⇒ if there is ambiguity in understanding a text then we need context.

⟷

Brand Managment (Lect # 2)

⇒ PR/ publicity / propaganda refers to same thing
good term → bad term

4 P's ⇒ product → price → placement → promotion

Steps of Marketing / promotion

⇒ awarness → liking by customer → it becomes preference of customer → conviction → sales

- feed back is important after sales.
  second sale depends on first experience of customer either expectations are met or not.
- reselling is important / retaining customers for recovering the investments.

- pricing is decided by marketer ~~after~~ before promotion / creating awareness.
- network of distributors is created for easing customers to buy products.
- customers will only travel depending on the value of product for them.

Psycology / human brain / behaviour is studied to understand subconcious needs. They may carry more weightage than concious needs of customers.

Example: Jazz had more customers even though Pak Tel had better service. Jazz provided the feeling of belonging to group.

$$\text{Value} = \frac{\text{total benefits}}{\text{total cost (any cost i.e. price, tim}}$$

WEEK 2

Brand managment

⇒ you can create want for a product by promotion / advertisement but you cannot create need.

⇒ creating want only cannot ensure of sales.

want

ability → purchase

willingness

Demand

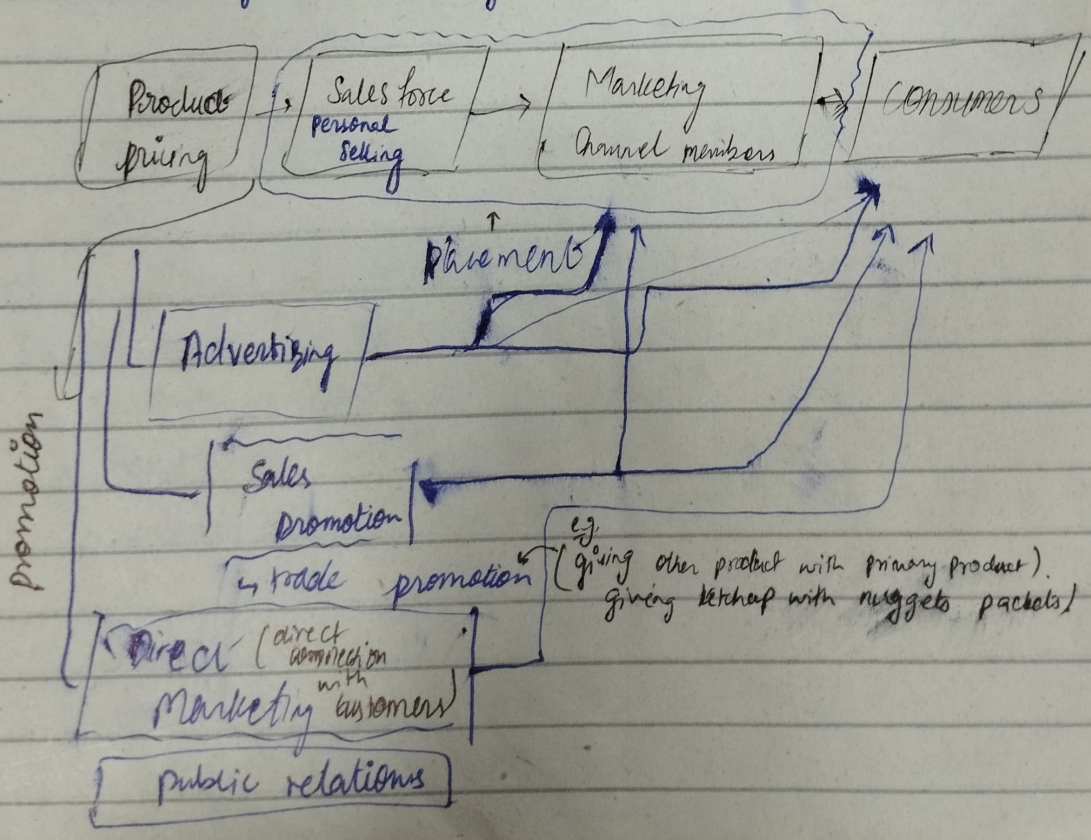
creating want for those who have ability to purchase & willingness will create demand for product.

