

**Week 3 - BRANDING:**

**Effective Brand Communications  
Strategies and Repositioning  
Strategies**

# **Brand Messaging & Communication:**

## What is Perception?

It's the process of developing an interpretation of a stimulus, or in other words, deciding what a stimulus means.

It's the most crucial process in customer behavior for two reasons:

- What customers perceive is what affects their actions
- What is perceived is not necessarily what is "True"

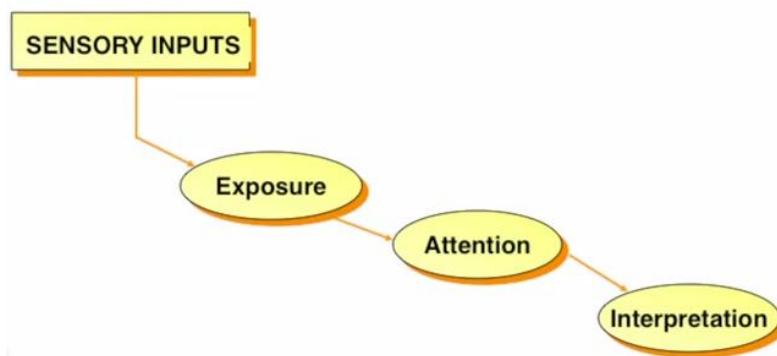
## Process of Perception:

Perception is constructive; people construct interpretations as a function of context

The meanings are constructed as needed and are based upon two major factors:

- The "actual" stimulus or event: Exposure and Attention (what is salient)
- Our prior expectations and what we know (perceptual interpretation)

## Overview of Perceptual Process:



## The Stroop Test:

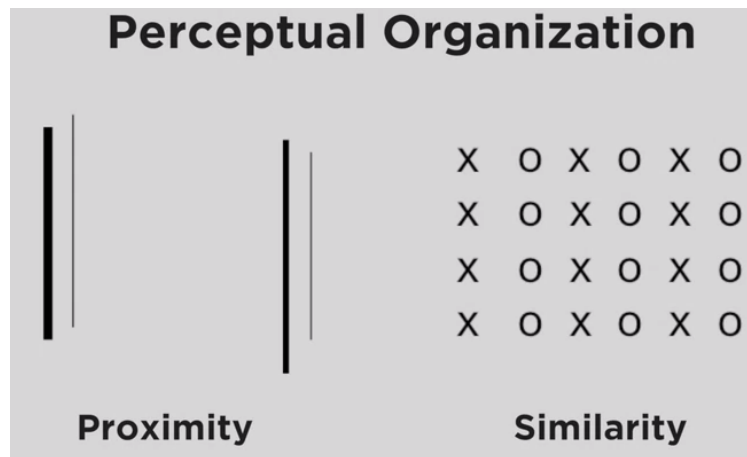


At the beginning it's hard to tell the color of the font, but then you get the pattern. However, it's still uncomfortable because our subconscious wants to read the word.

We are also sensible to visual illusions:

<--> is perceived to be shorter than >--<, whereas it's the exact same length.

What we perceive often corresponds to our prior expectations: 13 / B example.



Customers give importance to proximity. They think two things are similar if they are shown together.

Similarity is very important too. If 2 products look the same, customers will think they are of the same quality.

## Brand NE Product

**Cola soft drink**

+



= ?

**Diet soft drink**

+



= ?

[\\*http://www.bizjournals.com/atlanta/news/2013/09/20/coca-cola-apologizes-for-you-retard.html](http://www.bizjournals.com/atlanta/news/2013/09/20/coca-cola-apologizes-for-you-retard.html)  
[\\*http://www.lapbandsurgery.com/tag/what-does-diet-soda-do-to-your-lap-band/](http://www.lapbandsurgery.com/tag/what-does-diet-soda-do-to-your-lap-band/)

Studies have shown that people think that a product is better, just by putting the name of a brand on it. Everybody responds to that phenomenon.

That's why Coca Cola is estimated to be worth 70 billion dollars as an asset.

