



# For the Challengers

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*Term 1*

## Branding and IMC

## Aim of this session

To introduce the concept of branding

To reflect upon the relative value that 'brands' hold for both consumers and organisations.

To appraise what constitutes a 'strong brand'.

To reflect upon the brand as a communication 'touchpoint'

To consider branding as part of an integrated marketing communication strategy

**What is the difference between a 'product' and a 'brand'?**

*'A product is something with a functional purpose. A brand offers something in addition to its functional purpose. All brands are products... but not all products are brands.'*  
(Jones 1986, p. 29)



# What is a brand?

A name, term, symbol, design or a combination of these, which is used to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. (Kotler *et al* 2001)

A brand is a set of associations linked to a name, mark or symbol associated with a product or service. The difference between a name and a brand is a name that doesn't have associations; it is simply a name. A name becomes a brand when people link it to other things. (Calkins 2005)

Powerful brands communicate their values through every point of contact they have with consumers (White & de Chernatony, 2002)

# The importance of a brand...

“ If this business were split up, I would give you the land and bricks and mortar and I would keep the brands and trademarks and I would fare better than you. “

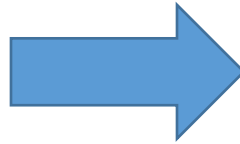
John Stewart – Co founder of Quaker Oats.



# WHY...?

# Brands have monetary value...

First highlighted in 1988



BOOK VALUE (NET  
ASSET VALUE) £300  
MILLION

PRICE  
PAID: £2.6  
BILLION





# Functions of a brand for the consumer

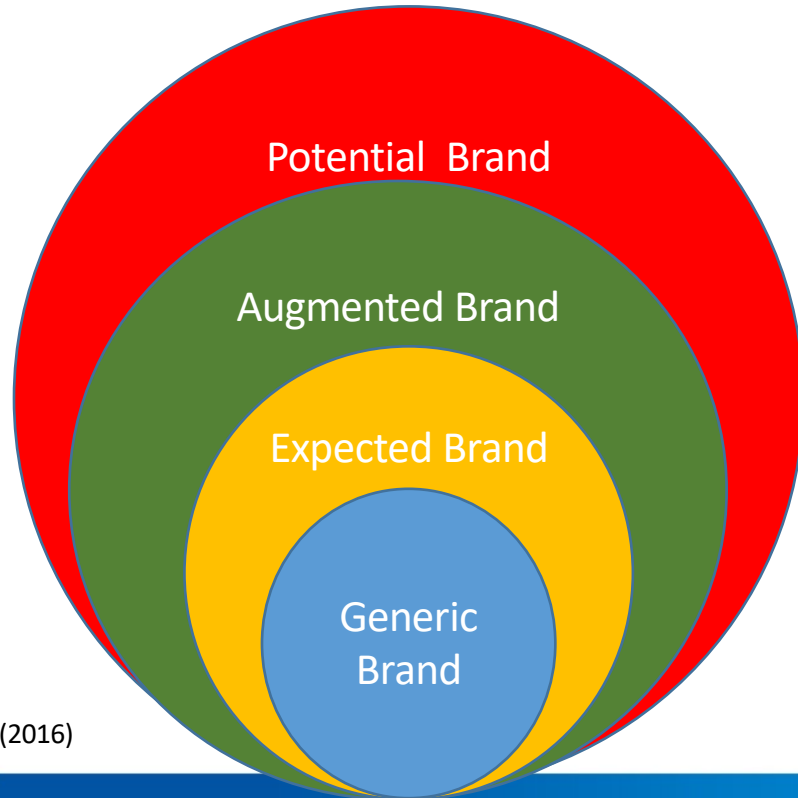
- Functional and/or emotional value
  - Shorthand
  - Risk reducer
  - Added value
  - Relationship



de Chernatony et al 2010



# Anatomy of a brand



Kotler (2016)



What it could be in the future  
(collectors' item)



Additional benefits  
(guarantee, prestige)



Characteristics associated  
with the brand (quality,  
colour etc)