⇒ you cannot sale a product to everyone.

⇒ advertising for potential customer can be done (but only") if brand is not further growable. on target customers.

⇒ you cannot be self sufficient but self pellent.

⇒ best way to fulfill your needs is to fulfill others needs.



Brand Management

Opportunities are those where your strength can be used

Steps of Marketing

Opportunity Analysis

↳ Match with strength/weakness and shortlist right opportunity

↓

Devising a Marketing Strategy

↓ Segmentation

↳ chose a particular segment you want to work in

↓ targeting

↳ target audience

↓

positioning → your brand in mind of consumers by providing values which are supirior to other brands.

All of this is done on paper then you go to practicle and use 4P's.

Branding is a part of Marketing.

Solution

Product/Service offering

Commodity where there is no branding by anyone.

e.g. when rice were sold without brand names. | Sugar & Articles

Brands

↳ It gives recognition / symbol / source / identity
↳ ensures you will get same quality every time - consistent quality
quality assurance is difficult / challenging in some brands like tea, tobacco.

Brand Name → logo → Brand colors

It is over-communicated world we live-in. there are millions of ads we see every day but we cannot process every one. so, we become selective and don't pay attention to what we believe is unnecessary.

Today
Human brain is like sponge. It is dripping because of over absorbing info. You have to fit brand in it which is challenging.

Brand Name (not corporate name)
It should be meaningful unlike 40 years ago.
→ It should tell product category
ideally → It should also tell positioning of cat

PakTel → ~~Pak~~ tellphone company in Pakistan
Jazz → don't convey anything.

Logo design
colors, fonts → represents your brand.
you don't change colors, fonts for no reason
coke is not changed for years.

You can change logo/color for reviving / give life again to brand.

PSO was oval with red. then changed.

Pepsi came red & blue → blue only

Don't use generic names

FAST-NU → NUST

Don't use tech names like 5g

what if 6g, 7g comes.

PTCL was Telephone & Telegram.

Name e.g Fried Food → but with more health knowledge people are avoiding fried food.

Naming multiple product, the same brand name can ~~be~~ not be beneficial.
The name can become generic if it represent one product.

surf → it is first washing powder.
pampers → owns diaper category.

You do not own the brand category if brandname is also used for other category.
It effect the main product you start e.g. Honda was a bike company which started cars. ~~in not~~ Yamaha > Honda in Japan.

Reasons for being over-communicated society
Multiple T.V channels (Media Exposure)
Multiple brands for same product. (Multiple competitor (Product exposure)
Social Media

• Sectors which tradionally doesnt ad started ading. e.g. doc so (pos
When name gets famous then it becomes abberaviation not vice-verse.
except in one case
L.G → Lucky + Gold Star

Brand Image
consumer has some image of brand (!important)

~~Image~~ Image is inevitable.
→ packaging, color, design, quality everything play roles in Image.

• Managment

Alternate Response Hierarchy Model

- Cost (directly $\propto$)
- Risk (directly $\propto$)
- frequency $\propto \frac{1}{\text{involvement level}}$

↓

No of times you purchase product

- self-expression

(marketer targets logical parts)

Involvement Level

(cognitive) Logical Analysis (complex buying behaviour) Belief → Feeling → Action	Logical analysis is difficult / impossible due to less differences. Schools (e.g). Dissonance reducing Buying Behavior Action → Feel → Belief availability

Dissonance is created.

Factors
← location
← Incentives

Perceived Differences

↳ The ability to differenciate between various brands of same product. If there is no difference in reality. It does not matter.

Probability & Statistics

Law of Complimentation

$n = 18$

$x = 0, 1, 2, 3, \ldots 18$

Success + Failure

$P(S) + P(F) = 1$ = Total

$P(S) = 1 - P(F)$

Brand Managment

Attitude:

"The way you think, act and feel towards environment."

Active listening → Lecture
(Action) → Brand

Attitude → Purchase

Think — Feel — (Intended) Act

→ 1 2 3 (Initial sequential model)

not true in every case. Fashion Brand directly target feelings.