## **Brand Elements: Choosing a Brand Name:**

### Brand elements

A variety of brand elements can be chosen that inherently enhance brand awareness or facilitate the formation of strong, favorable and unique brand associations:

- Brand name
- Logo
- Symbol
- Color
- Character
- Packaging
- Slogan

You have to ask yourself questions about brand elements:

*How well do the brand elements work together to provide an identity for the product or service?*

*What would customers think about the product if they only saw the brand elements?*

### Brand elements choice criteria:

#### **Memorable**

- Easily recognized
- Easily recalled

#### **Meaningful**

- Descriptive
- Persuasive

#### **Appealing**

- Fun and interesting
- Aesthetically
- Rich visual and verbal imagery

#### **Protectable**

- Legally
- Competitively

#### **Adaptable**

- Flexible
- Updateable

#### **Transferable**

- Within and across product categories
- Across geographical boundaries and cultures

### Brand elements choice:

Each brand element plays a different role in creating the overall perception: different strengths and weaknesses

Brand elements should be used strategically to achieve a balance and impact.

Need consistency and integration.

	<i>Advantages</i>	<i>Disadvantages</i>
Names	The anchor Quick, easy to process and recall	Difficult to change Globalization issues
Logos and Symbols	Attention-getting Can reinforce associations Global transfer	Can get outdated Can be ambiguous/misinterpreted
Characters	Rich meaning Attention-getting	Can get outdated Global transfer
Slogans and Jingles	Can be highly memorable Catchy Convey meaning	Difficult to translate Musical taste differences
Packages	Recognition Convey info and meaning	Production issues Channel concerns

### Effect of Brand Names:

The brand name is very important and affects the behavior of different people:

- **Consumers:** affects likelihood of purchase
- **Employees:** affects moral and productivity
- **Firm:** can limit opportunities; new products, new regions
- **Investors:** can cause subconscious judgments about the company's merits/strengths

### Type of names:

Type	Definition	Examples
Descriptive	Names or describes the product/service	Lean Cuisine
Metaphor	Represents attributes or symbolism	Infiniti
Surname	A person's name	Ford Ralph Lauren
Arbitrary	Real words with no obvious brand association	Apple Camel
Altered	Fictional words based on real worlds	Lucent Spotify
Blended	Two words merged	Facebook
Invented	Nonsense words, not based on real words	Exxon

### Value of a Good Name:



### Names for New Start-Ups:

New businesses need their own websites and most recognizable URLs have already been taken.

Solution: invent words... (Mibblio, Kaggle, Shodogg, Zaarly...)

### Picking Brand Names in China:

It's a huge market so many brands try to adapt their name to Chinese language via specialized agencies:

<b>Coca-Cola</b>	<b>Reebok</b>	<b>Colgate</b>	<b>Cadillac</b>
Kekoukele	Rui bu	Gao lu jie	Ka di la ke
(means tasty fun)	(means quick steps)	(revealing superior cleanliness)	(means nothing in Chinese)

## Brand Elements: Color & Taglines:

### Rules about Color:

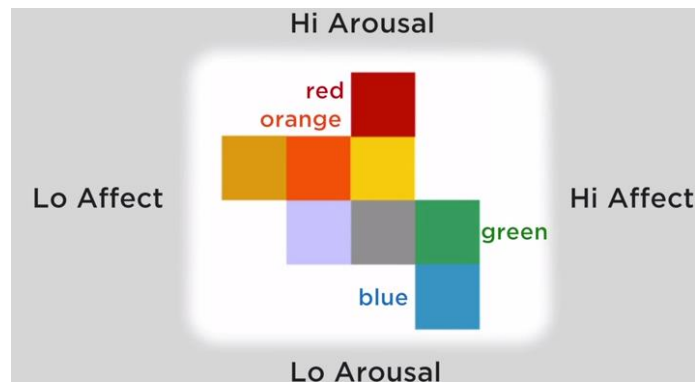
Ultimate goal is to own a color

- Tiffany's light blue, Mary Kay's pink
- Color can be used to separate product lines

Different viewers experience color differently

Ensuring consistency of color across platforms/media is difficult

Colors can create very strong perceptions: luxury (gold, silver, black, white), gender color (blue, pink)



The appreciation of colors depends on the culture! Orange is less appreciated in the US than in India for example.

