



# *Brand Identity*

Brand Identity Prism by Kapferer,  
Brand Anatomy  
Brand Personality,  
Brand Customer Relationships

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# Introduction to Brand Identity

What would come to your mind when you think about a luxury car?



# Introduction

- The first thing that will come to your mind is mind-blowing speed and incredible performance, extraordinary comfort level.....
- **That is true essence of brand identity.**
- Big brands have developed innovative and unique ideas that have worked effectively to reach out to their customers.
- The story of a successful brand identity is based on people's interests and preferences.
- But, in the absence of a significant and transparent identity, a brand will never be able to stand tall in this highly competitive market.
- To understand this concept better, you should learn about the Kapferer's Brand Identity Prism.

# Brand Identity defined..

**Brand identity is a bundle of mental and functional associations with the brand.**

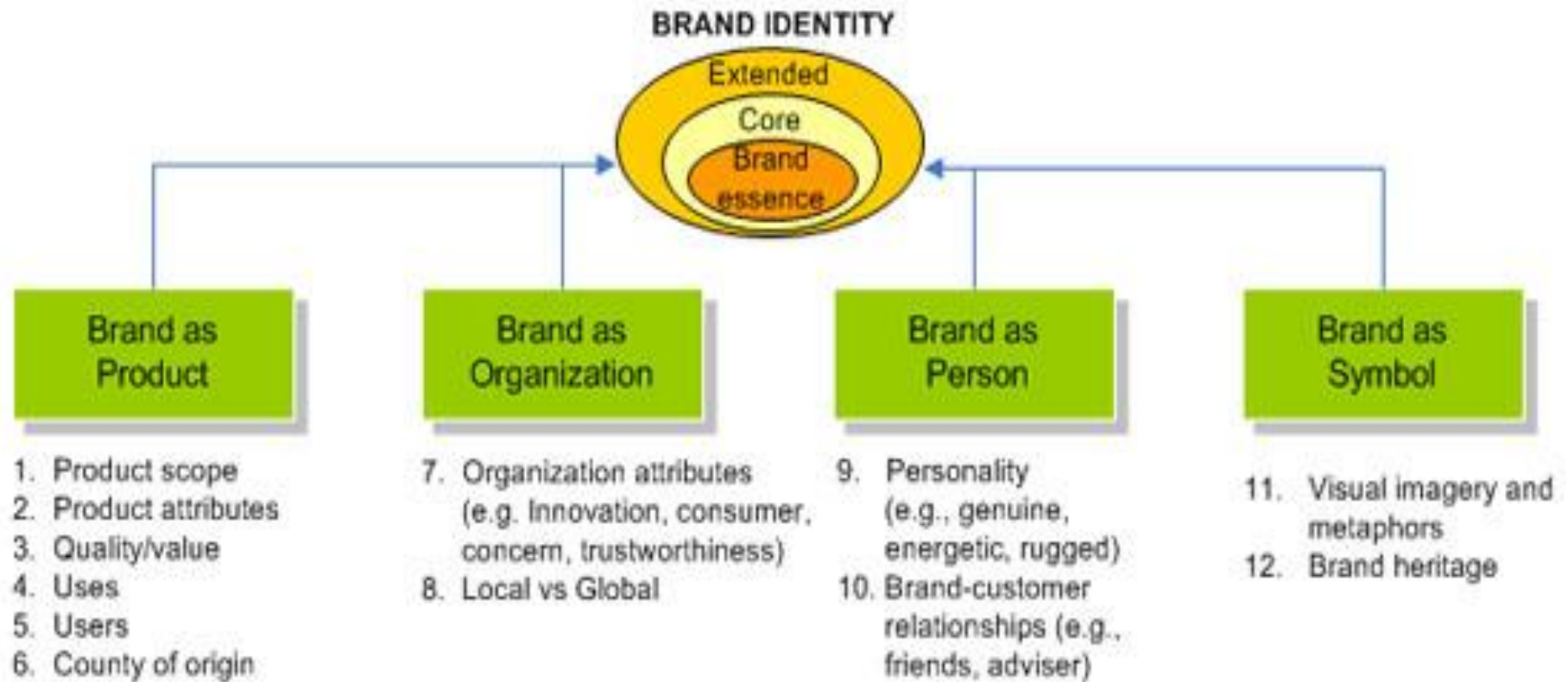
Brand identity is the total proposal/promise that an organization makes to consumers.

The brand can be perceived as a product, a personality, a set of values, and a position it occupies in consumer's minds.

Brand identity is all that an organization wants the brand to be considered as.

It is a feature linked with a specific company, product, service or individual.

It is a way of externally expressing a brand to the world.



# Kapferer's Brand Identity Prism

In **1996, Jean-Noel Kapferer**, the professor of marketing strategy at a popular management school in France, had introduced the Brand Identity Prism in his book, "Strategic Brand Management".

The professor had highlighted six key elements that are considered as very effective tools for building brand identity.

Brand's identity is your customers' experience with your brand and its history that determine the way your customers' think about your brand.

Moreover, customers will attentively look for some clues about what your brand is mostly known for.

