

# Branding

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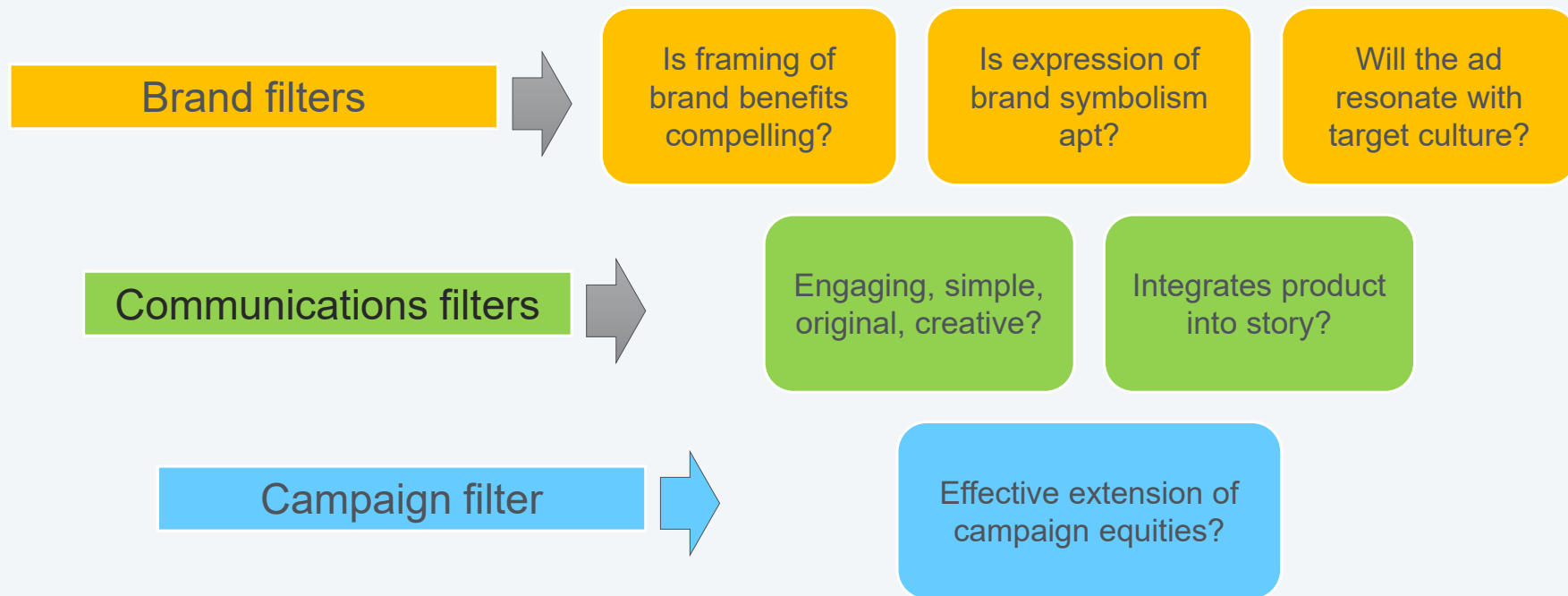
Lecture 6



# Evaluating Brand Communications

## Decision filters

- A set of decision filters should be employed to evaluate brand communications



# Evaluating Brand Communications

## Potential application of filters to the Mountain Dew ads

|                            | Cheetah         | Mock Opera      | Dew or Die      | Labor of Love  | Showstopper          |
|----------------------------|-----------------|-----------------|-----------------|----------------|----------------------|
| Benefits filter            | High            | High            | Mixed           | Low            | Low                  |
| Symbolism filter           | Fairly Positive | Fairly Positive | Fairly Positive | Some confusion | Complete failure     |
| Resonance filter           | Excellent       | Should work     | Should work     | Irrelevant     | Poor                 |
| Story filter               | Excellent       | Should work     | Average         | Some confusion | Poor                 |
| Product integration filter | Excellent       | Should work     | Marginal        | Marginal       | Very odd integration |
| Campaign extension filter  | Excellent       | Mixed           | Mixed           | Too formulaic  | Too formulaic        |

# Super Bowl-type advertising

## Its advantages and disadvantages

- Advantages:
  - Extensive reach
  - Low cost per customer (estimated around \$0.01 per person)
  - Access to a difficult key demographic (males under 35)
  - Puts the brand “among the top players”
  - Has worked well in the past (e.g., Apple’s 1984 ad)
  - Some evidence of a link to stock returns
- Disadvantages:
  - Inefficient: reaches many people outside the target market
  - Repeated and more targeted advertising may be more efficient and effective
  - Limited evidence that it works, especially for new brands
  - Organisational pressure to win the best ad award (goal divergence)

# The 1984 Apple ad





# Outcome of the Mountain Dew case study

## What happened next

Three brand advertisements were produced:

- **Cheetah**

*A favourite, it ranked second on the Superbowl “ad meter”*

- **Mock Opera**

*It was a safe bet and was fairly successful*

*The creative for this ad was presented in a more finished form*

- **Showstopper**

*After consumer testing, it was not shown on the Super Bowl*

*It wasn't a very successful ad*