Colors have different meanings:

- **Red:** stimulate the appetite, also love (passion), excitement
- **Blue:** most preferred color by men, productive color, lower appetite
- **Green:** tranquility and health, money, nature, fertility (M&M's)
- **Brown:** reliability, boredom, practicality, earth
- **White:** purity, innocence, empty, spacious (creates the illusion of space)
- **Black:** evil, death, mourning, slimming
- **Yellow:** bright, gives you energy, been shown to make babies cry, causes eye fatigue
- **Orange:** excitement, enthusiasm, warmth, caution
- **Lavender:** calms the nerves, relaxation
- **Purple:** loyalty, wealth, success, wisdom
- **Pink:** girl's color, calming, warm



### Role of Symbols:

Beware, they can become outdated!

Can communicate associations

Multiple associations

Positive feelings: liking







### Slogans/Taglines:

Can be tailored to a positioning strategy

Can remove some of the ambiguity associated with brand and/or symbol

Can generate its own equity/emotion (“reach out and touch someone”)

Can reinforce the name or symbol (from sharp minds come sharp products)

### Tagline basics:

- ✓ Must be short
- ✓ Must be differentiated from competition
- ✓ Must be unique
- ✓ Must be easy to say and remember
- ✓ Cannot have any negative connotations
- ✓ Can be protected and trademarked
- ✓ Evokes an emotional response

### Types of taglines:

- **Imperative:** Just Do It (Nike), Invent (HP), Think Different (Apple)
- **Descriptive:** Moving at the Speed of Business (UPS), Bullish on America (Merrill Lynch), You’re in good hands (Allstate)
- **Superlative:** The ultimate driving machine (BMW), There is no better way to fly (Lufthansa)
- **Provocative:** Got Milk? (Dairy Council)
- **Clever:** Drivers Wanted (VW)

## **Brand Elements: Packaging:**

### Packaging:

Packaging is very important to sell. A lot of researches were done in the 30's, when self-service supermarkets started becoming popular.

Experiment: detergent with circles on the package VS triangles. It went out that people preferred the package with circles, but also believed that it was a better detergent!

Packaging can:

- Influence at the point of purchase
- Have a continuing influence at the point of consumption

Packaging has multiple objectives:

- Identify
- Present information (descriptive and persuasive)
- Protect and allow transportation
- Store
- Aid consumption

### Creating Impactful Packaging:

Understand that package aesthetics and function are both critical

- The package has to grab consumer's attention in a sea of competing messages
- But it also has to work well so that consumers will buy again

Know your distribution channels

- How do retailers view your package?
- How are channels changing?
- Which retailers like which package configuration?

### Packaging shapes:

Very famous packaging: CK One by Calvin KLEIN which was made for both men and women.  
We can notice that the logo is symmetric,





These two packages both increased consumption and so the number of sales for Coca-Cola and Heinz.

They made it easier for the consumer to consume the last units of the product.

## **Brand Elements: Persuasion:**

### Persuasion:

Definition: Active attempt to change belief and attitude. It's difficult because customers have prior beliefs.

