

Branding

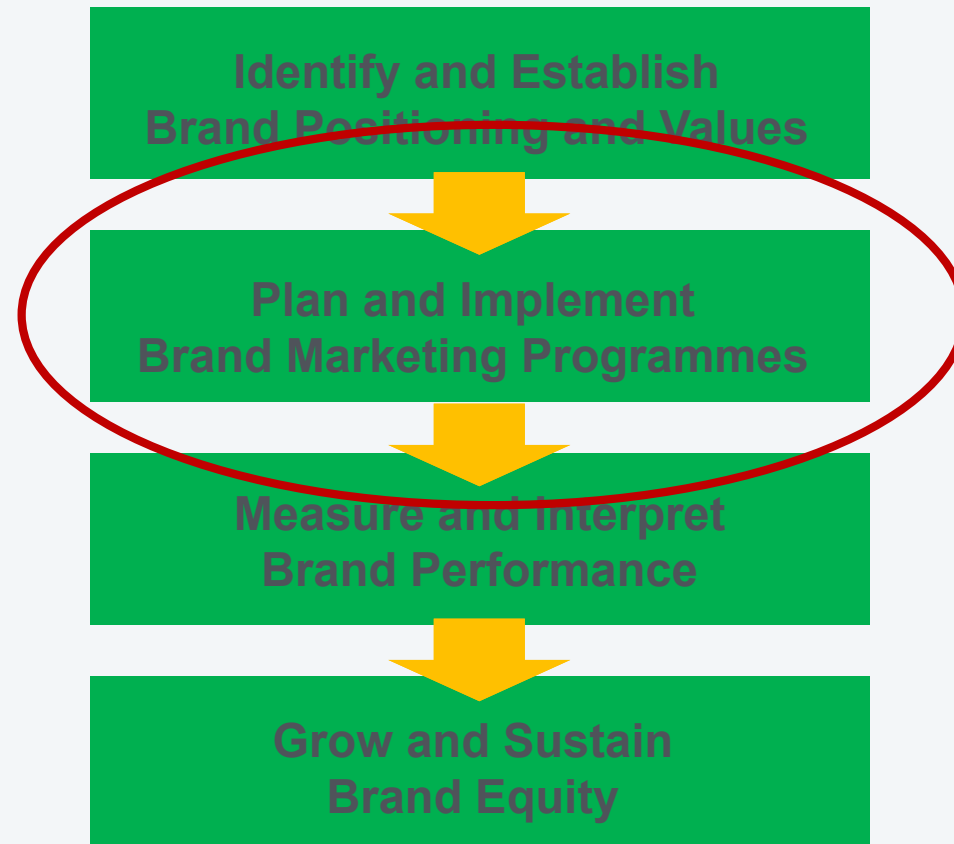
Dr Omar Merlo

Lecture 7



The strategic brand management process

We are here...



