Brand Knowledge Structure and Brand Elements

What is Brand Awareness?

- Recognition versus recall
  - Brand versus situation cues
- Awareness depth versus breath
  - Brand versus situation linkages
Why is brand awareness important?

- A necessary condition for inclusion in the set of brands being considered for purchase
- A sufficient condition for choice in low-involvement decision settings
- Influences the nature and strength of association
Brand Image
Brand Perceptions through Associations

Degree of Abstractness

Types of brand association

Attributes
- Non-product-related
  - Price
  - User imagery
  - Usage imagery
  - Feelings and feelings-associated experiences
  - Brand personality

Benefits
- Product-related (various degrees of Features/ingredients)
  - Functional
  - Symbolic
  - Experiential

Attitudes

Strength of brand associations

Favorability of brand associations

Uniqueness of brand association

Strength of Brand Association

Connection by Direct Experience

Connection by Communicated Noncommercial Messages

Connection by Communicated Commercial Messages

Connection by Inferences
Strength of Brand Association (Initial Associative Strength)

Quantity: Attention

Quality: Relevance and Consistency

Strength of Brand Association– Recallability (Long-Term Associative Strength)

Length of time

Presence of other product information

Type and number of cues in the context of recall
Favorability and Uniqueness of Brand Associations

I want it (desirability)

Brand X can deliver it (deliverability)

It is different

Determine Desired Brand Knowledge

- Identify Target Market
  - Demographic, Psychographic, Geographic, and Behavioral Segmentation
- Identify the Brand Competitors
- Analyze the Similarities and Differences between the Brand and the Competitors
  - Point of parity is often the first step before the establishment of the point of difference
In-Class Exercise 1

- You are sitting in a room with two doors. When a knock sounds at each, the butler announces that “California” is at one entrance to the room, while “Nebraska” is at the other.
- Describe each brand in terms of
  - What it would look like
  - What it would be wearing
  - What it would say when you went to the door
  - What would be its reason for visiting

In-Class Exercise 2

- Computer and the telephone have had a dramatic impact on the greeting card industry.
- How had Hallmark Cards responded thus far and what should they do in the future to protect and maintain brand equity?
- What about Blockbuster Video?
Brand Identification and Elements

Brand Elements and Criteria

- Brand Names
- Brand Logos
- Brand Symbols
- Brand Characters
- Brand Slogans
- Brand Jingles
- Brand Packages

- Memorability
  - Easily recognized and recalled
- Meaningfulness
  - Descriptive, interesting, persuasive, visual/verbal
- Transferability
  - Within/across product categories and across cultures/geographical areas
- Adaptability
  - Flexible and updatable
- Protectability
  - Legally and competitively protectable
ID That Brand

- Compare the components of two brands in the same product category

ID That Cereal

- Develop brand objectives/Study the product
- Generate names/concepts
- Screen/evaluate list of names (management, marketing, legal, etc.)
- Consumer research
- Final name selection
Discussion Points

- What are the pros and cons of narrow vs. broad slogans? (E.g., Mita’s “All we make are copiers & Xerox’s “The document company)
- How is the choice of branding elements influenced by a firm’s segmentation, targeting, and positioning strategy?