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

Complex, Varied Marketing Activity

Detailed, Rich Marketing Models

Comprehensive, Robust Marketing Measures
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

1. IDENTITY = Who are you?

2. MEANING = What are you?

3. RESPONSE = What about you?

4. RELATIONSHIPS = What about you & me?

SALIENCE

PERFORMANCE

JUDGMENTS

FEELINGS

IMAGERY

RESONANCE

INTENSE, ACTIVE LOYALTY

POSITIVE, ACCESSIBLE REACTIONS

POINTS-OF-PARITY & DIFFERENCE

DEEP, BROAD BRAND AWARENESS

RESONANCE
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

Brand

- Feelings
- Images
- Behaviors
- Experiences
- Attitudes
- Beliefs
- Perceptions
- Thoughts
Secondary Sources of Brand Knowledge

- Co-Brands
- Ingredients
- Company
- Extensions
- Employees
- Country of Origin
- Endorsers
- Channel
- Events
- Causes
- Endorsements

Brand

Other Brands

People

Things
Understanding Transfer of Brand Meaning

- Awareness
- Attributes
- Benefits
- Images
- Thoughts
- Feelings
- Attitudes
- Experiences

Brand

Transfer

Other Entity
## Brand Equity Measurement Perspectives

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Understand ROI of Marketing Investments

VALUE STAGES

Marketing Program Investment

- Product
- Communications
- Trade
- Other

Customer Mindset

- Awareness
- Associations
- Attitudes
- Attachment
- Activity

Market Performance

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

Shareholder Value

- Stock price
- P/E ratio
- Market capitalization
Brand Value Chain

VALUE STAGES

Marketing Program Investment
- Product
- Communications
- Trade
- Employee
- Other

Customer Mindset
- Awareness
- Associations
- Attitudes
- Attachment
- Activity

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

Shareholder Value
- Stock price
- P/E ratio
- Market capitalization

MULTIPLIERS

Program Quality
- Relevance
- Distinctiveness
- Consistency
- Cohesiveness

Marketplace Conditions
- Competitive reactions
- Channel support
- Customer size and profile

Investor Sentiment
- Market dynamics
- Growth potential
- Risk profile
- Brand contribution
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