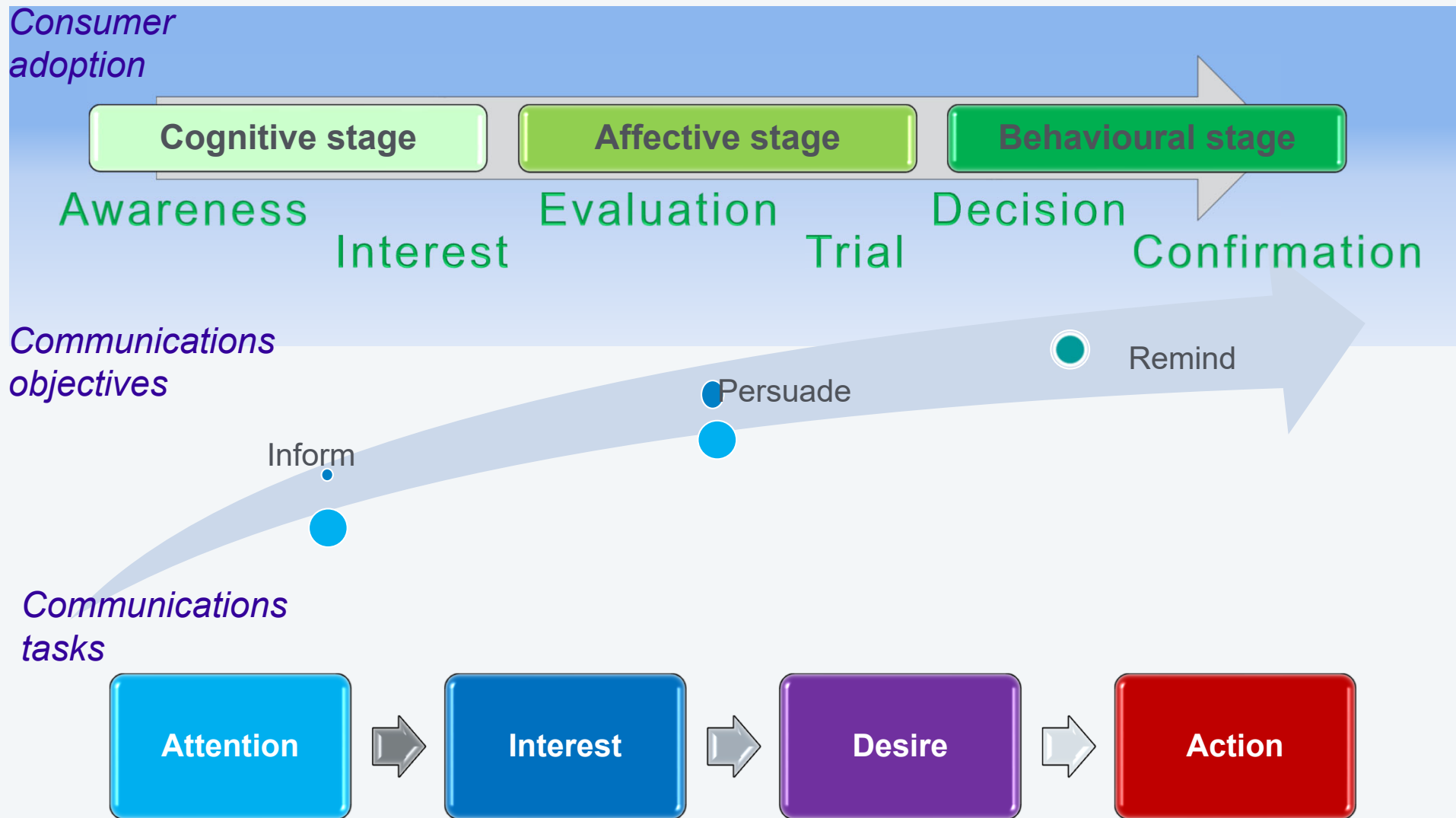
Brand communications

Fundamentals of brand communications

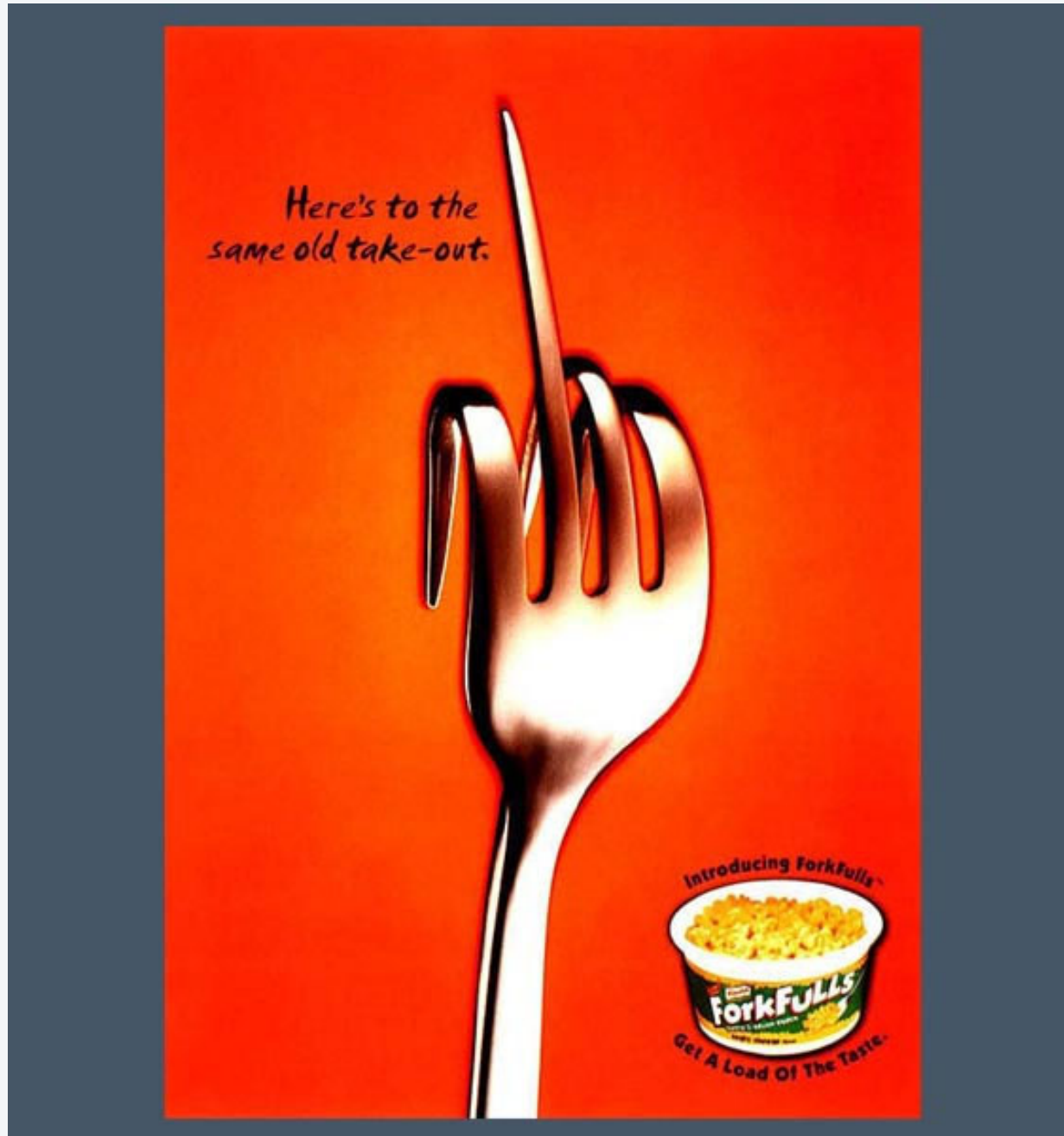
- It is not enough to have a good brand, value also has to be communicated effectively
- People have to be made aware of the brand, be shown the value the brand offers, persuaded of its advantages, and reassured once they have bought it.
- These are the main tasks of brand communications, and the stages of customer decision making dictates the brand communications strategy required.

