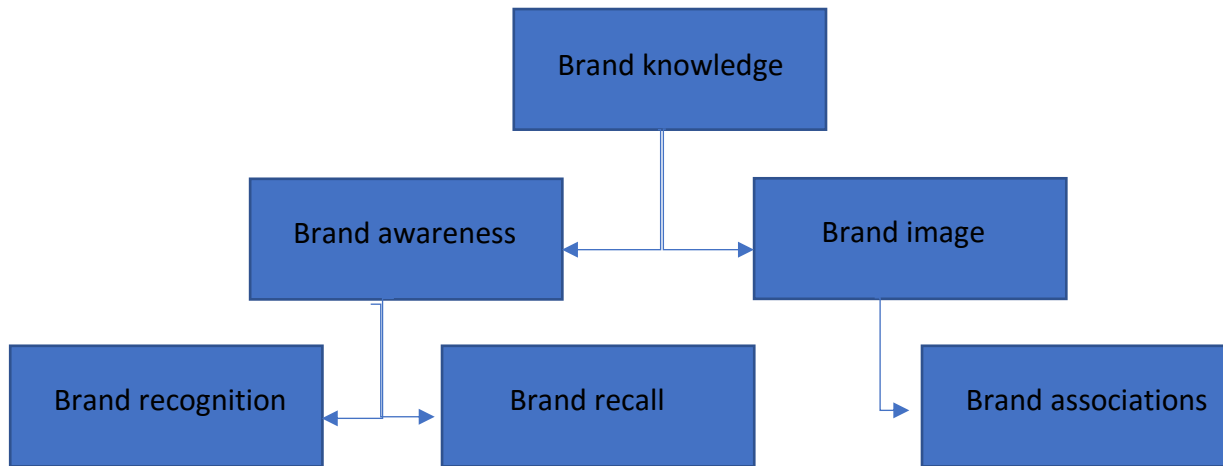- Physical goods, services, stores, people, and places can be branded.
- Branding is important in differentiation.
- Types of branded differentiators are features, ingredients, technology, services, and programs.
- From a customer perspective, a brand identifies the maker of a product, simplifies decisions, reduces risks associated with purchases (functional, physical, financial, social, psychological and time), reduces search costs, allows consumers to communicate, and enables customers to express themselves/their desired selves.
- Brand personality connects, and goes beyond functional benefits, including emotional, self-expressive, and social.
- Digital brand building – earned, shared, paid and owned media.
- Branding challenges – savvy customers, media transformation, increased competition, and greater accountability.
- Strategic brand management process – planning (competitive frame, brand mantra, POP and POD) → implementing (mixing and matching brand elements, and integrating brand marketing activities) → measuring (brand value chain, and brand tracking) → growing and sustaining.
- Brand positioning works similar to a ladder – feature positioning → benefit positioning → value positioning.
- Brand elements include logos and characters.
- Brand stories can be moment makers (e.g. Skype), or a signature story set which includes stand-alone stories, or a series of stories.
- Secondary brand associations
  - Brand strategies are important in determining the strength of an association from the brand to the company and any other existing brands.
  - Three main branding concepts – a new brand, adopt/modify an existing brand, or combine an existing and a new brand.
  - Choosing brands with strong national ties could reflect a decision to maximise product utility and communicate self-image, based on how a consumer perceives products from that country.
  - These are great PODs, e.g. KIA sponsored Djokovic, Cadbury x Vegemite chocolate, Woolworths x Caltex.
- Brand communities increase consumer engagement, loyalty, satisfaction, empowerment, and connection/emotional bonds through encouraging sharing, co-developing, socialising, advertising and learning. Empowerment has two sub processes, democracy and disengagement.
- Implications for brand managers – brands are more linked to the social world, changing market conditions, potential for brand trouble, and need strategic thought.

- Consumer-based brand equity (CBBE)
  - The differential effect that brand knowledge has on consumer response to brand marketing.
  - It is essentially brand perception, where the desired brand attribution goes into the consumer mind.

