Dialectical Journal Entry Format

A dialectical journal is a reflection tool that allows you to become more familiar with examining sources, identifying important passages or quotes, questioning claims, and digesting new information. This structure helps to facilitate your ability to understand new and important information while also recording your reactions, connections, and observations as you assimilate new learning.

Using the passages and content from the chapters and/or videos, record the pertinent information in the journal table below. You should have at least <u>8 entries or commentaries</u> (that you add to the table. That is 8 quotes and 8 commentaries) in the table, but feel free to add more boxes as necessary to enhance your own learning. Please type your responses and save into the format below. Insure you reference the material by name of the video, a citation, and or text chapter and page. I must be able to find the exact information you use.

Please review the example for a clearer understanding.

Key grading instrument items (pts)

Missing the quote or paraphrase	-1
Missing the entry 1, 2, etc. Missing citations per question	-1 -3
Each question (100 words per answer)	-2
Missing required chapter or video	-1

Chapters required

Chap 7,9,10,13

Videos required

Digital Marketing In 5 Minutes https://www.youtube.com/watch?v=bixR-KIJKYM

Brand tracking – Explained! https://www.youtube.com/watch?v=ZbPUi247wI8

How To Find Consumer Insights In Marketing? https://www.youtube.com/watch?v=KHhBlusO2vk

This is understand the brands behind the companies. One of the two below....if you're able, listen to both (not required to write on both) Netflix Business Model Strategy (8:19)

Quotes, Paraphrased Arguments, Specific Facts or Claims in Content

Entry 1

Chapter 7: Leveraging Secondary Brand Associations to Build Brand Equity

Chapter 7 discusses the concept of leveraging secondary brand associations to build brand equity. It explores how marketers can choose entities with similar associations to consumers to leverage their brand. For instance, a New Zealand sweater manufacturer could position its product based on its "New Zealand wool", leveraging the existing association between New Zealand and wool. The chapter also delves into the risks of such strategies. such as giving up some control of the brand image and managing the transfer process to ensure only relevant secondary knowledge becomes linked to the brand. It further discusses the importance of branding strategies in determining the strength of association from the brand to the company and any other existing brands. Three main branding options are presented: creating a new brand, adopting or modifying an existing brand, and combining an existing and a new brand. (Pg 241-277, Chapter 7, Strategic Brand Management)

My Reactions Corresponding to the Quoted or Paraphrased Material

Entry 1

After reading Chapter 7, I was intrigued by the idea of leveraging secondary brand associations to build brand equity. It's fascinating to see how a brand can use existing associations to strengthen its own brand image. For instance, the example of a New Zealand sweater manufacturer using the country's association with wool to position its product was a clear illustration of this concept. The chapter also made it clear that such strategies come with their own set of challenges, such as managing the transfer process and maintaining control over the brand image. The discussion on branding strategies and their impact on the strength of association between the brand and the company was enlightening.

Chapter 9: Measuring Sources of Brand Equity: Capturing Customer Mind-Set

Chapter 9 delves into the quantitative measures of brand knowledge, which can help assess the depth and breadth of brand awareness, the strength, favorability, and uniqueness of brand associations, the positivity of brand judgments and feelings, and the extent and nature of brand relationships. It discusses brand awareness and how it is related to the strength of the brand in memory, as reflected by consumers ability to identify various brand elements under different conditions. The chapter also explores the concept of social currency. Which is defined as the extent people share the brand or information about the brand as part of their everyday social lives. It further discusses the idea of active engagement for a brand, defined as the extent to which consumers are willing to invest their own personal resources on the brand beyond those resources expended during purchase or consumption of the brand. (Pg 312-352, Chapter 9, Strategic Brand Management)

Entry 2

Chapter 9 was a deep dive into the world of brand equity and how it can be measured. I found it fascinating how brand awareness is tied to the strength of the brand in memory, and how consumers' ability to identify various brand elements can reflect this. The concept of social currency was also intriguing, showing how the sharing of a brand or information about it can become a part of everyday social life. The idea of active engagement, where consumers are willing to invest their own resources into a brand, really made me think about the brands I personally engage with and why. The chapter was a real eye-opener into the complex world of brand management and the strategies used to measure and build brand equity.