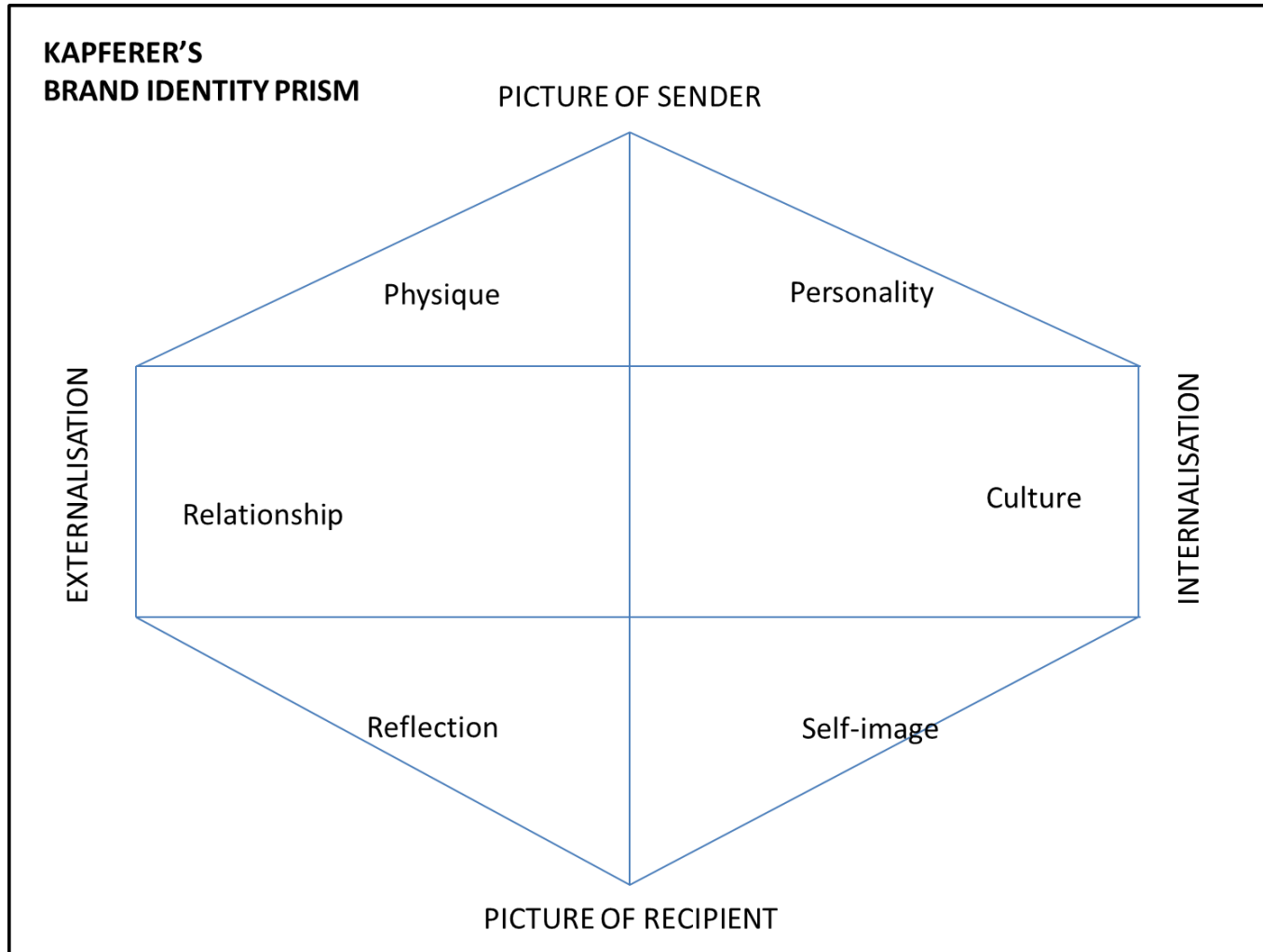
These clues are represented within Kapferer's six section of prism

# 6 Dimensions: Kapferer's Brand Identity Prism



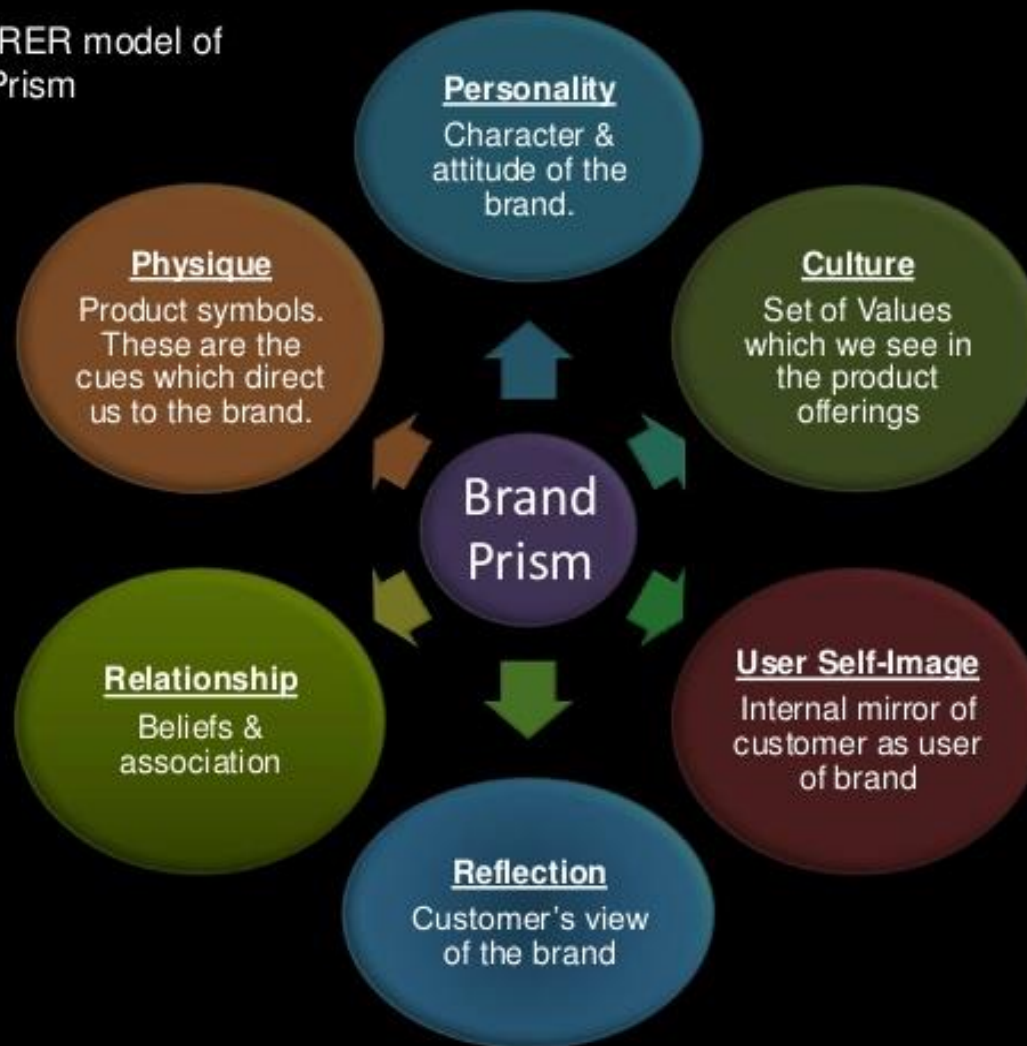
- These six aspects are divided into two dimensions:
  - **The constructed source (Sender) vs. The constructed receiver (Recipient):** A well presented brand has to be seen as
    - a person, (constructed source: physique and personality) and also as
    - the stereotypical user (constructed receiver: reflection and self-image).
  - **Externalisation vs. Internalisation:**
    - A brand has **social aspects that define its external expression**(externalisation: physique, relationship and reflection) and
    - **Aspects that are incorporated into the brand itself** (internalisation: personality, culture and self-image).

