



Brand Messaging and Communications

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Pod 6

- Repositioning a Brand



Managing Brands Over Time

- 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 often 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 The identity/execution has become out of date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



5 Rationales for Brand Change

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

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

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