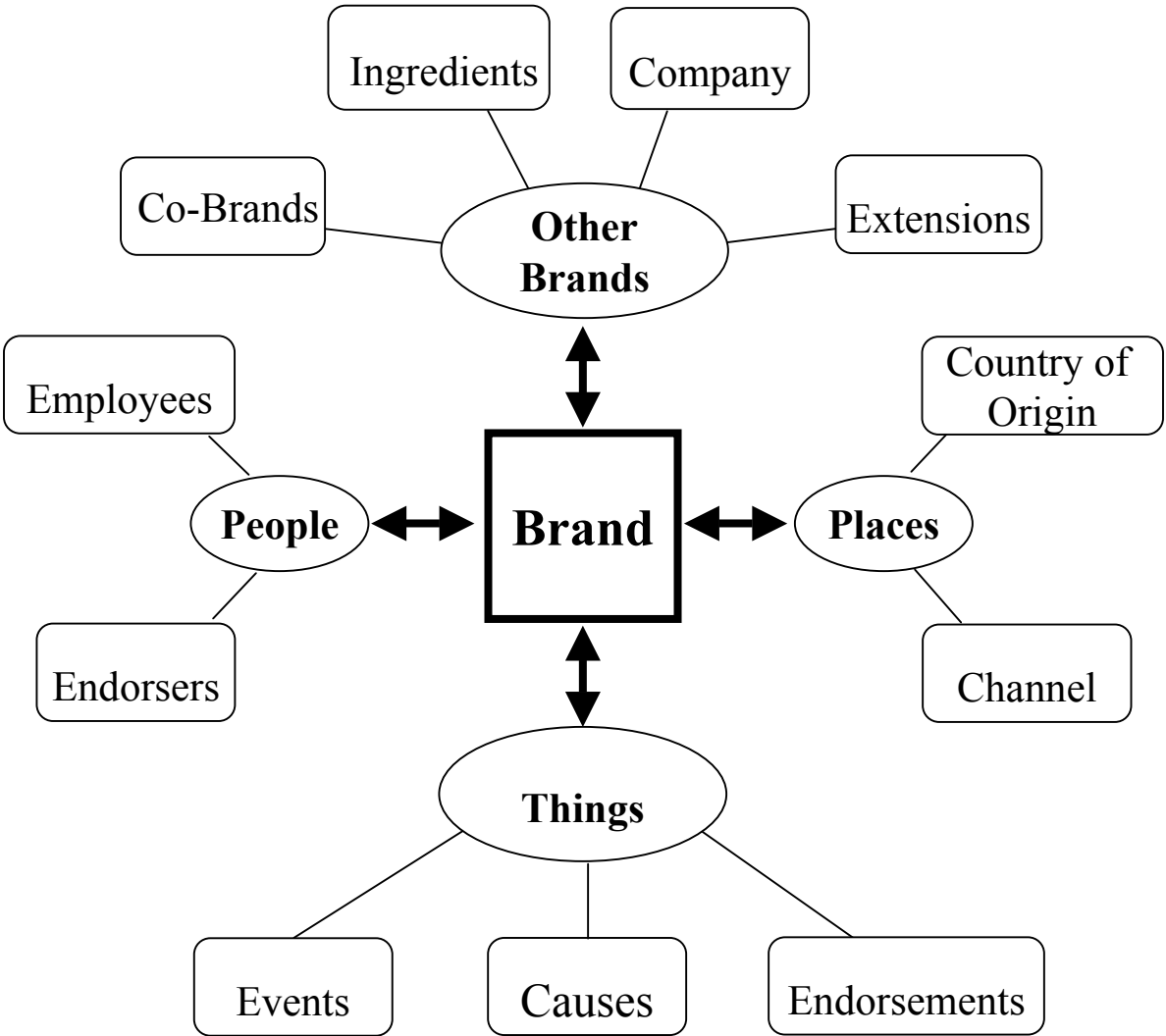
Alternative Communication Options

- **Media Advertising (TV, radio, print)**
- **Direct Response Advertising**
- **Interactive (on-line) Advertising & Web Sites**
- **Outdoor Advertising (billboards, posters, cinema)**
- **Point-of-Purchase Advertising**
- **Trade Promotions**
- **Consumer Promotions**
- **Sponsorship or Event Marketing**
- **Grassroots Activities & Events**
- **Publicity or Public Relations**