# Brand Identity Prism Model By Kapferer





## KAPFERER model of Brand Prism



# Kapferer's Brand Identity Prism

## Physique

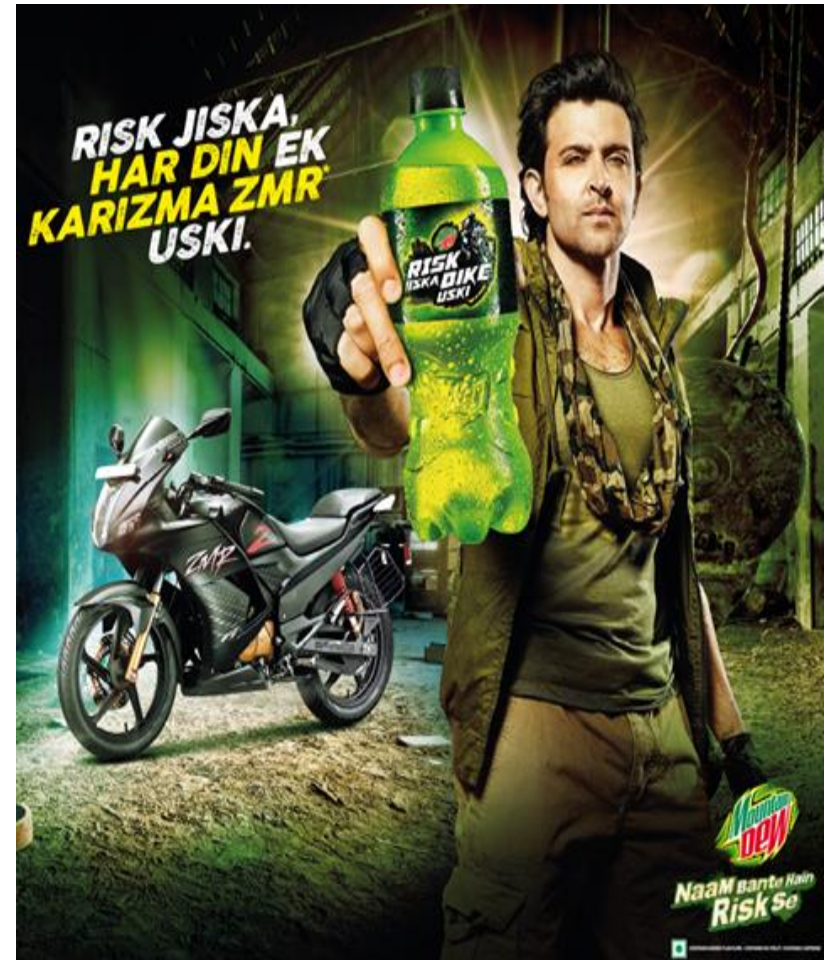
- The basic of your brand's identity will be determined by its "Physique". The physical characteristics and the primary objective of your product or service. What is it concretely? What does it do? What does it look like? The physical facet also comprises the brand's prototype: the flagship product that is representative of the brand's qualities.
  - **Example:** Coca Cola in all its communications lays special emphasis on the 'Coke Bottle' and how it looks. For markets where Coke entered for the first time, it always starts with the traditional Coke bottle.
  - For example, the physique of products made by Apple is a slim and aesthetic design that gives the brand a unique identification.



# Components of prism model

## Personality

- Here the term “personality” stands for the character of the brand.
- For example, if a brand endorsing an ambassador for any product or service, the character of the ambassador must be depicted as familiar with the product or service, so that the endorsement can convey a significant meaning.
- **Example:** Mountain Dew, a drink from Pepsico, promises thrill and adventure and therefore always loops in celebrities who are seen close to sports.