Prob

Suppose we found "rolex" occurs in 250 of 2000 messages to be spam. and 5 of 1000 messages to be ham. Estimate the probability that an incoming message containing the word rolex is spam assuming that it is equally likely that an incoming msg is spam or not spam. If our threshold

Alternative Response Hierarchical Model

Involvment level		
H	Complex Buying Behaviour Think → Feel → Do Belief → Affect → Purchase	Dissonance Reducing Behaviour Do → Feel → Think Purchase → Act → Feel
T.V ⇒	Variety Seeking B.B same as Qual Ex Passive (Belief) → Purchase → Feel	- Wide spread - Available - Avoid out of stock - Good display (sales department)
L		Habitual Buying Behaviour

H ← Perceived Differences b/w brands / ~~and~~ alternates → L

Brand Mang. ⇒ Brand familiarity

Guard IV

⇒ You probably wont put more than arm distance for low involvement products

⇒ People are not going to read even a page of these ads.

⇒ availability matters
if Dawn is not available or placed somewhere else you will pick another bread.

⇒ Create Familiarity
people purchase products of familiar brands.
we target right brain.
↳ colors, music, animations visuals etc. (T.V) main communication channels

Articles
⇒ Write elements which can be absorbed while turning page on article.

every else ~~add~~ ad reminds of T.V ads.

Unit III

Brand sets. {A, B, C, D, E}

→ priority list. if A isn't available you pick B

⇒ if neither is available then you may go to other shops.

Even in high involvement we have choice sets.

1- Civic
2- Corola
3- Alumi

1- Marie
2- Zeera
3- Peanut

FCB Model

scale ~~No~~ very few products are 100% feeling/thi

	Thinking	Feeling
H	Think → Feel → Do	Feel → Think → Do
L	Do → Think → Feel	Do → Feel → Think

Passive (Thinkin

→ if product can be divided into attributes for eval than its more of a thinking product else it is more of a feeling product.

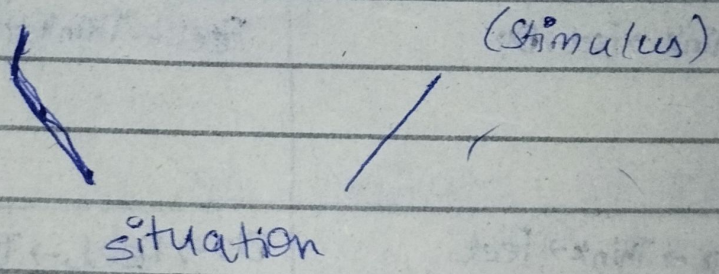
→ Line extension (not brand extension)

→ Franchising / Liscencing
(sale franchise to people)

→ brand extension can be reasonable for ~~small~~ low involvement products.

→ one mega brand and different name of product
Toyota → corola, etc.
Nestle → Nido, everyday etc.

→ different for all
coke, fanta, sprite.



→ Situational Categories
- Physical Surroundings

Brand Managment

Solution

~~Social~~ Process,

(Information Processing)

Exposure - you need exposure to learn ~~and process~~ information.

Attention

exposure is not enough. if you don't pay attention you won't process solution.

- physical situation can be improved for improving attention

Interpretation

(Meanings you assign to symbols/words etc)

Memory

Storing in brain.

Exposure: when anything comes in range of your sensory receptors you are counted as exposed.

e.g. You see a billbord which is km away even though you can not read it but you got exposed to it. You are doing work and TV is on you are being exposed to it.

Interpretation (short term)

we interpret on basis of our past exposure. If ~~we~~ we go to west and see girls in short clothes we will judge on basis of our culture. In our culture it is bad but when we get expose to their culture it is normal.

First 3 steps a combined are perception

Memory

When perception is formed we evaluate on basis of problem in hand. if it is useful on their is no current problem but can be used in future. we store it in long-term memory otherwise we throw it out of memory.

Perceptions

Exposure (can be random or ~~be~~ deliberate) (bitwise or)

→ you can choose T.V channel (eg National geography) this is deliberate but ~~th~~ we don't know which ads will play (random).