Elaboration likelihood model: Two routes to persuasion

- Systematic (central)
- Superficial (peripheral) processing

Use of celebrity spokespeople

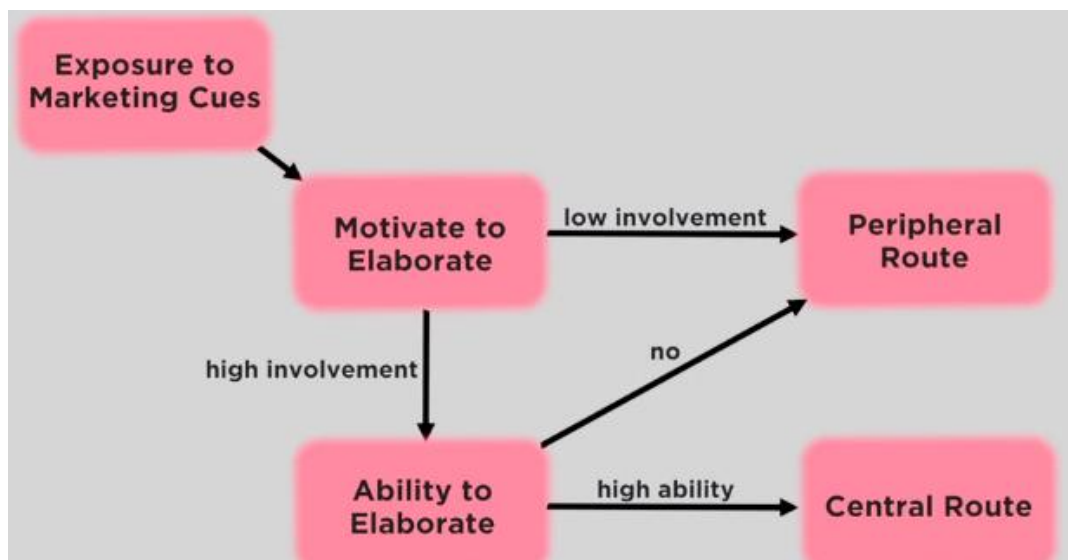
### Elaboration likelihood model:

Central Route to Persuasion:

- When motivation (involvement), opportunity and ability to process marketing messages are high
- Focus mainly on “central cues” in the message

Peripheral Route to Persuasion:

- When motivation, opportunity, ability and elaboration likelihood are low
- Focus primarily on “peripheral cues” in the message



### Peripheral cues:

**Classical conditioning:** PAVLOV experiment, or hamburger and coke

**Reciprocity:** you owe me (Robert CIALDINI)

**Consistency:** we've always done it that way

**Social proof:** everybody's doing it

**Liking:** love me, love my ideas

**Authority:** just because I say so

**Scarcity:** quick, before they're all gone (Lulu lemon)

What makes a good celebrity endorser?

General considerations:

- Celebrity/audience fit
- Celebrity/brand fit
- Celebrity attractiveness
- Practical consideration (cost, celebrity exposure, risk...)
- Social network

High "Q-Rating"

- "How appealing is this celebrity among those who do know him/her?"
- Ratio of popularity/familiarity
- Conducted by Marketing Evaluations, Inc.

Marketing Evaluations, Inc. The QScores Company						Sample Data	
Demographic	Adults 18-34					Performer Q	
	Performer Type	One of My Favorites	Very Good	Good	Fair/Poor	Total Familiar	Q Score
Gillian Anderson	02	20	15	19	14	68	30
Emmitt Smith	13	24	19	21	16	80	30
Chris Rock	05,11	18	13	15	14	60	30

"Transfer of Meaning" Model:

Celebrities = individuals charged with detailed and powerful meanings

Advertising firm chooses celebrity that best represents the appropriate symbolic properties of the product.

Consumers derive meaning from celebrities and transfer same meaning to product

fMRI scans show that there is more brain activation when products are presented with images of celebrities – "a visceral reaction to celebrity"

### Source Models:

**Source Credibility:** Effectiveness depends on celebrity's "expertness" and "trustworthiness"

**Source Attractiveness:** Effectiveness depends on familiarity, likability and/or similarity

- Familiarity: knowledge of the source through exposure
- Likability: affection for the source as a result of the source's physical appearance and behavior
- Similarity: supposed resemblance between the source and receiver of the message

Example: Tiger WOODS with Nike. He is an expert in golf, so people trust him. Recently he lost some attractiveness, but he still has a lot of Credibility.