The physical toy

# Tangible Components of a Brand

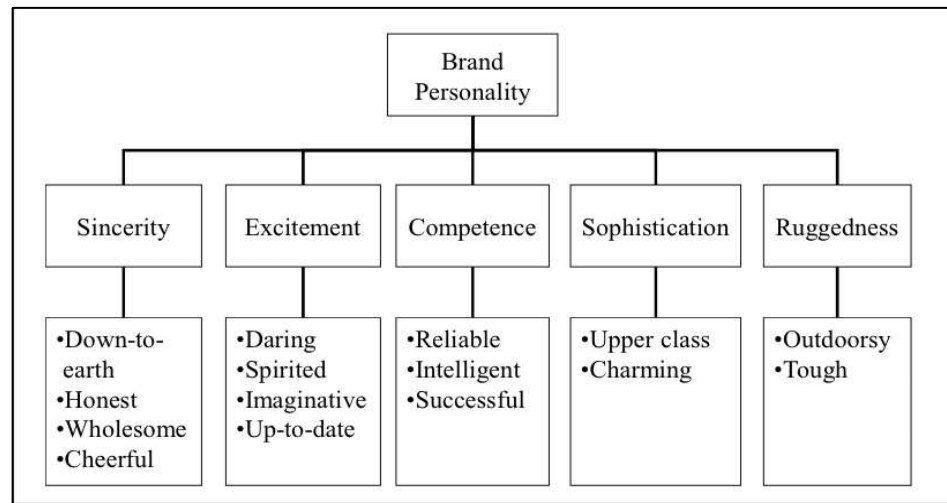
## Tangible

- Name
- Font /Logo
- Colour
- Brand characters/mnemonics
- Jingle



de Chernatony et al 2010

# Intangibles: Dimensions of brand personality Aaker (1997)



**Barbour**  
125 YEARS  
FIVE GENERATIONS OF BARBOUR



## New brands...



**New brand** – Creation of a brand that is not clearly linked to the parent organisation.

**Line extension** – Use of an existing brand name for a new offering in the *same* product category.

**Brand extension** – Use of an established brand name to enter a *new* product category



Keller (2013)

# Concept testing a new brand...

- Concept testing is grounded in market research
- The aim of concept testing is to undertake limited scale research to ascertain an indication of the potential success of the new brand
  - What are consumer perceptions of the brand/brand name
    - Does it carry the right associations?
    - Does it reflect your desired brand position?
  - Consumer perceptions of the product concept
    - Will it satisfy an identified consumer need?
    - How likely is the customer/consumer to buy it?
      - If not why not?
- Reflect upon what kind of information you will need to collect to answer these questions and choose an appropriate research methodology/method.

Getting it right  
drives longevity  
...when were  
these brands  
launched?

BRAND	DATE
Schweppes	?
Levi's	?
Heinz	?
Harley Davidson	?
Adidas	?
Seven-Up	?
Ray-Ban	?
Miss Dior	?
Barbie	?
Pop Tarts	?

# Touchpoints (Eagle et al 2020)

Every point that a customer/consumer comes into contact with the brand.







## Touchpoints



# So what is 'IMC'?

The integration of specialized communication functions that previously have operated with various degrees of autonomy.'

Duncan and Everett (1993)

A set of processes that include the planning, development, execution and evaluation of coordinated, measurable, persuasive brand communications programmes over time with consumers, customers, prospects, employees, associates and other targeted, relevant external or internal audiences. Madhavaram,

Badrinarayanan and McDonald (2005)

A planning process designed to assure that all brand contacts received by a customer or prospect for a product, service or organization are relevant to that person and consistent over time.'

American Marketing Association (2009)

IMC is an audience-driven business process of strategically managing stakeholders, content, channels and results of brand communication programs.'

Kliatchko (2008)

# Five Key Features of IMC (Shimp 2000)

The primary goal is to affect behaviour through directed communication.

The IMC process should start at the consumer and work backwards to the communicator.

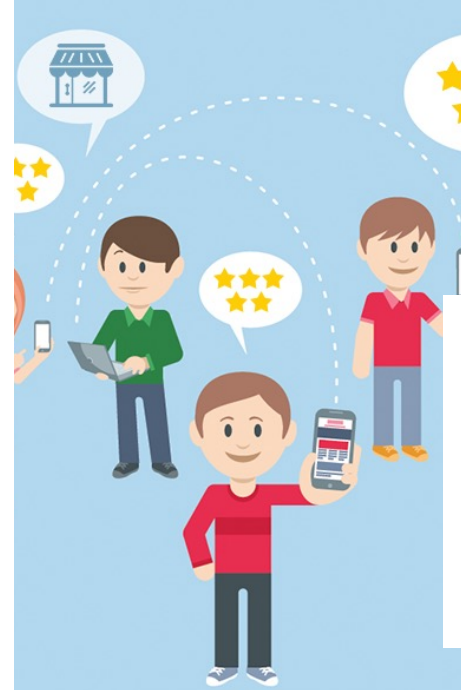
All forms of communication and all forms of brand or company contact can be used.