Attention

(marketer controls stimulus) eg T.V adds, billboard

Stimulus ——— Individual

- passion
- need
- interest

Situation

[girls in bay shorts] ads

even if their is no need interest, can catch attention

Stimulus:

In control of Marketer

Tools which Marketer can use to stimulate attention

⇒ Color / Movement

if all ads are black/white on paper your ad is colorful then yours will get more attention.

→ Billboards (hoddings) wh were multiple ads play. on signal it rotates (multiple ads)

→ movements through neon lights vibrant/ brighter colors for attention grabber.

⇒ Size

Big is good. Karach, Sah ra e faisal had biggest hoddings. Bigger size gain attention. Honda relase new model and ad on big brochure.

Intensity,

Increase the intensity of a sound to gain attention.

. TV show end & commercial has very high volume as compared to show

* frequency is also related to intensity 3 10sec ad as compared to 1 30 sec ad.

Position:

⇒ Advertisers fight for top left for English newspaper & right for urdu.

Now research shows this is just marginal

difference.

But still on newspaper position matters. There are different prices for different positions.

- If newspaper is put on your lawn it will either be ~~on top or with~~ face up or down. Starting & ending pages have more pricing.

- First & last ad on T.V commercial are more expensive & have higher chances of grabbing attention.
- Similarly on signal it is better to put ad instead of road.
- ~~are~~ eye-view in shops.

<u>Isolation:</u>

- In order to reduce competition you create isolation.

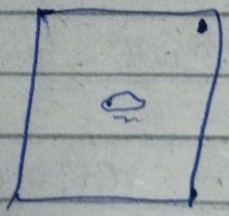
Family Friends Show → Supreme F... Sh
(~~Sty~~ Bought by supreme)
Supreme bought whole show so only ~~sy~~ supreme ad will run.

=) You go for full page in ~~wer~~ newspaper.

=) Your specific Rack ~~on~~ in shop (Head & shoulders) specific freezer (cola, walls) etc.

=) <u>Creative way</u>

for y didn't spend more money on buying space.



Bin
Brand Managment

Information Processing

random — Exposure — delicate
↓
low invol — Attention — high invol
↓
low invol — Interpretation — high invol
↓
short mem — Memory — long mem

} perception

Stimulus
- size of intensity
- color of movement
- Position
- Isolation
- Format
- Contrast
- Info quatity

Contrast:

oppositions to competitors
Black/white ⇌ colors

- Contrast of theme
  e.g All banks shows same theme of people wearing blank suits talking about interests.

⇒ Indian Bank ⇒ 99.5 → 100 vs petrol
~~for~~ ⇒ if you want someone to watch your interest this closely. Invest in our bank. (potato)

Info Quantity

provide right amount of information for corresponding involvement level.

Format

~~Des~~ Designer, content writers, visualizer

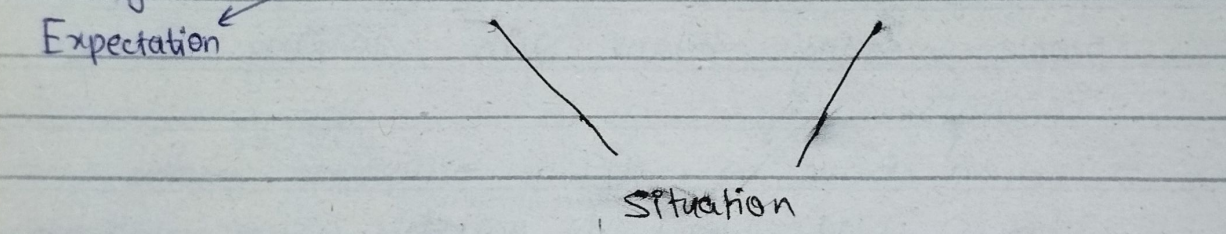
For Low Involvement

visuals, sounds, images etc

- giving subtle effects like in cooking show on background shelf place your product.
- pepsi ad in cinema before break.
  (subliminal advertising)

Interpretation

- Cognitive
  (left part. basis on exposure (info) we get
- effective
  (through feelings. fear, hunger, etc)



Expectations

Expectations become reality.