### Celebs and Models

*How are celebrities used in advertisements?*

- Explicit mode: "I endorse this product"
- Implicit mode: "I use this product"
- Imperative mode: "You should use this product"
- Co-present mode: celebrity appears with product

# Repositioning a Brand:

## Repositioning a Brand:

*How can you keep the brand fresh?*

Brand equity MUST be actively managed over time!

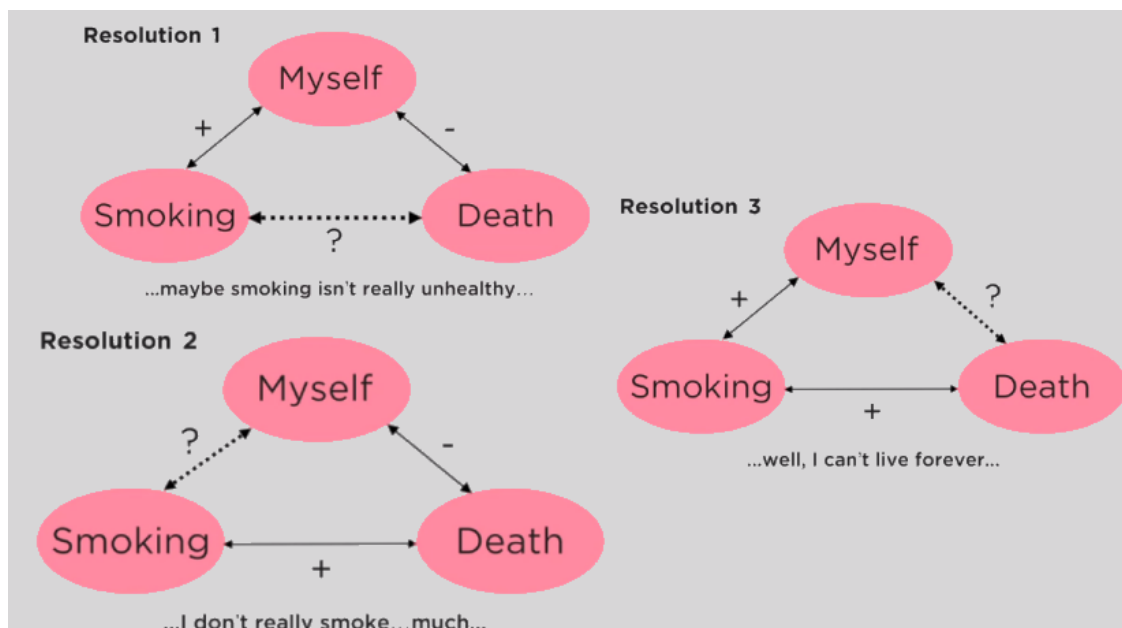
- Brand meaning must be reinforced
- Sometimes brand meaning must be adjusted
- Branding program will need to be changed and new sources of equity identified and built

## 5 Rationales for Brand Change:

1. **The identity/execution was poorly conceived:** can be identified by measures of consumer interest, brand associations, sales
2. **The target for the identity/execution is limited:** may need to change to reach a broader market
3. **The identity/execution has become out of date:** markets change such that a working position may become obsolete
4. **The identity/execution loses its edge, becomes old-fashioned:** consumers and markets change such that positions/executions that were once contemporary become less so
5. **The identity/execution has just become “tired”:** same over time may become boring to consumers, losing ability to attract attention. Change can generate news.

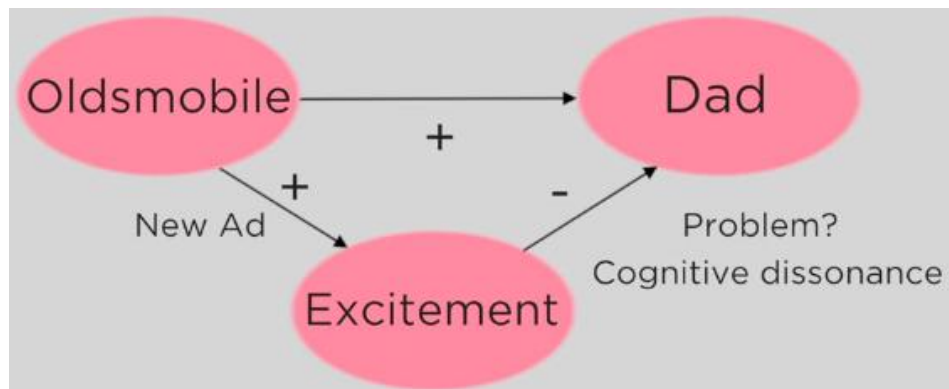
When you reposition a brand, the most important word is CONSISTENCY. You have to stay close to the brand's DNA.