# Components of prism model

## Culture

- The culture of the brand establishes link between brand organizations. Many companies are clearly depicting the country of their origin.
  - For instance, the soft drink giant Coca-Cola always highlights the value of America; the country of its origin.
  - The luxury carmaker Mercedes-Benz always appeals to German value

# Components of prism model

- **Relationship**
- Here the term “Relationship” signifies the relationship between the customers’ and the brand. A brand can symbolize some specific relationship between two people, such as mother and child, bond of two friends, teacher and student, etc.
- The true aspect of relationship is more significant for the service brand than the product brand.

# Components of prism model

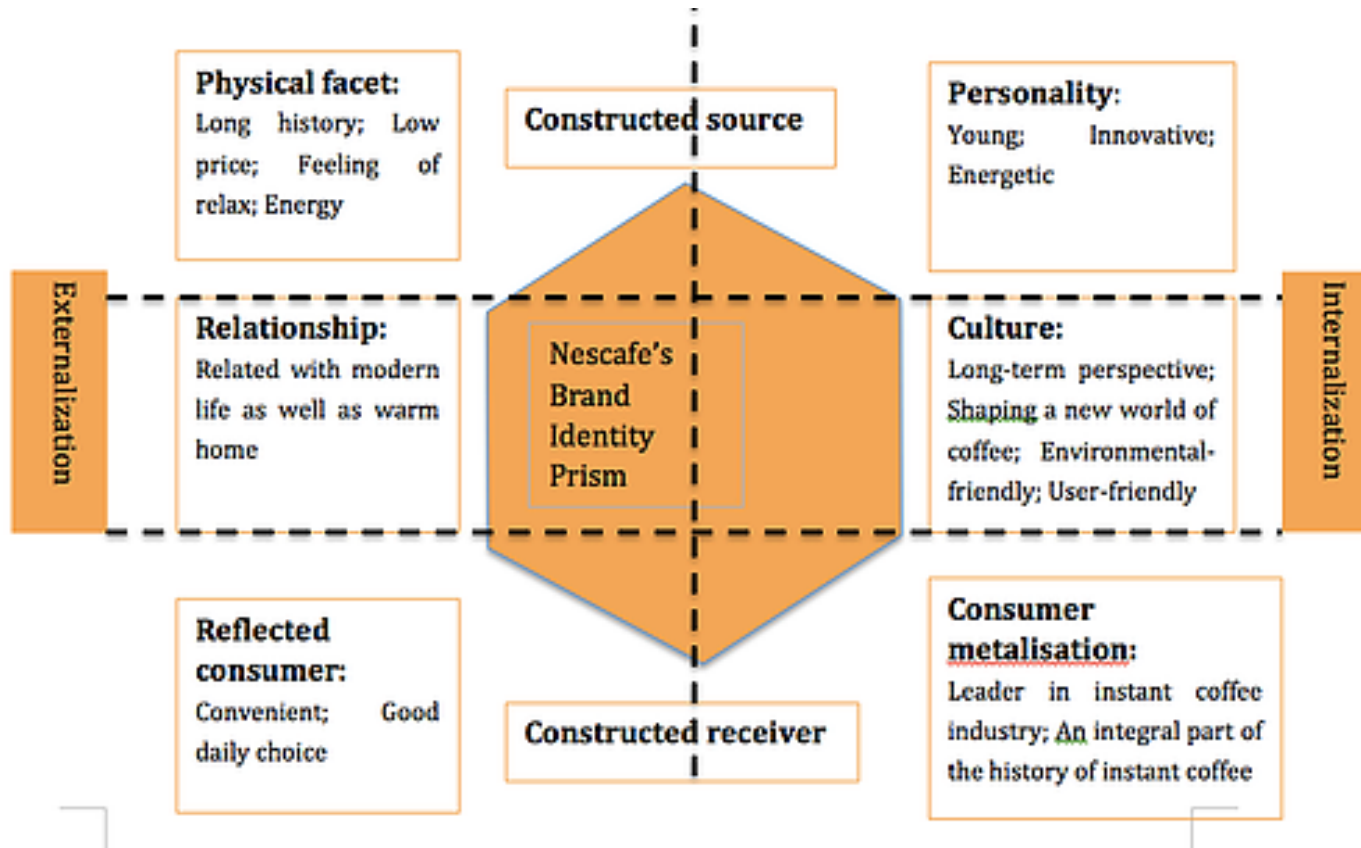
- **Reflection**
- This aspect signifies the reference direct to the stereotypical consumer of the brand.
  - The example of Coca-Cola that basically targets the youth consumers and they promotes the values such as sporty, fun and friendship, when their actual target is much broader

# Components of prism model

- **Self-image**
- The term “Self-image” stands for a mirror held by the targeted group itself.
  - For example, a driver who used to drive a Porsche can easily indulge in a thought that he is a rich man, as he can afford such a high-class expensive car
  - In the example of Lacoste, as researchers have found that consumers of the brand always love to consider themselves as members of a sports club.

