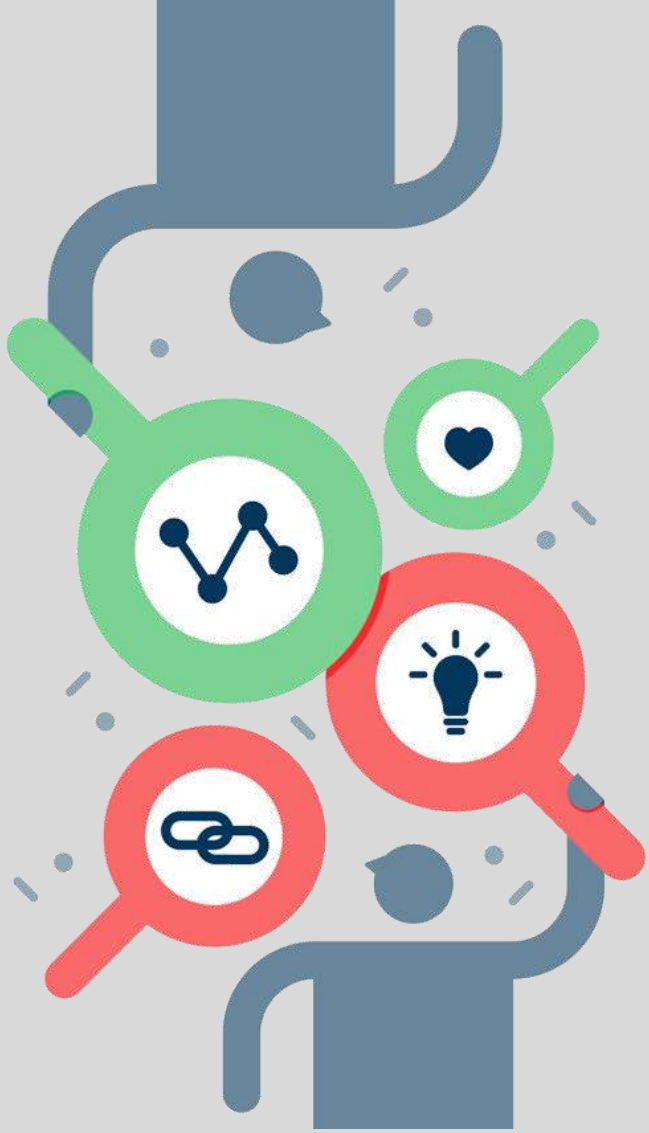


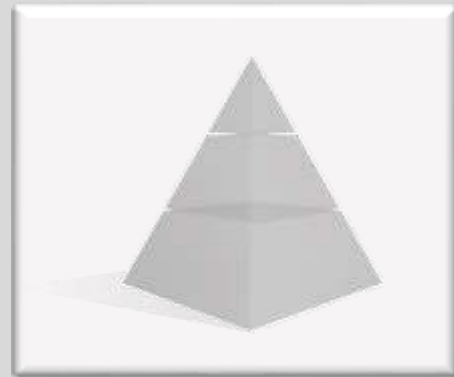
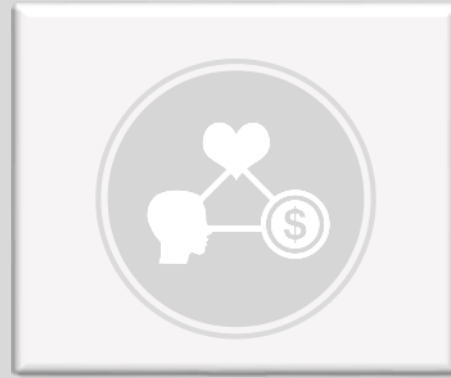
BRAND