Non-verbal messages also play role.
Clothes, body language, ~~words~~ of model in ads matters.

Quality, packaging, pricing everything play role in interpretation

Brand Managment

Temption

Interpretation

Situation

proximity (surrounding) plays role in interpretation

example

→ even if your brand is local placing it ~~uses~~ with imported brand make good impression.

wrong proximity

→ fun ads during break of news (war news)

→ food ads in areas (garbanged)

Learning

Any change ~~of~~ in contents or structure of your long term memory.

⇒ pigeon holes

↳ relevant info goes into same pigeon holes.

we create new connections with pigeon holes. e.g. Dinner with coke by seeing ad of coke (dinner).

~~sta~~ ~~st~~ music with coke due to coke studio.

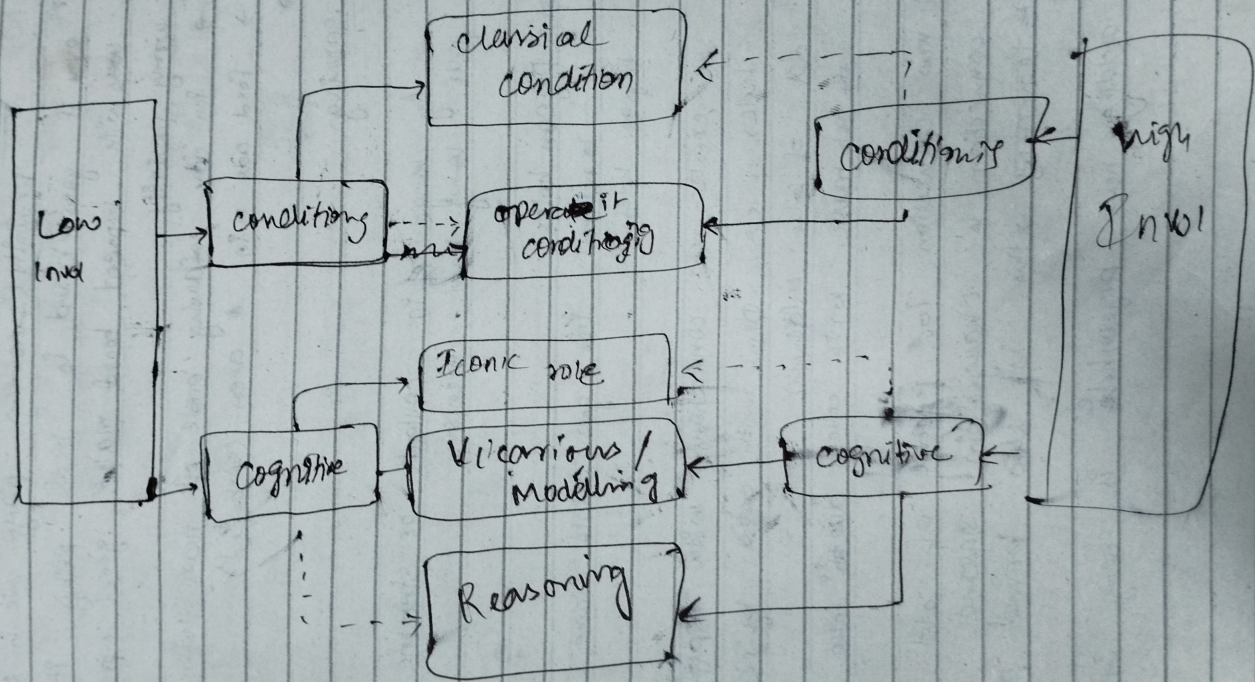
→ new connection / or removal of old connection is change in structure.

~~→ learning~~ → this is also brand positing.

→ adding new pigeonhole is change in content

Brand Managment

Learning methods



Classical Conditioning:

⇒ Established connections (which are already stored in long term mem) are used to create new connections.

Example:

black represent elegence.