Brand communication objectives and tasks

Fundamentals of brand communications





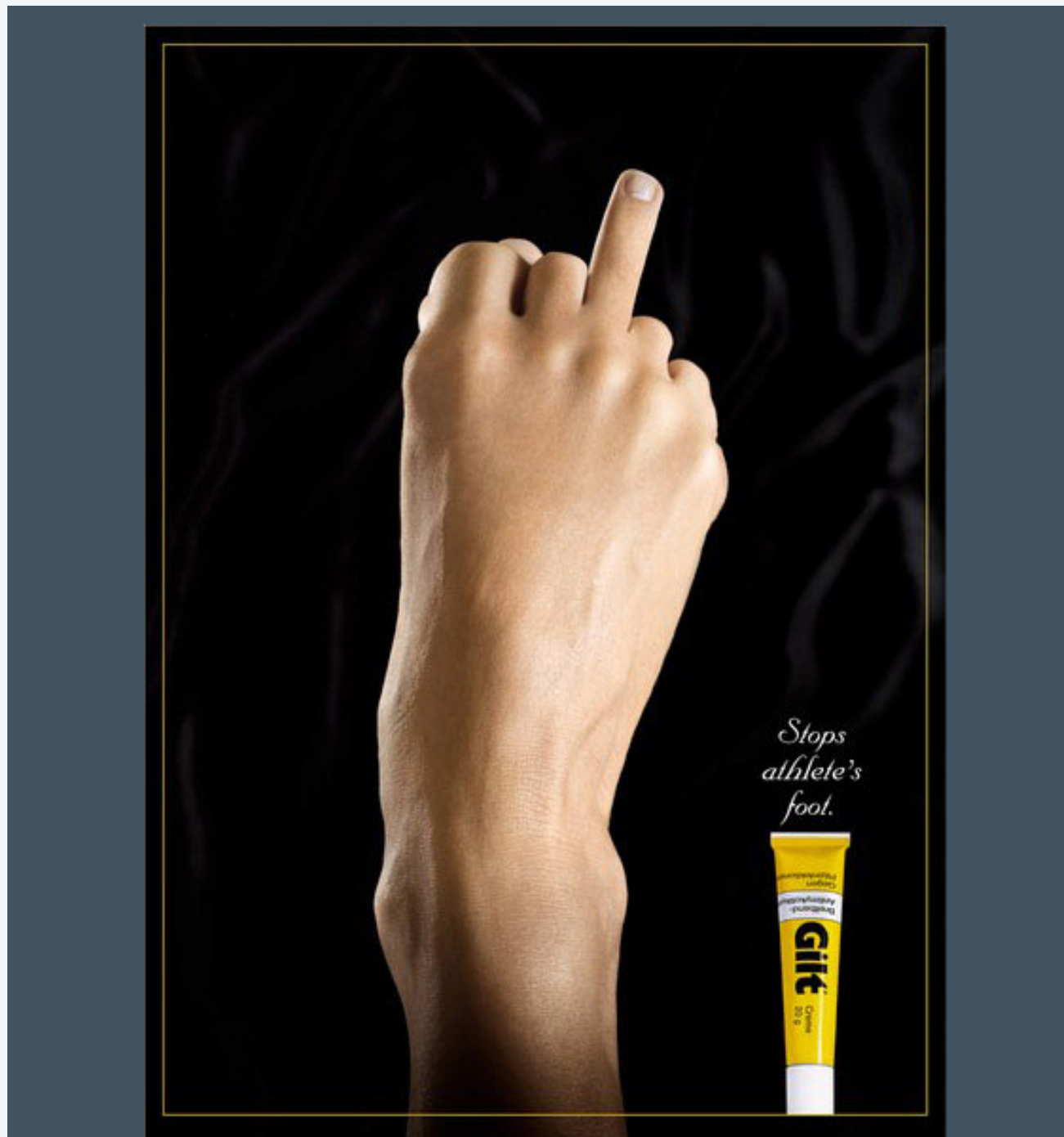


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That was then.



Twist,
Twist,
Twist,
Twist,
Twist,
Twist,
Twist,
Twist,
Twist,
Twist,

This is now.



Slide,
Click.