Synergy through the coordination of message and media is central.

Relationship building is a central construct within IMC communication theory.

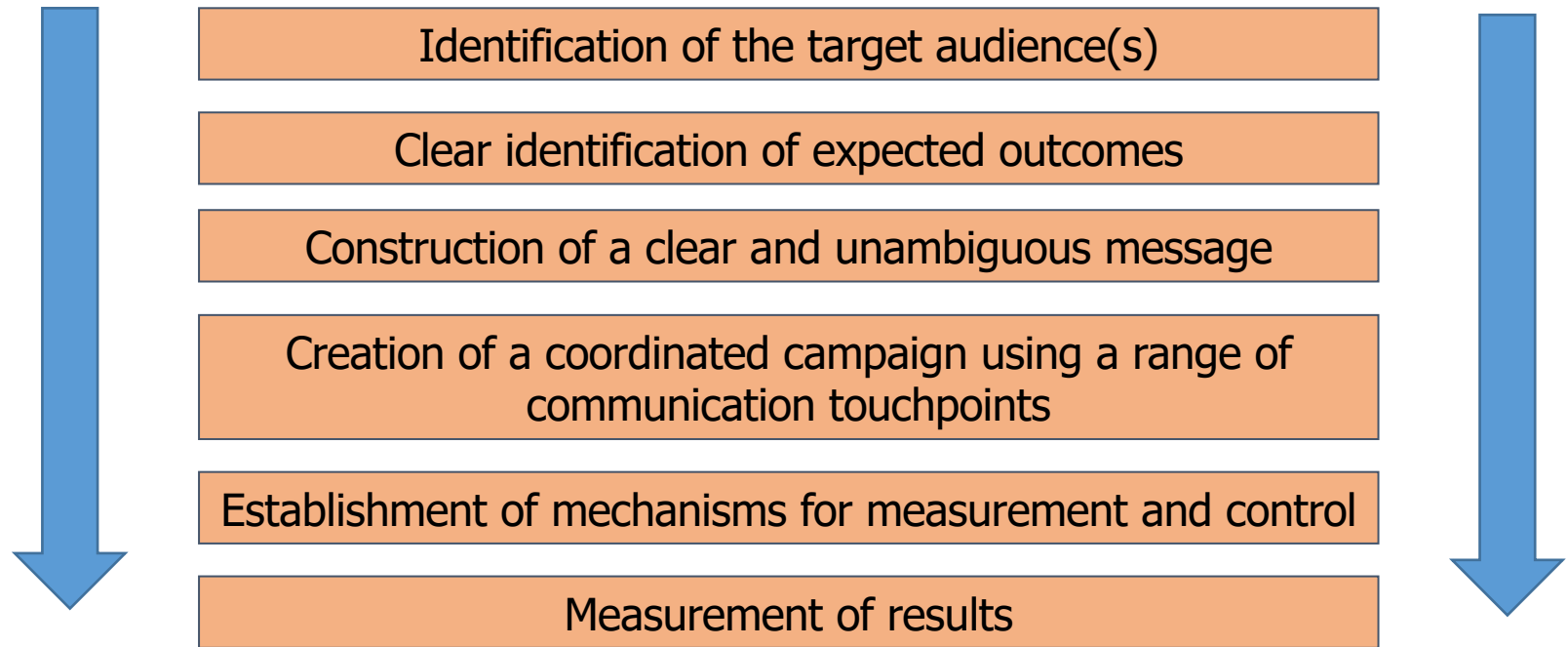
# The Strong (1925) Model of Communication and the Communications Tool Box





And don't forget POE: Paid, Owned and Earned media...

# Key elements in the construction of an IMC campaign



(Adapted from Shimp 2000)

## In summary

- A brand is the sum of all the associations that customers/consumers have with it.
  - Not only is it the sum of all touchpoints, it is a touchpoint in itself
- It is formed through effective management of every aspect of the marketing mix
- Communication strategy is central to the management of brand image
  - Management of consistency across all touchpoints is a central part of communication strategy.