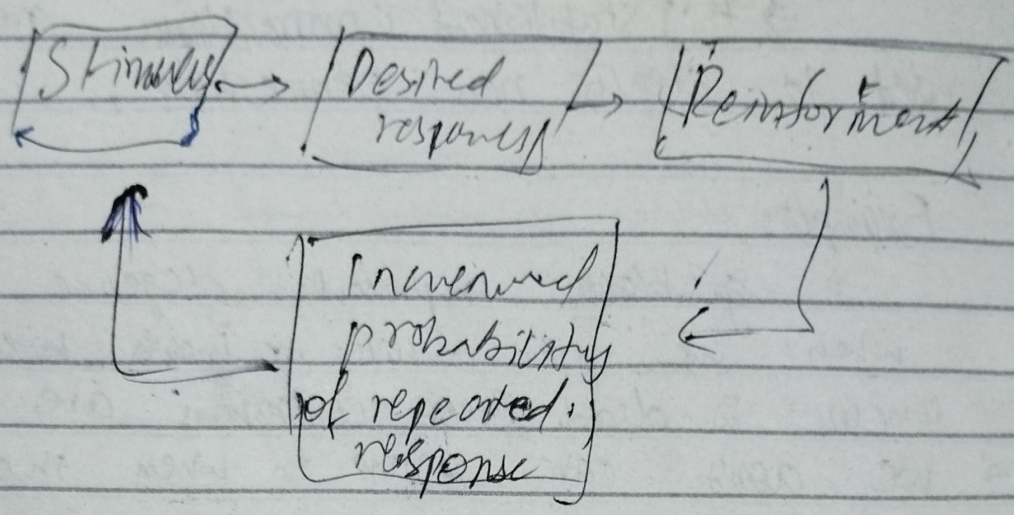
when we see white in India, we think someone is dead. These connections are established

→ We don't care how & when these connections established.

when we hear national anthem and a feeling rise then connection is establish

Operant Learning (Shaping)

coz we shape their habit both parts ✓



⇒ reshaping.

you give free product and incentive for along time to make habit for consumer. But the reason given to them for choosing your product, must be fulfilled.

1- crispy chips
2- give it few times free.
3- consumer will buy it instead of Layz.

⇒ reason must be functional.
Drink vs Surf

Even if there is no room for innovation you cant offer a product on basis of feeling, psycology.

Brand Managment

Iconic Rote

- cramming

repeat again again so the consumer crams. (learns).

5 × 5 = 25

⇒ Vicarious Modeling → copying thinking that others got reward so, I'll reward us too.

example: Teacher sitting in a particular way, Masoom Bhaiyan,

copying the dressing of celebrities.

Reasoning:

Involvement ∝ Reasoning

Brand Managment

→ Swiss watch → Nike (classical)
Golf

→ Kalyaan → Ashwariya Ria (Modelling)

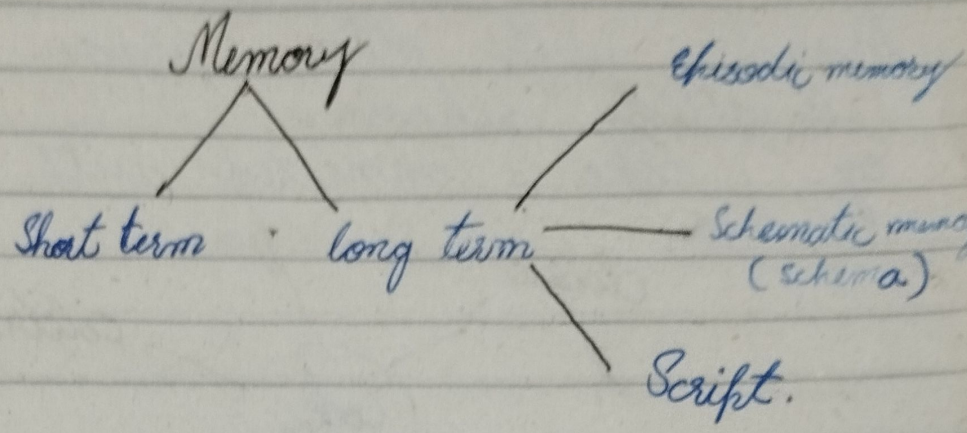
→ Kalyaan → diamonds (Iconic Role)
Royal Royce
~~Bentley~~ (Reasing)

Characteristics of learning

Strength of learning does not depend on learning method. There are other factors.