IDENTITY



BRAND IDENTITY



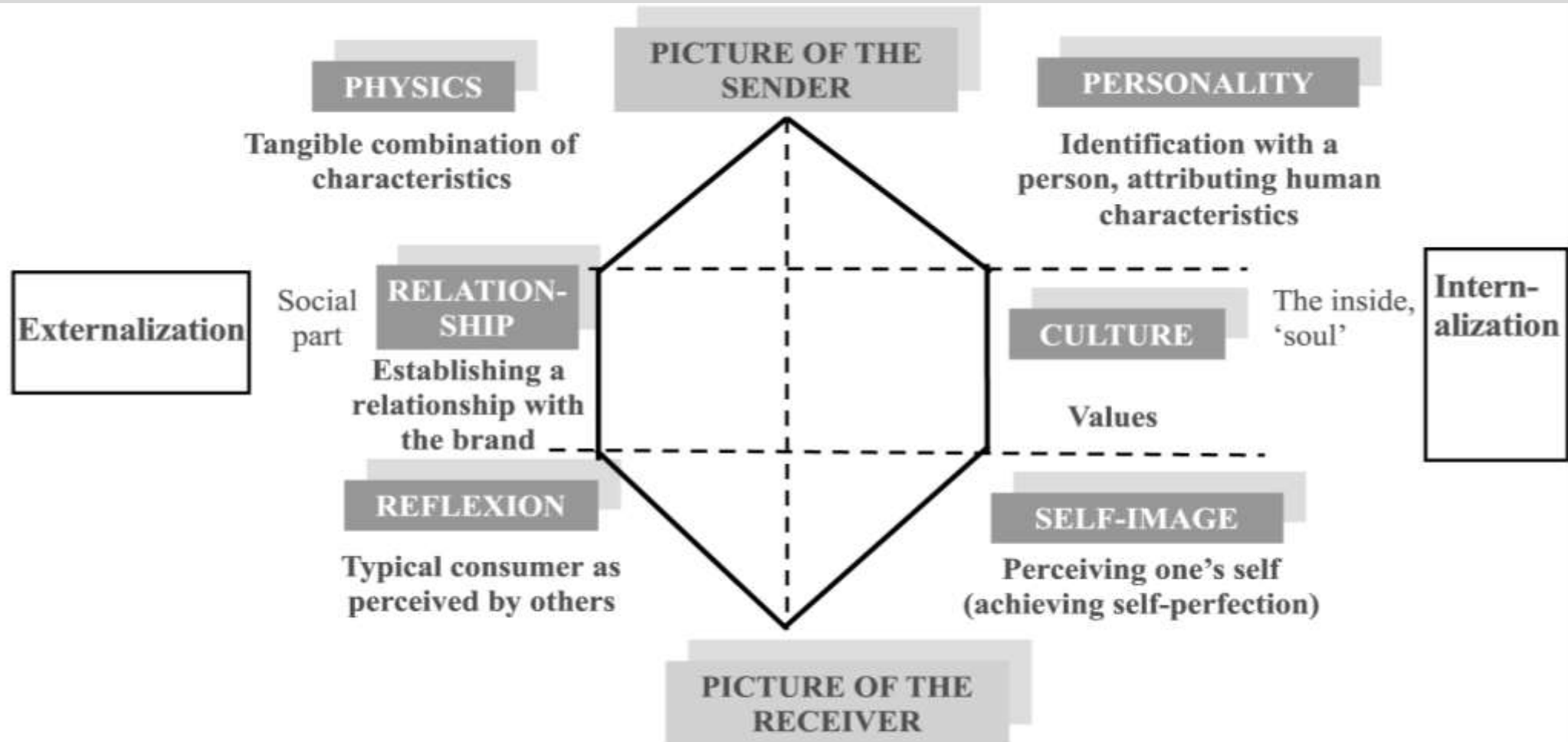
Definition

The brand's identity is fundamental for consumer to recognize and symbolize the brand's differentiation from competitors.

"A Brand is not the name of a product. Is the vision that drives the creation of products and services under that name. That vision, the key belief of the brands and its core values is called identity" (Kapferer, 2008)



Brand Identity Prism



PHYSIQUE

- Is the set of the brand's physical features, which are evoked in people's minds when the brand name is mentioned. Kapferer states that this aspect has to be considered in the basis of the brand.



PERSONALITY

- Is the brand's character. This can be realized by using a specific style of writing, using specific design features or using specific colour schemes. Also a celebrity can be used to vitalize a brand.



CULTURE

- Is the system of values and basic principles on which a brand has to base its behaviour (products and communication). Many associations in this area are linked to the country of origin; McDonalds, appeals to American values, Mercedes-Benz to German values.



Relationship

- The strength of the relationship between the brand and the customer.
- It may represent beliefs and associations in the human world. A brand can symbolize a certain relationship between people.
- Relationship aspect requires a brand manager to express the relationship his/her brand stands for.

Dominos gives free pizza to its customer if the delivery time take more than 30 minutes.



