

- *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. Sincerity – down to earth, honest, wholesome and cheerful
 2. Excitement – daring, spirited, imaginative, and updated
 3. Competence – reliable, intelligent and successful
 4. Sophistication – 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 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
 - Brand attitudes depend on specific attributes and benefits of the brand
 - Consumers can hold a host of attitudes towards a brand → most important: perceived quality and to customer value and satisfaction
 - Perceived quality measures are inherent in many approaches to brand equity
 - Brand credibility
 - 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
 - Superiority measures how customers view the brand as unique or better than other brands
 - 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