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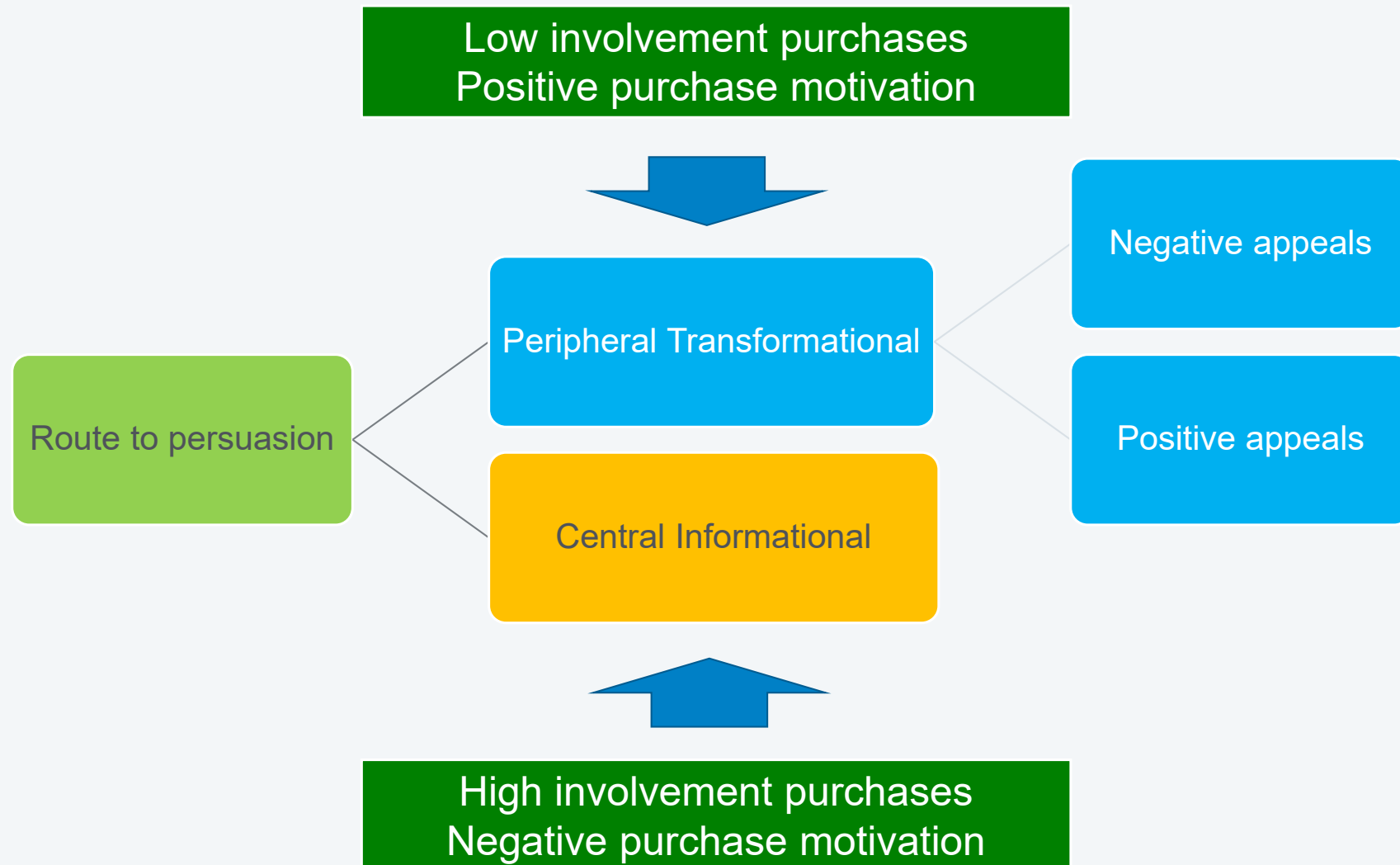
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Designing the brand message

