

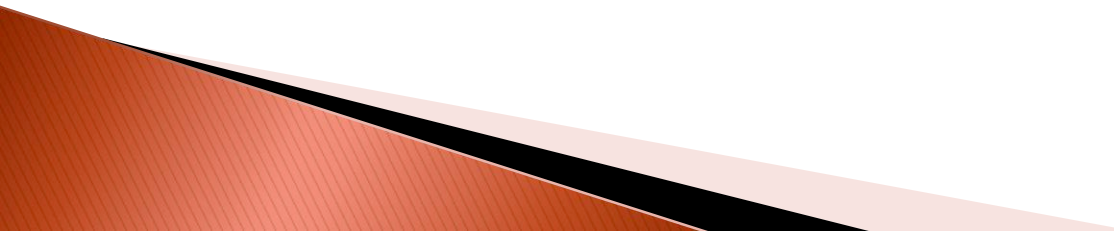
# Marketing 101: Building Strong Brands

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# Pod 5

- ▶ Brand Mantra's
- ▶ The Elevator Speech

# Mental Maps

- ▶ Portrays brand associations and responses for a target market. Shows how it is actually perceived.
  - ▶ Ask consumers “What comes to mind when you think about V8?”
  - ▶ Then brand associations are grouped into categories.
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# Core Brand Values

Set of abstract concepts or phrases that characterize the five to ten most important dimensions of the mental map of a brand

Relate to points-of-parity and points-of-difference

**Mental map → Core brand values → Brand mantra**



# Brand Mantras

An articulation of the “heart and soul” of the brand


Similar to “brand essence” or “core brand promise”

Short **three– to five–word phrases that capture the irrefutable essence** or spirit of the brand positioning and brand values

## Considerations

- Communicate
  - Simplify
  - Inspire
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# Designing the Brand Mantra

- ▶ The *brand functions* describe the nature of the product or service or the type of experiences or benefits the brand provides.
  - ▶ The *descriptive modifier* further clarifies its nature.
  - ▶ The *emotional modifier* provides another qualifier—how exactly does the brand provide benefits, and in what way?
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# Brand Mantras

- ▶ Used internally to guide decisions– what the brand should and should not be associated with.
- ▶ Brand Mantra Considerations
  - Communicate: define the business and boundaries; clarify what is unique about the brand
  - Simplify: Memorable, short, vivid, and crisp.
  - Inspire: Have higher level meaning from employees and consumers.