Reflection

- What does the brand represent in the customers mind or rather the customer mind-set as reflected on the brand.
- Reflection (of the consumer) makes reference to the stereotypical user of the brand and is the source for identification.
- When thinking in terms of reflection, in the case of Coca-Cola you could describe the consumer base as 15 to 18 year olds (with values such as fun, sporty and friendship), while the actual target group of this brand is far broader.



Self-image

- How does the customer see himself when compared to the brand.
- Self-image is kind of a mirror the target group holds up to itself.

*Porsche driver who thinks others will think he is rich
because he can afford such a flash car*

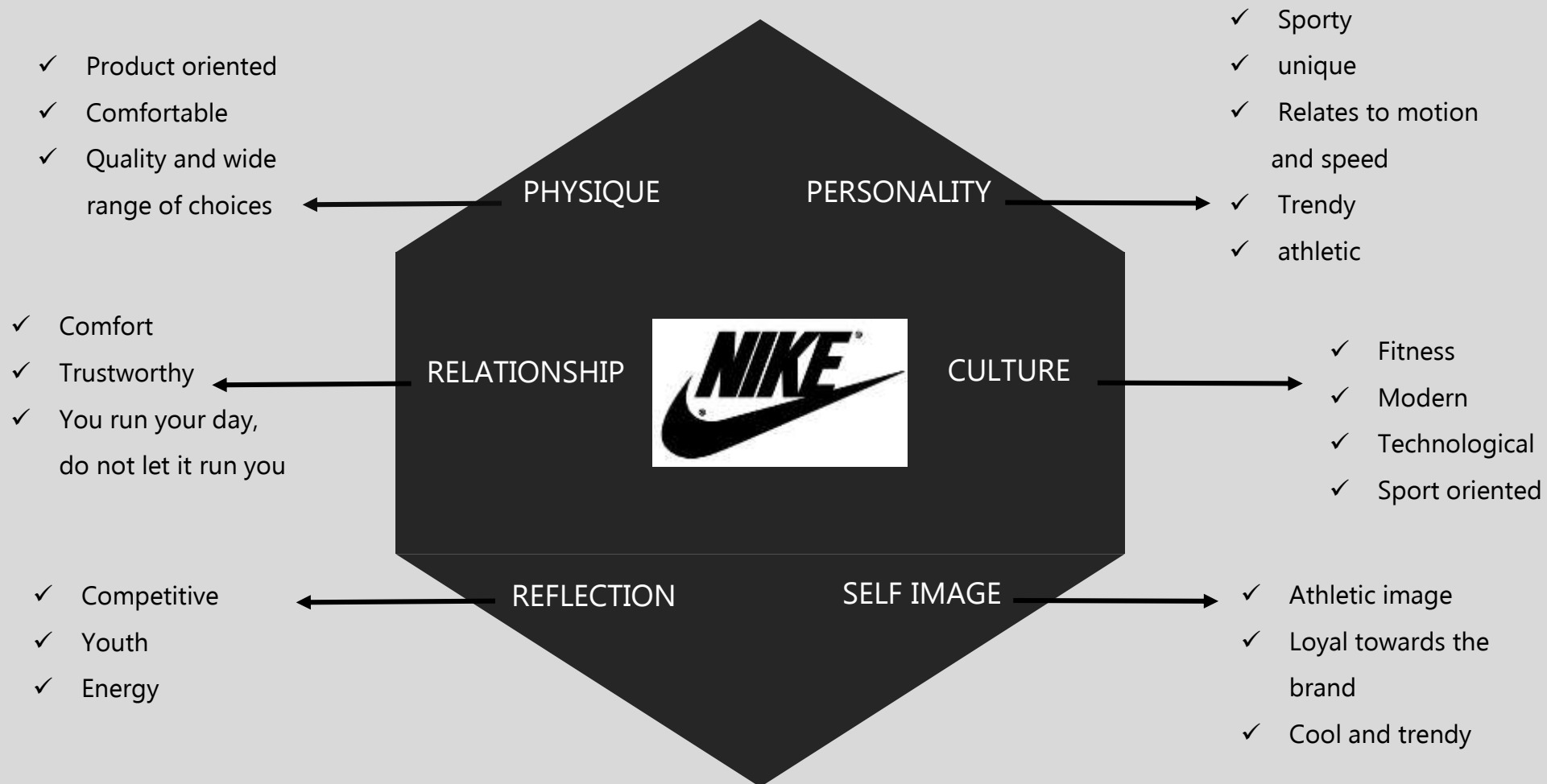


*Apple users think that they are special because
it makes customers feel special.*

