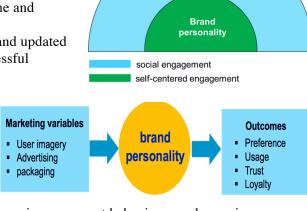
- o Purchase and usage imagery
 - Conditions or situations can or should buy and use the brand
 - Associations can relate to types of channel (e.g. department stores, internet etc)
 - Associations to typical usage situation relate to time of day, week, month or year to use the brand

> Brand personality and values

- Brands may take on personality traits or human values assign human-like properties to brands
- Five dimensions of brand personality:
 - 1. <u>Sincerity</u> down to earth, honest, wholesome and cheerful
 - 2. Excitement daring, spirited, imaginative, and updated
 - 3. <u>Competence</u> reliable, intelligent and successful
 - 4. <u>Sophistication</u> upper class and charming
 - 5. Ruggedness outdoorsy and tough
- *Self-expression* brand is congruent with one's personality
- Identity signalling unobservable attributes (e.g. ruggedness) through observable behaviour (jeep brand choice)



Brand

relationship

Brand

community

► Brand history, heritage and experiences

- Associations to history of brand → recall personal experiences or past behaviours and experiences – can be personal and individual or more well-known and shared by many people

Judgment and feelings

- > IMC perspective: deliver sight, sound, and motion = create and impact experience enduring feelings
- > **Brand judgements** customers' opinions about and evaluation of the brand consumers form by putting together different brand performances and imagery associations

- Brand quality

- O Brand attitudes depend on specific attributes and benefits of the brand
- o Consumers can hold a host of attitudes towards a brand → most important: perceived quality and to customer value and satisfaction
- o Perceived quality measures are inherent in many approaches to brand equity

- Brand credibility

- o Extent to which customers see the brand as credible in terms of three dimensions:
 - 1. Perceived expertise
 - 2. Trustworthiness
 - 3. Likability
- Credibility measures whether consumers see company or org behind the brand as good at what it does, concerned about its customers, just plain likable

- Brand consideration

- Consumers that consider brand for purchasing or use → depends in part on how personally relevant customers find the brand and is a crucial filter in terms of building brand equity
- Brand consideration depends in large on the extent to which strong and favourable brand associations can be created as part of the brand image

- Brand superiority

- o Superiority measures how customers view the brand as unique or better than other brands
- O Critical to building intense and active relationships with customers and depends to a degree on the number and nature of unique brand associations that make up the brand image

> Brand feelings

- Customer's emotional responses and reactions evoked by a brand → associated as being accessible during product consumption or use
- Transformational advertising advertising designed to change consumers' perceptions of the actual usage experience with the product
- Six important types of brand-building feelings
 - 1. Warmth
 - Brand evokes soothing types of feelings and makes consumers feel a sense of calm or peacefulness