1- Importance:
What is importance of product for you? Involvement level. It affects ~~the~~ how long you going to remember it.

2- Message Involvement
Even if product involvement is low but ~~message~~ involving in message can convice people to put attention.
→ Female in ads for boys
→ cats in ads • if audience likes pet
• young girls
→ ads can be creative but not so creative that people remember creativity but forget ~~a~~



Short term:
Working memory, used for assigning meaning.

⇒ Long term:
Is like pigon hole. every catagory pigon hole is build in memory.
eg beverages is a pigion hole, It includes, coke, pepsi etc.

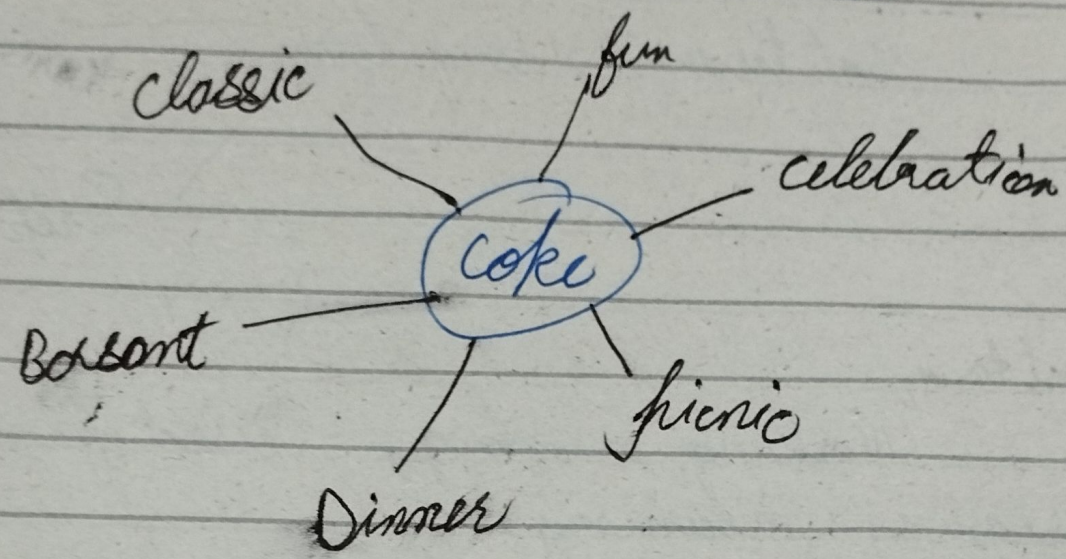
content increasing:
Adding an item in pigon hole or adding a new pigon hole.

• • Episodic memory:
Any specific word leads to episode recall. Brand use such words to arose the positive feeling in you.
eg When a brand use word Eid, so an episode of your last celebration of eid will start in your mind and it will arise in you +ve feeling

Schematic memory:

The connection of the brand with other pigon holes is called schema.

eg coke is connected with



Schema ⟶ Brand image.

Script:

A particular sequence of

→ Alternative Response Model.

→ individual → Product (stimulus)

situation

→ types of situation

- Physical surrounding
- Social surrounding.
- Task defination.
- Temporal perspective (relates with time)
- State of being// State of being.
- Rituals

→ ~~Stages of situation~~

~~- communicated~~

→ Perception

- Steps

Perception.
- expose
- Attention
- interpretation

Exposure.
↳ Relevent → Deliberate.

Attention;
↳ make situation favourable.
↳ It is partly in your hand, partly in consumer hand, and partly depend on situation.

Interpretation
↳ Partly depend on stimulus / individual / situation.
↳ Depends on proximity.

→ Learnig
→ learning methods.
→ factor effecting learning
→ extinction.

→ Stimulus generalization.
→ stereotyping

→ Response environment.