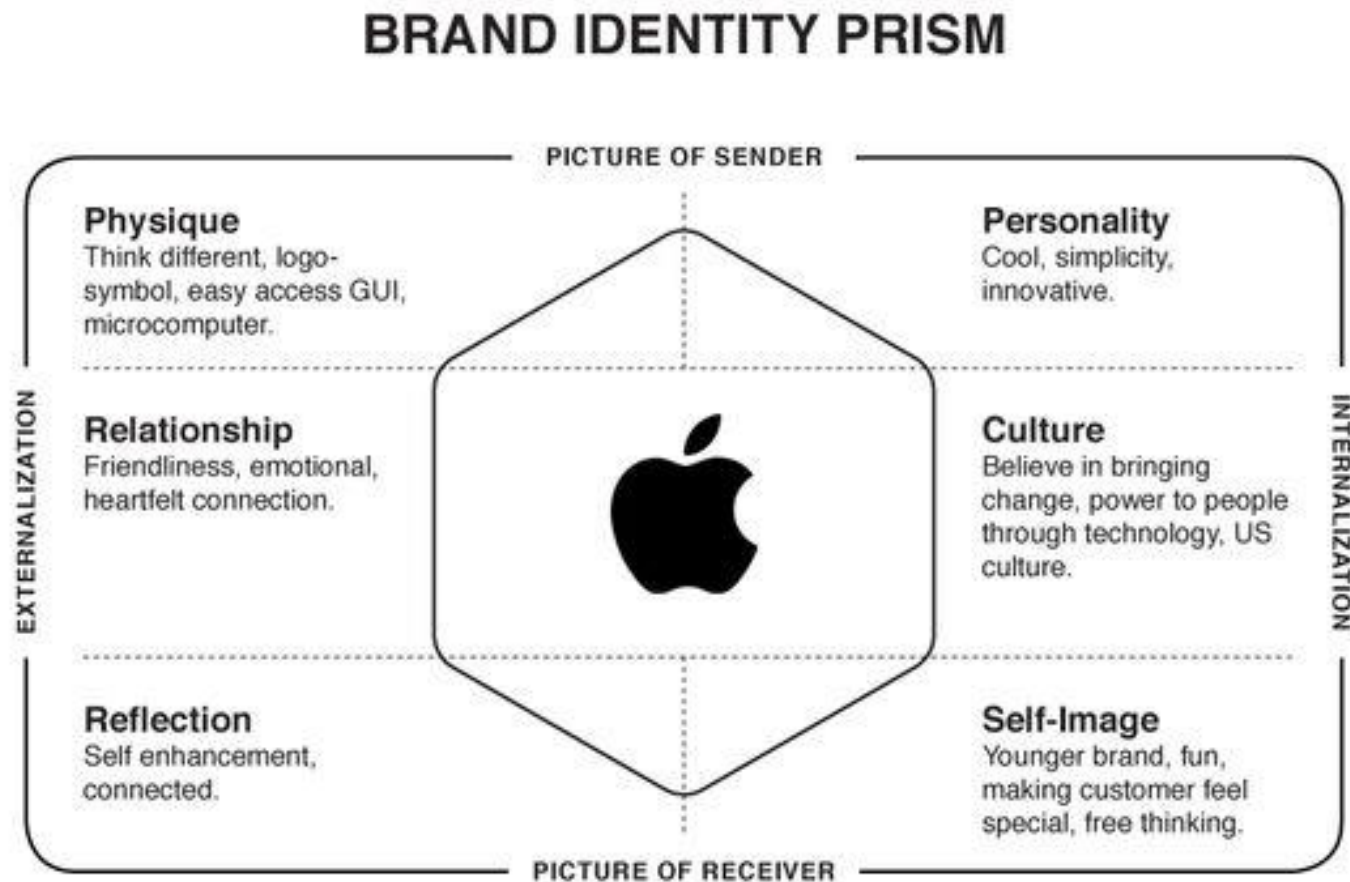


# Brand Identity Prism : Examples

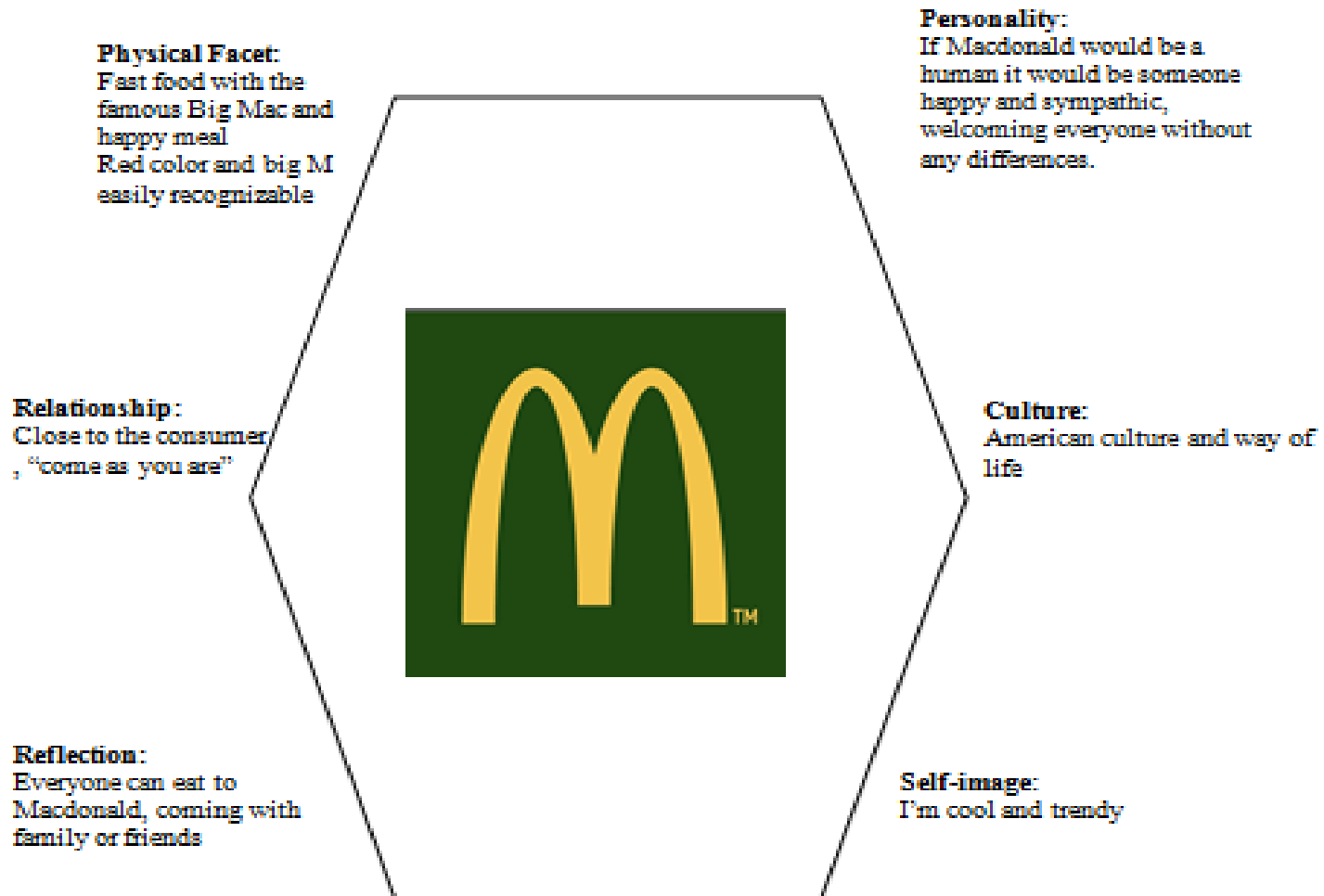