## Potential Cognitive Inconsistency:



**Consistency Theories:** the basic idea is that there is a drive to maintain consistency within cognitive systems. Thus, cognitive structures may change in order to increase consistency among elements.

## Managing Brand Equity: Changing Minds?



Finally, Oldsmobile cars went out of market, because the new marketing strategy wasn't consistent with the brand's DNA. Dads aren't exciting.

## Evolving Brand Associations:

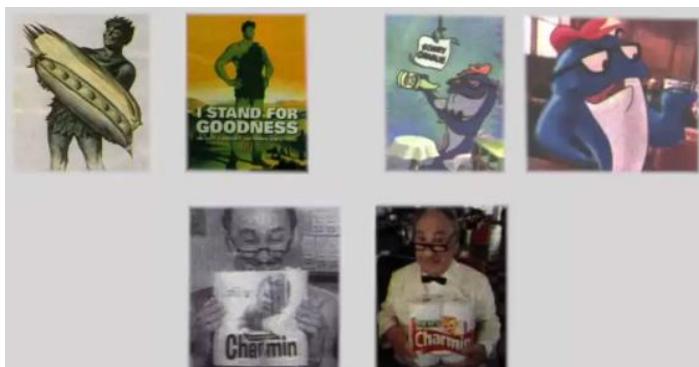
A brand can evolve more gradually to gain more contemporary associations while maintaining familiarity

- **Symbols:** can update without changing meaning
- **Brand name:** can change to reflect evolving identity
- **Slogans:** easier to change than the name
- **New Products:** Can be true to the core identity, but add a modern, innovative element

Some companies use what we call a “Just noticeable difference”, year after year.



## Evolving Trademarks:





### Change Brand Names to Eliminate Constraints:

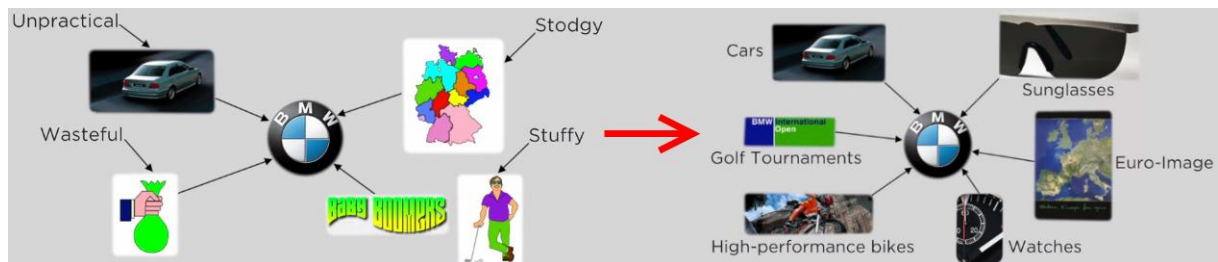
Boston Chicken → Boston Market: because they sold more than chicken

Weather Channel → Weather Companies

Starbucks → Image

### Example of Evolving Brand Image:

A brand image is a mental aggregation of cognitive associations, many subliminal.



Budweiser did the same thanks to cool advertisements, sponsorships... To seduce fathers and young people too.

### **Major Points**

Consistency over time is very valuable in building strong brands

All brand elements should work in harmony to communicate brand identity

Change is sometimes necessary, but be cautious!

Begin by understanding sources of equity and the current contributions to POP and POD, strength, favorability and uniqueness