

# Aaker on branding 20 principles that drive success

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### David Aaker's Brand Identity Model\*\*

Brand identity is crucial for companies to differentiate themselves in the market and build lasting connections with customers. David Aaker, a renowned marketing expert, developed a comprehensive brand identity model that has become widely adopted by businesses.

### Elements of Brand Identity in the Aaker Model

Aaker's model consists of five key elements that contribute to a brand's identity:

- **Brand Essence:** The core values and beliefs that define the brand.
- **Brand Promise:** The explicit and implicit benefits customers expect from the brand.
- **Brand Personality:** The human-like characteristics that make the brand relatable and differentiate it from competitors.
- **Brand Values:** The principles that guide the brand's behavior and decisions.
- **Brand Relationships:** The connections formed between the brand and customers, employees, and other stakeholders.

### How to Use Aaker Brand Personality Model

Aaker's brand personality model helps businesses identify and develop their brand's unique characteristics. It divides personality traits into five dimensions:

- **Sincerity:** Trustworthy, genuine, and down-to-earth
- **Excitement:** Daring, imaginative, and spirited
- **Competence:** Reliable, efficient, and experienced
- **Sophistication:** Upper-class, refined, and sophisticated
- **Ruggedness:** Outdoorsy, tough, and durable

### Formula of Aaker's Model

Aaker's model can be summarized by the following formula:

Brand Identity = Brand Essence + Brand Promise + Brand Personality + Brand Image

### Brand Awareness According to Aaker

Aaker defines brand awareness as "the extent to which a brand is known and recognized by consumers." He emphasizes that awareness is a prerequisite for all other brand-building activities.

### Brand Equity in Aaker

Aaker defines brand equity as "the incremental value that a brand adds to a product or service." He believes that strong brands create value for their owners by driving customer loyalty, increasing pricing power, and generating higher returns on investment.

### 5 Pillars of Brand Identity

Aaker's model revolves around the following five pillars of brand identity:

1. **Unique:** Creating a distinct and memorable brand.
2. **Relevant:** Connecting with the target audience's needs and interests.
3. **Meaningful:** Providing emotional and functional value to customers.
4. **Credible:** Building trust and credibility through consistent messaging and actions.
5. **Compelling:** Inspiring customers to engage with and advocate for the brand.

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