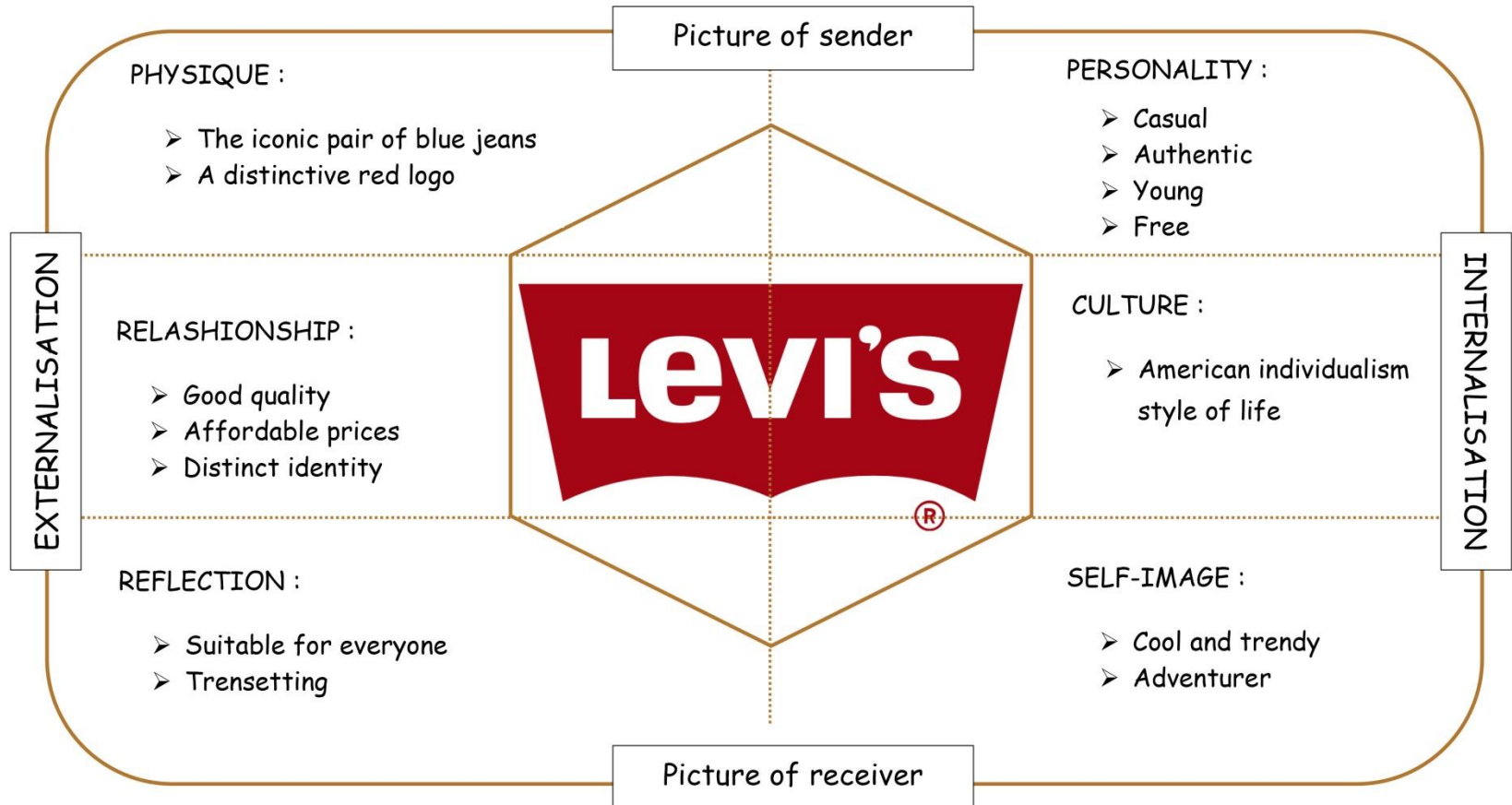
# Brand Identity Prism : Examples