The ELM and the Transformational/Informational models of advertising





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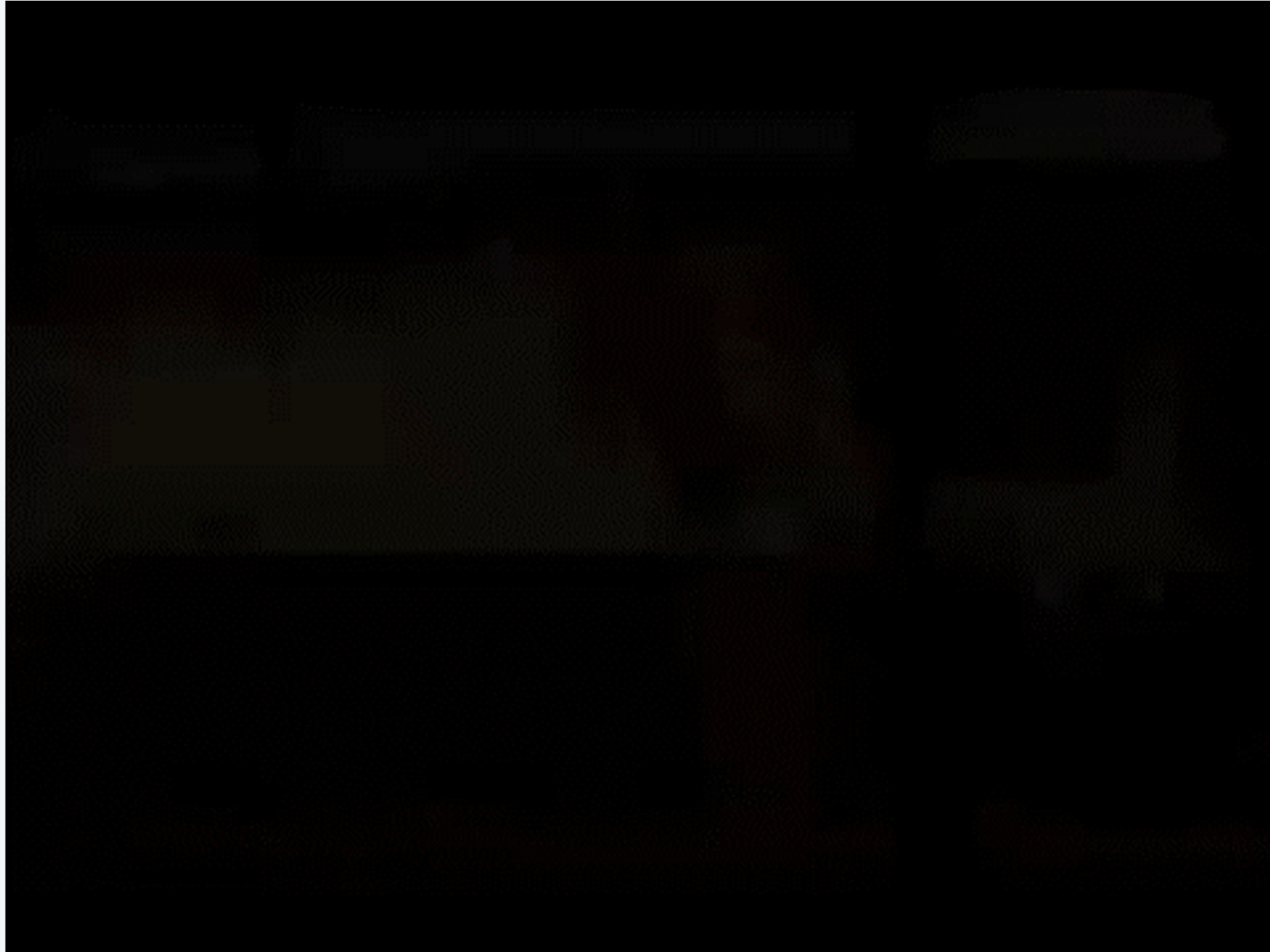
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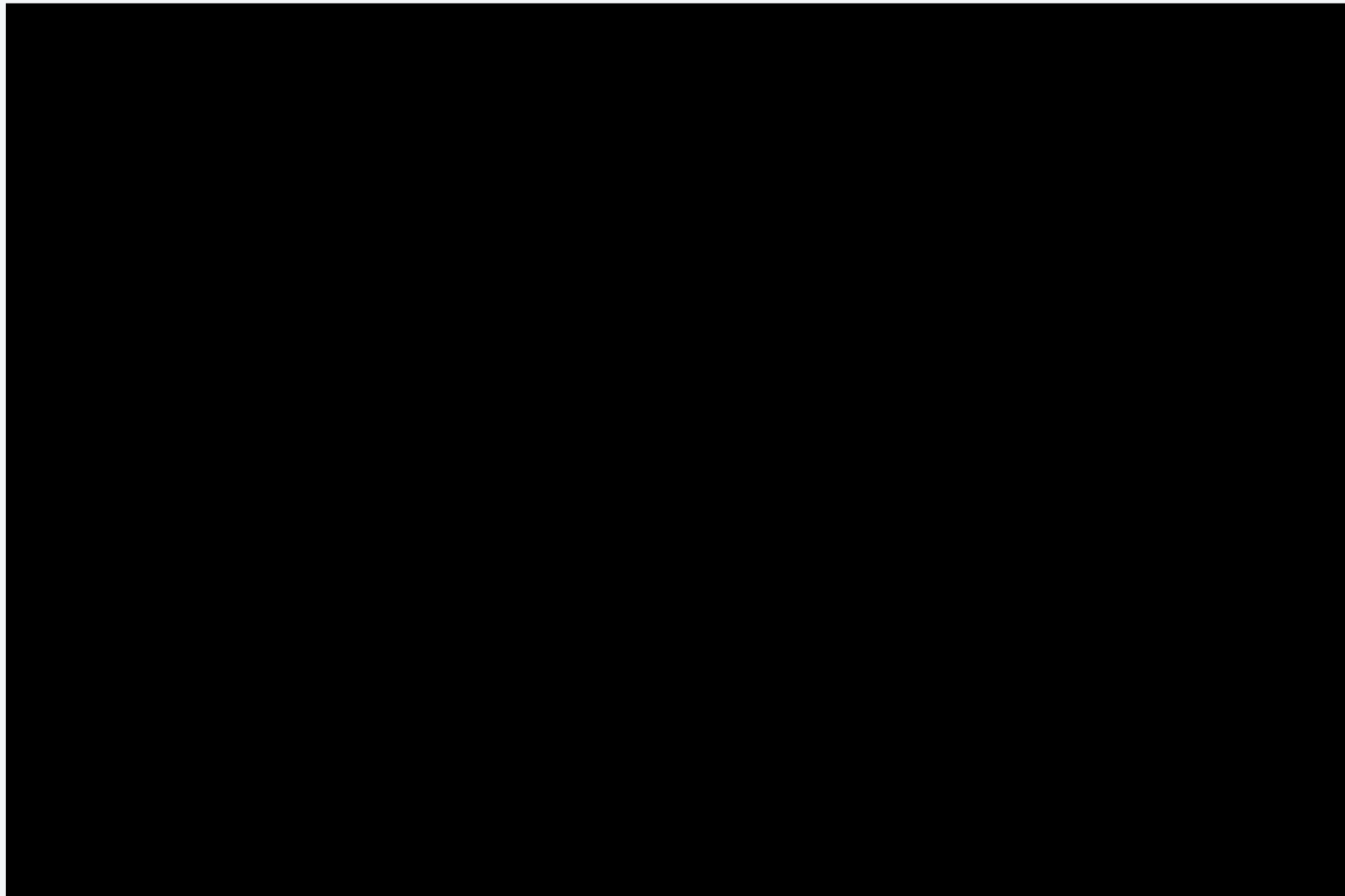
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Evaluating brand communications

How do we assess creative output?

- What decision criteria do you think are important in evaluating a brand's advertising?

Evaluating Brand Communications

The Mountain Dew case study

- What decision criteria do you think are important in evaluating a brand's advertising?
- Evaluate the following ads:
 1. Dew or Die
 2. Cheetah
 3. Labor of Love
 4. Mock Opera
 5. Showstopper
- Which ad do you think is best? Propose only one ad for screening during the Super Bowl