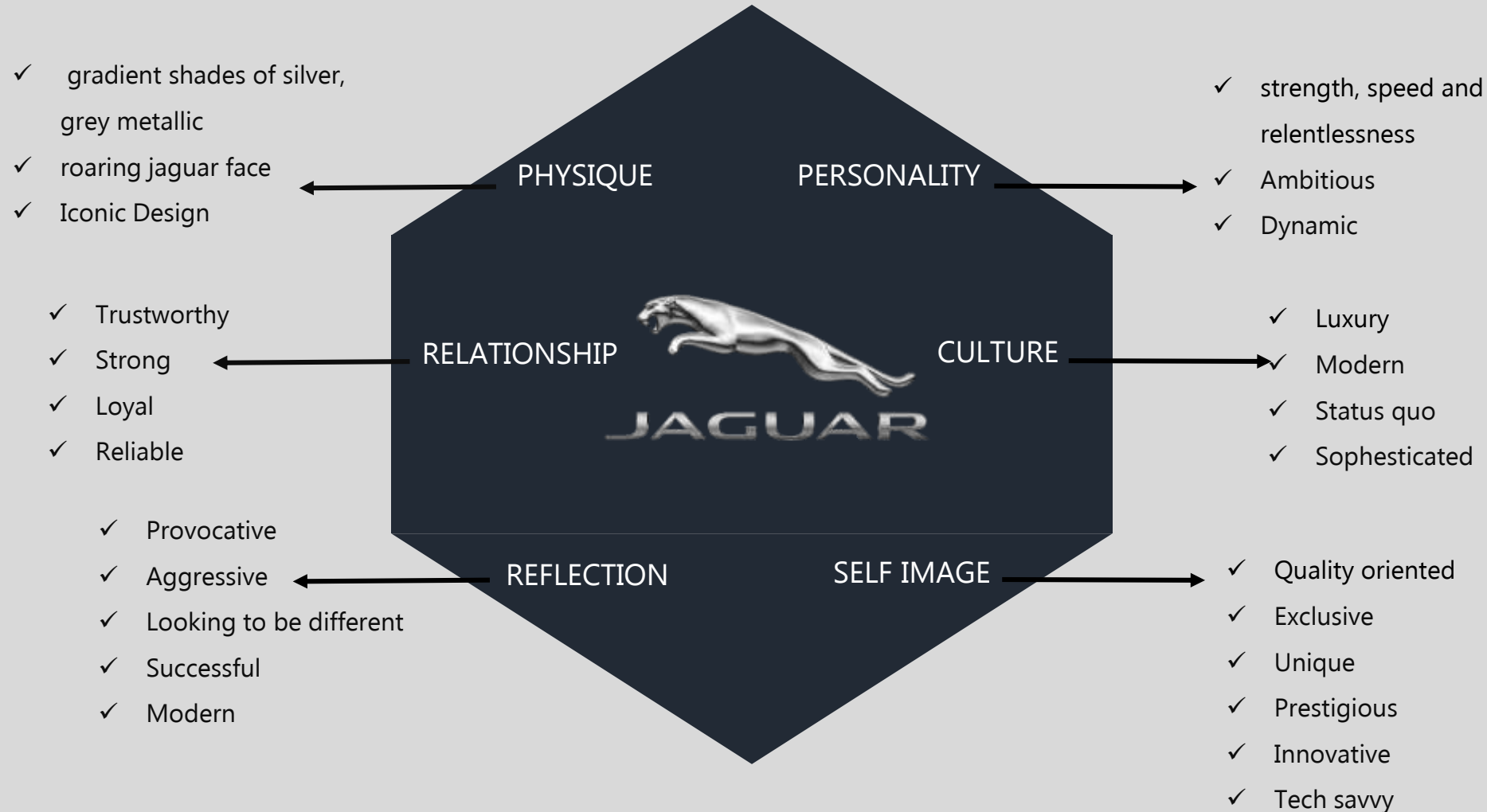
iPhone 5
Loving it is easy. That's why so many people do.



NIKE BRAND IDENTITY PRISM



JAGUAR BRAND IDENTITY PRISM



- Brand Identity Prism enables brand managers to **assess the strengths and weaknesses** of their brand using the six aspects of this prism.
- It also helps to find the ways of **creating the brand loyalty and financial value**.