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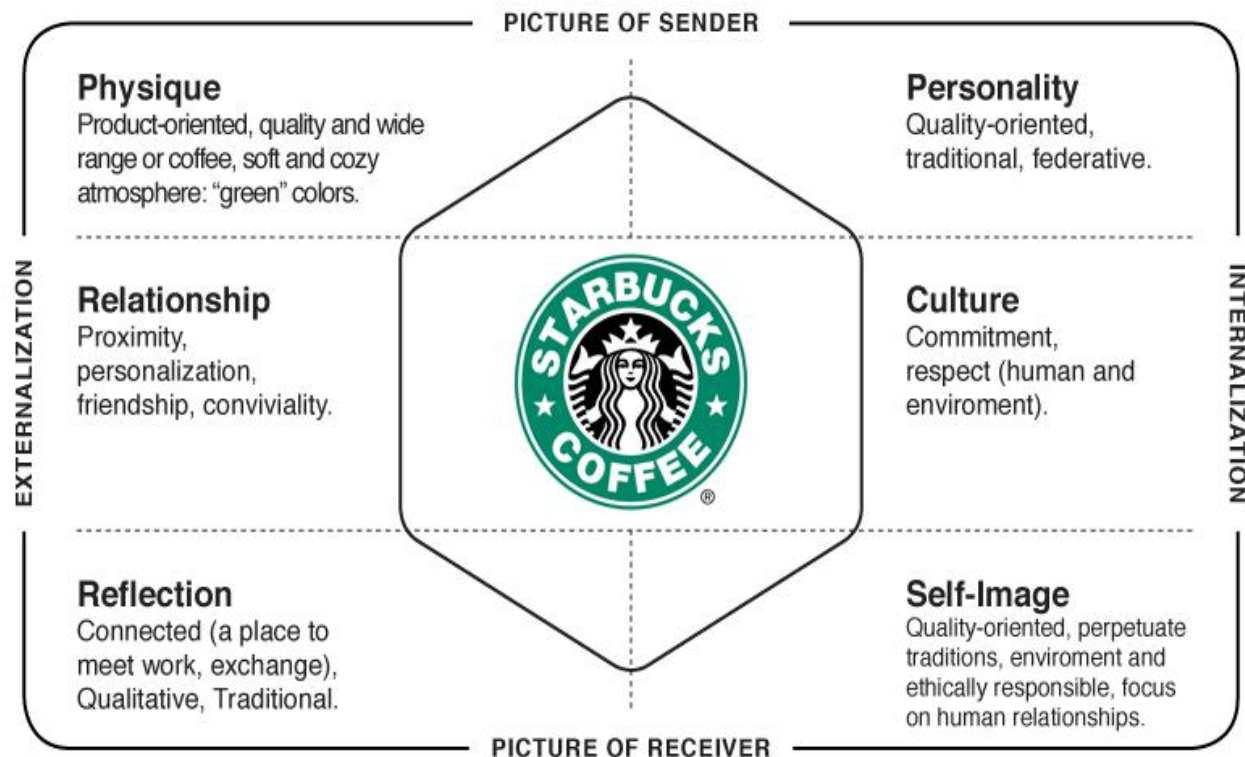