- o Brands need their desired brand image to closely match what consumers feel about a product.
- o Need the differential effect, consumer brand knowledge, and customer responses to brand marketing.
- CBBE model

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                        ┌─────────────────────┐
                        │   Brand knowledge   │
                        └─────────────────────┘
           ┌─────────────────────┐      ┌─────────────────────┐
           │   Brand awareness   │◄────►│    Brand image      │
           └─────────────────────┘      └─────────────────────┘
┌───────────────────┐   ┌───────────────────┐      ┌───────────────────┐
│ Brand recognition │◄─►│   Brand recall    │      │ Brand associations│
└───────────────────┘   └───────────────────┘      └───────────────────┘
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- Advantages of brand awareness
    - o Learning advantages in brand associations.
    - o Consideration advantages.
    - o Choice advantages among brands in the consideration set.
    - o Awareness → familiarity → consideration → purchase → loyalty.
- Creating brand awareness
    - o Exposure theory – increasing the familiarity of the brand through repeated exposure.
    - o Consumers need tangible evidence, so through forging strong associations with the appropriate product category, brand recall can be gained. This can be aided or unaided, and managers aim to increase unaided recall as it shows the consideration set.
- Forms of brand image are brand attributes, brand benefits (functional and emotional.
- Associative network memory model
    - o e.g. Apple – user friendly, Macintosh, cool, iPod.
    - o Set out as a mind map.
    - o Views memory as a network of nodes and connecting links.
    - o Nodes represent stored information/concepts, and links represent the strength of associations between the nodes.
    - o Brand associations are informational nodes linked to the brand node in memory.
- Creating a positive brand image for consumers can be formed through direct experience, online surfing, consumer reports or media vehicles, WOM, or other brand attributes. Associations linked in brand memory as strong (consistent), unique (competitive advantage) or favourable (valued).
- Brand positioning - important to know target audience and competitors.

- o Target markets are important, as you need to understand customer preferences. Sticky customers won't switch to competitors, but slippery customers will.
  - o Important to understand the competitive situation, including POPs and PODs. Need to provide what competitors are providing to neutralise their offerings, and then add something extra.
- STP decision – segmentation, targeting and positioning.
  - o Determining variables are demographic, geographic, psychographic/lifestyle, benefit sought, and usage.
  - o Positioning statement needs to specify the target audience, describe the unique value offered from a consumer view point, with evidence to justify this claim, and finally, establish a frame of reference.
    - ▪ E.g. for (target), (brand) is the only brand among all (competitive set) that (unique value proposition) because (reason to believe).
- Competitive analyses have four main components – brand elements, positioning, brand knowledge, and advantage. This can be shown on a perceptual map, or centrally-distinctiveness map (links consumer perceptions to business performance).
- Levels of competition – product competition (i.e. coke, pepsi) → product category competition (i.e. soft drinks) → generic competition (i.e. beverages) → budget competition (i.e. food and entertainment).
- Determining a frame of reference involves knowing what they ideal POP and POD brand associations your brand needs. Marketers need to know they target customer, competitors, POPs and PODs.
- Brand similarity/POP – category, competitive, and correlational.
- Brand difference/POD – performance benefits and proof point, and image associations.
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Desirability criteria (consumer perspective)	Deliverability criteria (firm perspective)
• Personally relevant • Distinctive and superior • Believable and credible	• Feasible • Profitable • Pre-emptive, defensible, and difficult to attack

- Attribute/benefit trade off – price and quality, convenience and quality, taste and low calories, efficacy and mildness, power and safety, ubiquity and prestige, comprehensiveness and simplicity, and strength and refinement.
- Brand mantra
  - o Should be a 3-5 word core brand phrase/promise that captures the spirit of the brand, what products to introduce, what campaigns should be run.
  - o Need to consider communicate, simplify and inspire.
  - o Brand function – type of experience offered, focus on your business.
  - o Descriptive modifier – clarifies the nature of experience, target audience.
  - o Emotional modifier – experiences perceived feelings, image.
- Positioning checklist – competitive frame of reference, PODs, POPs, update position over time.