Entry 3

Chapter 10: Measuring Outcomes of Brand Equity: Capturing Market Performance

Chapter 10 examines the complex landscape of brand equity measurement and market performance capture. It breaks down the different approaches to brand valuation - cost, market, and income - each with its own unique perspective. The chapter also introduces the idea of brand equity as the extra cash flows that branded products can generate compared to their unbranded counterparts. It further delves into the influence of brand portfolio characteristics on a firm's marketing prowess and financial health. The chapter wraps up with a candid discussion on the challenges of valuation approaches, particularly the tricky task of teasing out brand value. (Pg 352-377, Chapter 10, Strategic Brand Management)

Entry 3

Chapter 10 was quite the rollercoaster ride! It was like peeling back the layers of an onion, revealing the intricate workings of brand equity measurement and market performance capture. I was particularly struck by the different approaches to brand valuation - cost, market, and income - it's like looking at the same object from different angles. The concept of brand equity as the extra cash flows that branded products can generate was a real lightbulb moment for me. The chapter also got me thinking about the impact of brand portfolio characteristics on a firm's marketing game and financial standing. But what really hit home was the frank discussion on the hurdles of valuation approaches, especially the tough task of extracting brand value. It's clear that brand management is no walk in the park, but this chapter certainly shed some light on the strategies used to measure and capture market performance.

Chapter 13: Managing Brands Over Time

Chapter 13 looks into the strategies for managing brands over time, focusing on the importance of consistency in marketing support and the need for tactical changes to maintain the brand's strategic thrust and direction. It discusses the strategy for reinforcing brand meaning, which depends on the nature of the brand association. The chapter also explores the concept of fortifying versus leveraging, where marketers face trade-offs between activities that fortify brand equity and those that leverage or capitalize on existing brand equity. It further discusses the process of revitalizing a brand, which requires marketers to either recapture lost sources of brand equity or establish new ones. The chapter ends with a discussion on the role of different brands in the portfolio and their relationships over time, emphasizing the need for a brand migration strategy. (Pg 473-507, Chapter 13, Strategic Brand Management)

Entry 4

Chapter 13 was like a masterclass in managing brands over time. It was fascinating to see how consistency in marketing support and the need for tactical changes can help maintain a brand's strategic direction. The discussion on reinforcing brand meaning really got me thinking about the nature of brand associations and how they can be leveraged or fortified. The concept of revitalizing a brand was another eve-opener. showing how marketers can recapture lost sources of brand equity or establish new ones. But what really struck me was the discussion on the role of different brands in the portfolio and their relationships over time. It's clear that a well-thought-out brand migration strategy is crucial in this process.

Entry 5

Digital Marketing In 5 Minutes

"Digital marketing is a form of marketing that uses digital channels such as search engines, websites, social media platforms, emails, and mobile applications" (Time: 0:54).

"Content marketing involves creating and sharing valuable content like blogs, videos, infographics, and case studies to generate audience interest in the brand's products or services" (Time: 1:21).
"SEO involves optimizing a website to improve its

ranking on search engine results pages, thereby increasing its visibility" (Time: 1:32). This quote provides a clear definition of SEO and its importance in enhancing a website's visibility.

"Pay-per-click (PPC) can drive immediate traffic, but it can also be costly, especially for competitive keywords" (Time: 2:08).

"Social media marketing involves using platforms like LinkedIn, YouTube, Facebook, and Instagram to promote a brand's products or services" (Time: 2:27).