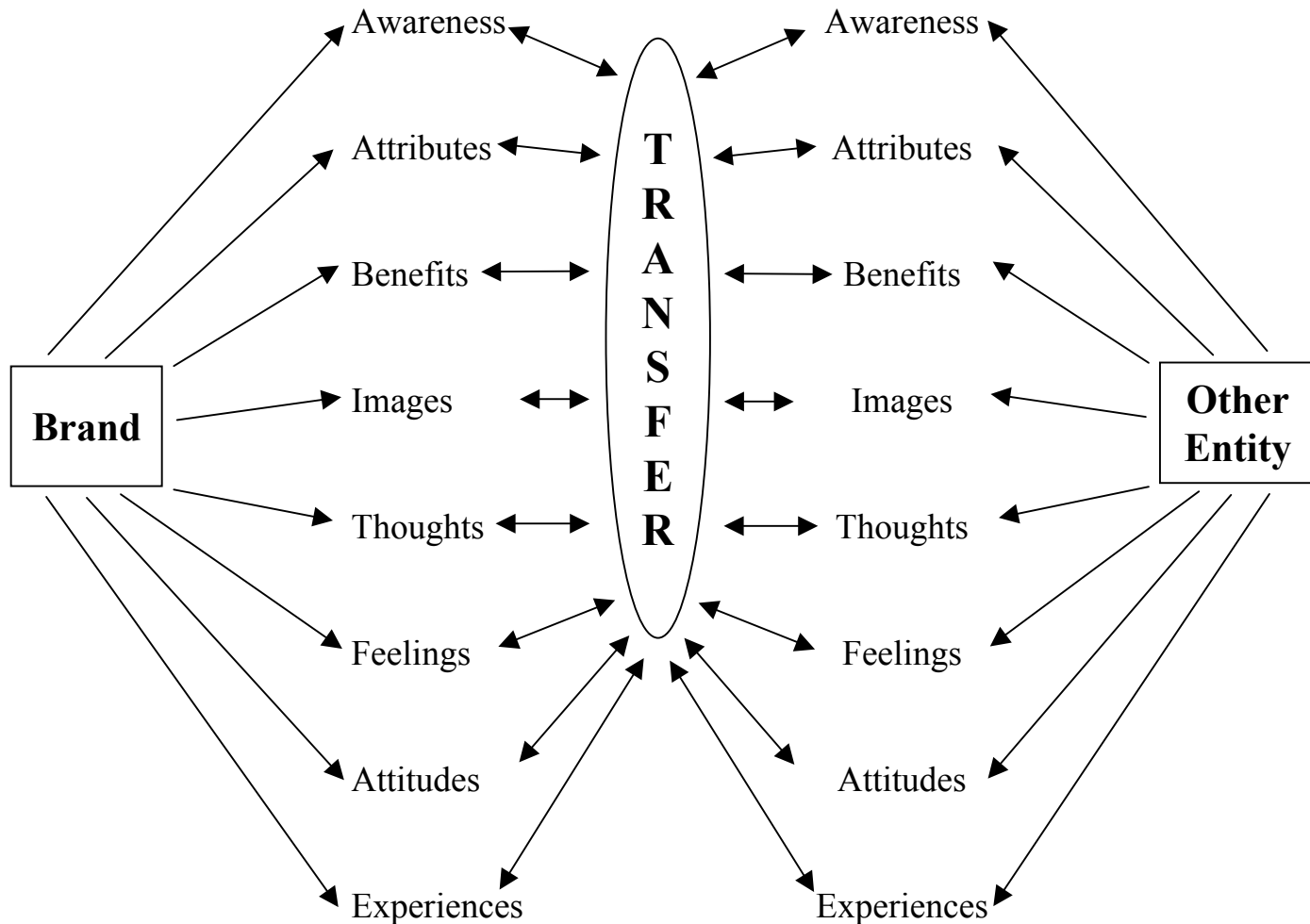
Some Dimensions of Brand Knowledge



Secondary Sources of Brand Knowledge



Understanding Transfer of Brand Meaning





Brand Equity Measurement Perspectives

Interpret
Past Performance

Forecast
Future Performance

Strategic
Objectives

Underlying Brand
Equity Drivers

Fortifying & Leveraging
Brand Marketing Activity

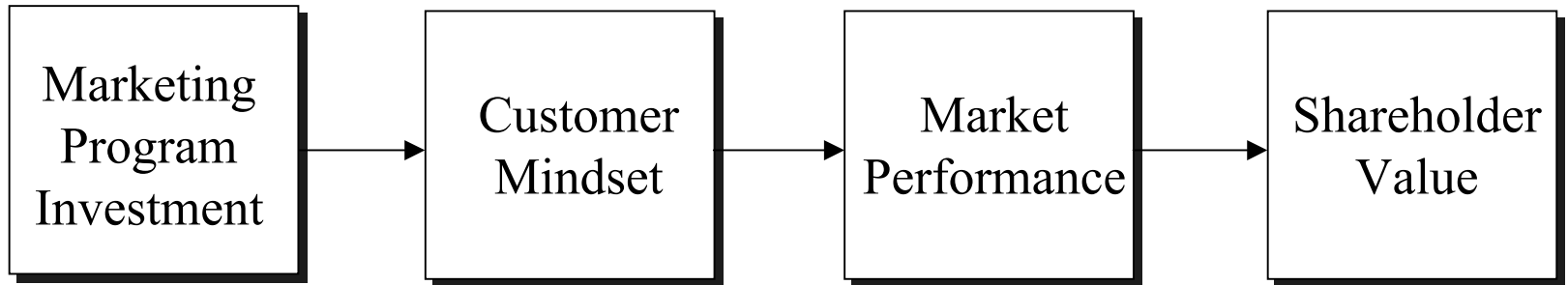
Financial
Objectives

ROI for
Marketing Activity

Budget Determination
& Allocation

Understand ROI of Marketing Investments

VALUE STAGES



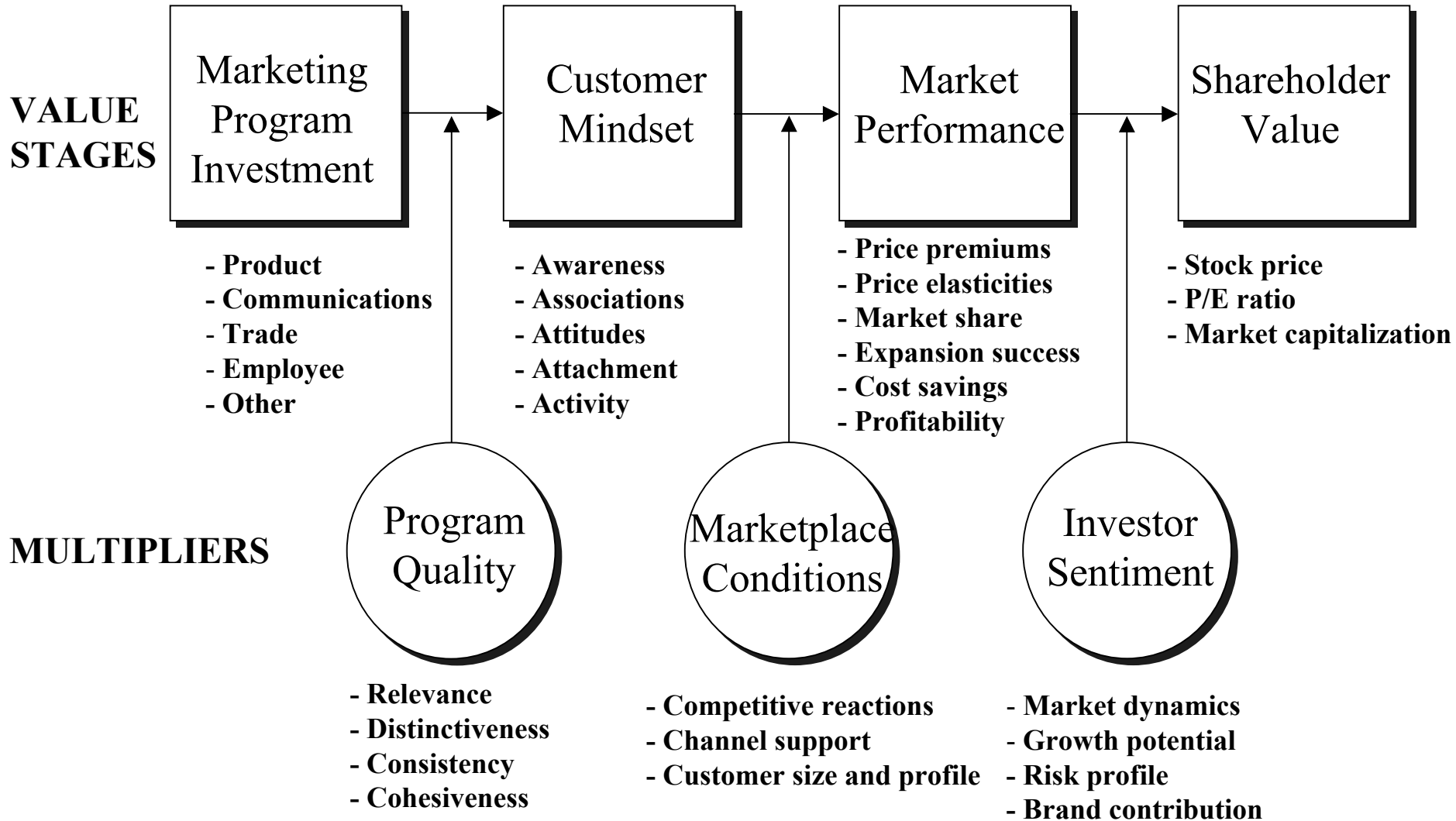
- Product
- Communications
- Trade
- Other

- Awareness
- Associations
- Attitudes
- Attachment
- Activity

- Price premiums
- Price elasticities
- Market share
- Expansion success
- Cost savings
- Profitability

- Stock price
- P/E ratio
- Market capitalization

Brand Value Chain





A Successful 21st Century Brand

- Understand the full meaning of the brand
 - Mental maps, core brand values & brand mantras
- Be properly positioned
 - Points-of-parity & points-of-difference
- ***Create brand resonance with consumers***
 - ***Customer-Based Brand Equity pyramid***
- ***Integrate brand marketing programs***
 - ***Mixing & matching 3 types of equity drivers***
- Align internal & external marketing
 - Brand audits, brand charters, brand equity tracking, & brand equity reports
- ***Understand ROI of marketing investments***
 - ***Brand Value Chain***
- Be properly managed over time & markets
 - Marketing balance