# Brand Identity Prism : Examples



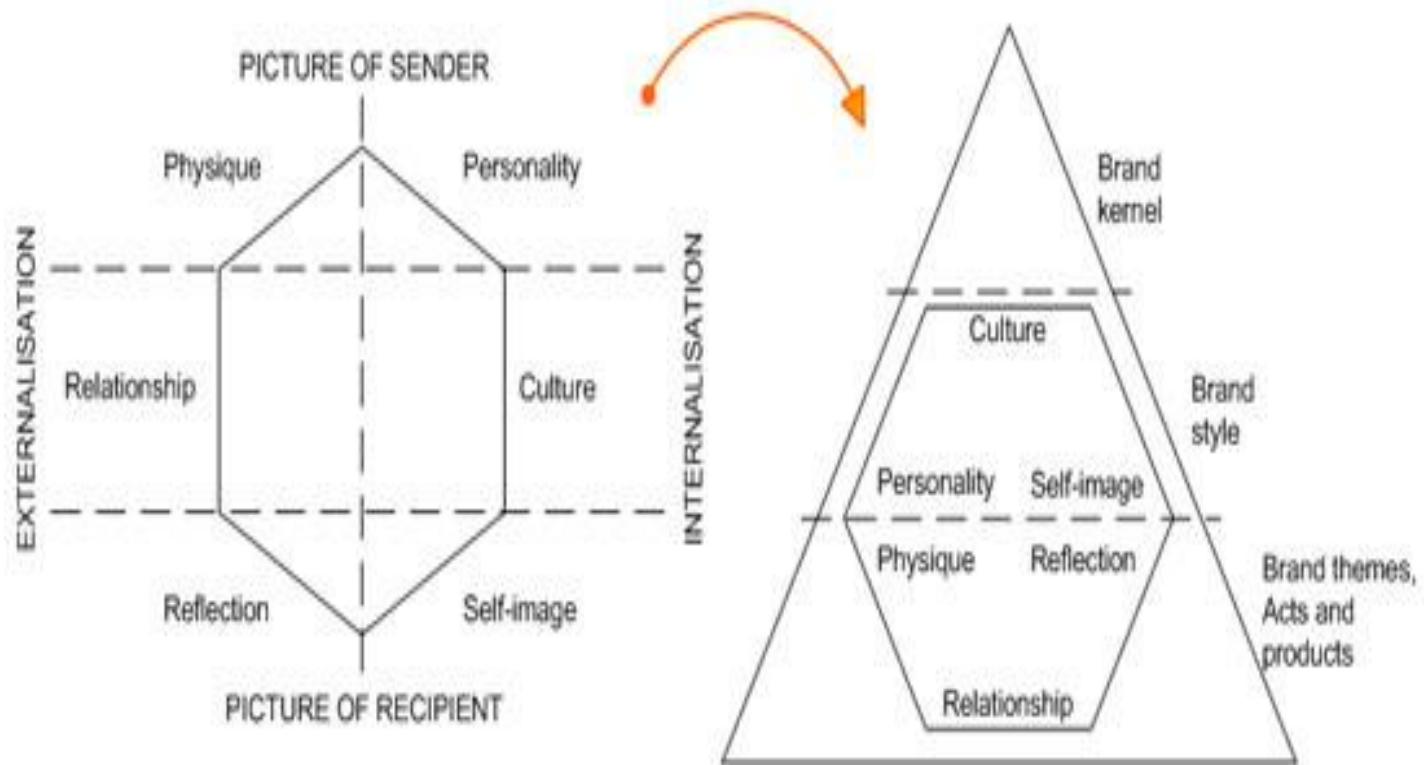
# Brand Identity Prism : Examples

## BRAND IDENTITY PRISM



# Class Activity

Construct a Kapferer's Brand Identity Prism for a brand of your choice, depicting all six dimensions.

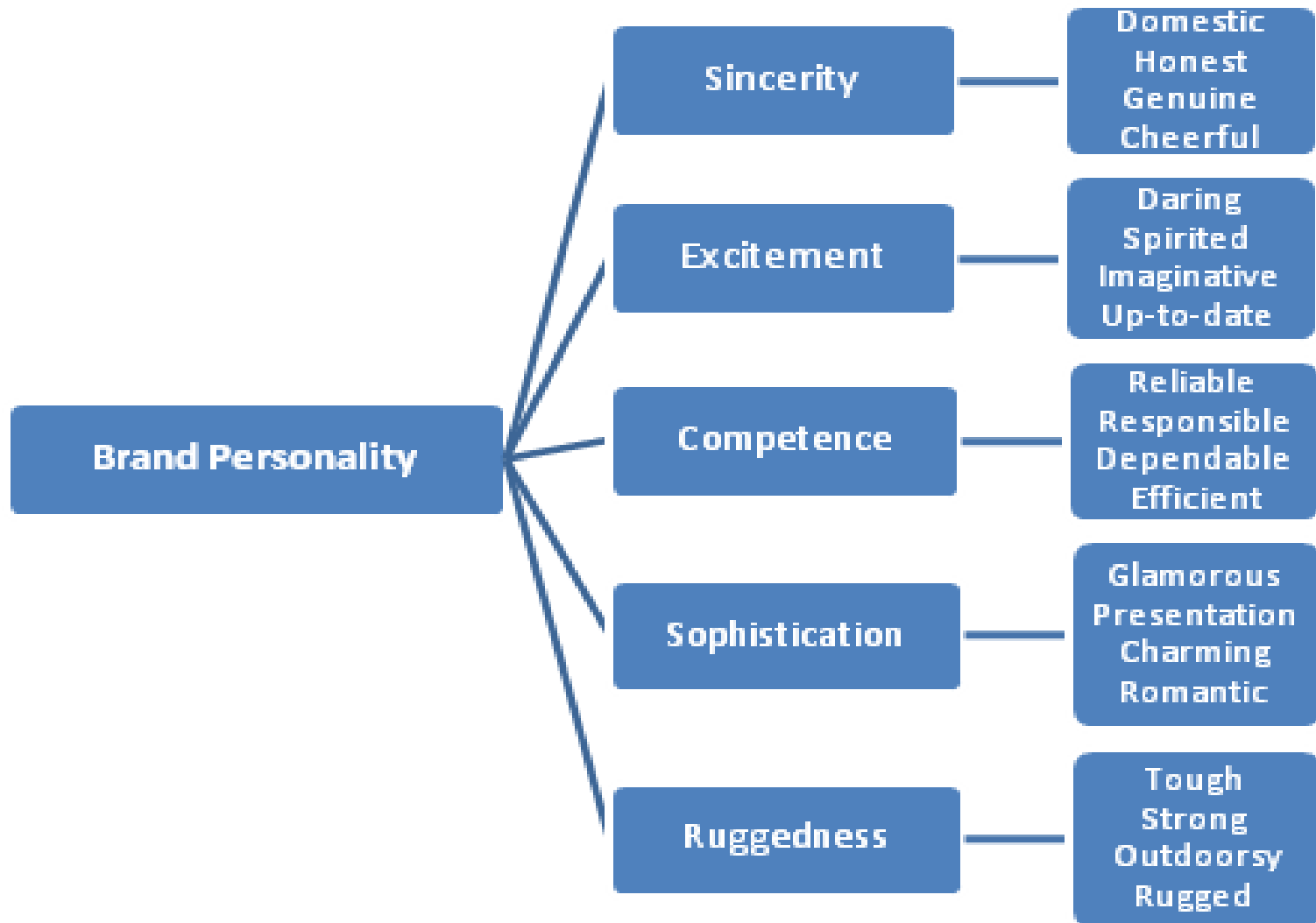


# Brand Personality

- A **brand personality** is something to which the consumer can relate, and an effective brand will increase its brand equity by having a consistent set of traits.
- This is the **added-value** that a brand gains, aside from its functional benefits.



# Brand Personality – David Aaker's Model



Dimensions of Brand Personality of Aaker (1997)

# Brand Personality