(Video: Digital Marketing In 5 Minutes)

Entry 5

The video does a great job of breaking down the complex field of digital marketing into digestible parts. The way it explains the different types of digital marketing and their unique roles within a broader strategy is particularly enlightening. It underscores the importance of a well-rounded approach to digital marketing, where each type of marketing has a critical role in reaching and engaging the target audience.

However, the video could have went deeper into the challenges and potential downsides of digital marketing. For instance, while SEO can improve a website's visibility, but it's a long-term strategy that requires ongoing optimization and adaptation to ever-changing search engine algorithms. Similarly, while PPC can drive immediate traffic, it can also be expensive, particularly for competitive keywords..

Brand tracking - Explained!

"Brand tracking is how you continuously track the development and progress of a brand. It could be your brand or competitors" (Time: 0:22).

"Prompted awareness is when people see your brand name and recognize it. Unprompted awareness is when people recall your brand name in relation to your category even when they haven't been reminded of it" (Time: 1:06).

"Purchase intent is another crucial metric to track if you want to know how many people are willing to buy your product or service" (Time: 1:27).

"When you combine purchase history with purchase intent, you'll get a good idea about how likely your customers are to stay with you or to go to a competitor" (Time: 1:47).

"Say hello to your net promoter score often called NPS for this you'll ask your customers a single question: how likely are they to recommend your brand to someone else" (Time: 2:04).

(Video: Brand tracking - Explained!)

Entry 6

The video on brand tracking is truly inspiring! It gives a comprehensive overview of this crucial marketing strategy, highlighting its purpose and the key metrics involved. I was particularly captivated by the explanation of prompted and unprompted brand awareness. It's fascinating to learn about the various ways consumers can recognize and connect with a brand.

The video goes on to discuss two essential aspects: purchase intent and brand loyalty. It emphasizes the significance of understanding not only who is aware of your brand but also who is likely to become a loyal customer and make actual purchases. The mention of the Net Promoter Score (NPS) truly drives home the importance of customer advocacy in evaluating a brand's overall success.

Entry 7

How To Find Consumer Insights In Marketing?

In the video, the speaker discusses the concept of insights and their significance in thought pieces, opinion pieces, and news analysis. An insight is defined as a revelation that is hidden in plain sight and has the potential to change how we perceive a problem. Journalists, particularly those writing thought pieces, play a crucial role in not only reporting the news but also providing a fresh perspective on familiar information. The speaker suggests relying on trusted publications like The New Yorker, The Economist, Monocle, Wallpaper, Wired, The Weekly, or The New York Times Magazine to find insightful articles. By searching for specific themes or product categories along with the name of these publications, valuable insights can often be found in the titles or opening sentences of the pieces.

(Video: How To Find Consumer Insights In Marketing?)

Entry 7

I find the concept of insights fascinating, as they have the potential to challenge our preconceived notions and alter our perspectives. It's interesting to see how journalists, particularly those writing thought pieces, contribute to this process by providing unique angles on familiar topics. By searching for insights in reputable publications, you can enhance your understanding and discover new dimensions of various subjects.

Netflix Business Model Strategy

According to the video, Netflix has been a champion of innovation and constantly seeks new ways to grow and outperform its competitors. It started as a small DVD rental business but evolved into one of the main video content creators and distributors in the world, changing the landscape of movie and TV entertainment. Netflix introduced several key innovations to its business model, including channel innovation, revenue model innovation, and vertical integration. To further differentiate itself and maintain its growth, Netflix ventured into vertical integration by creating original content. They started investing in series and movie creation, either by acquiring independent creators or producing content in-house. This move expanded Netflix's business model to include content creation, adding a new key activity to its value chain.

(Video: Netflix Business Model Strategy)

Entry 8

Vertical integration through original content creation was a significant move for Netflix. By producing their own shows and movies, they not only expanded their offerings but also gained more control over their value chain. This strategy allowed them to attract subscribers with exclusive content and compete with traditional broadcasting networks.

References

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