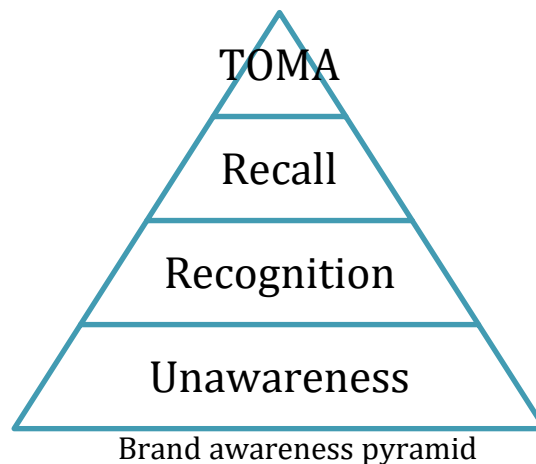


# Chapter 2 Marketing

## Communication Challenges

### 1. Brand equity

Customer perspective	Company perspective
<ul style="list-style-type: none"> <li>- Familiarity/ Brand awareness: Unawareness ➡ Recognition ➡ Recall ➡ TOMA</li> <li>- Positive association:               <ul style="list-style-type: none"> <li>o Contact (Relationship between customers and brand)</li> <li>o Experience</li> <li>o Intangible (symbolic)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Higher market share</li> <li>- Increase brand loyalty</li> <li>- Premium price (higher and inelasticity price due to higher equity)</li> <li>- Revenue premium (Revenue differential between brand item and competitors item)</li> </ul>



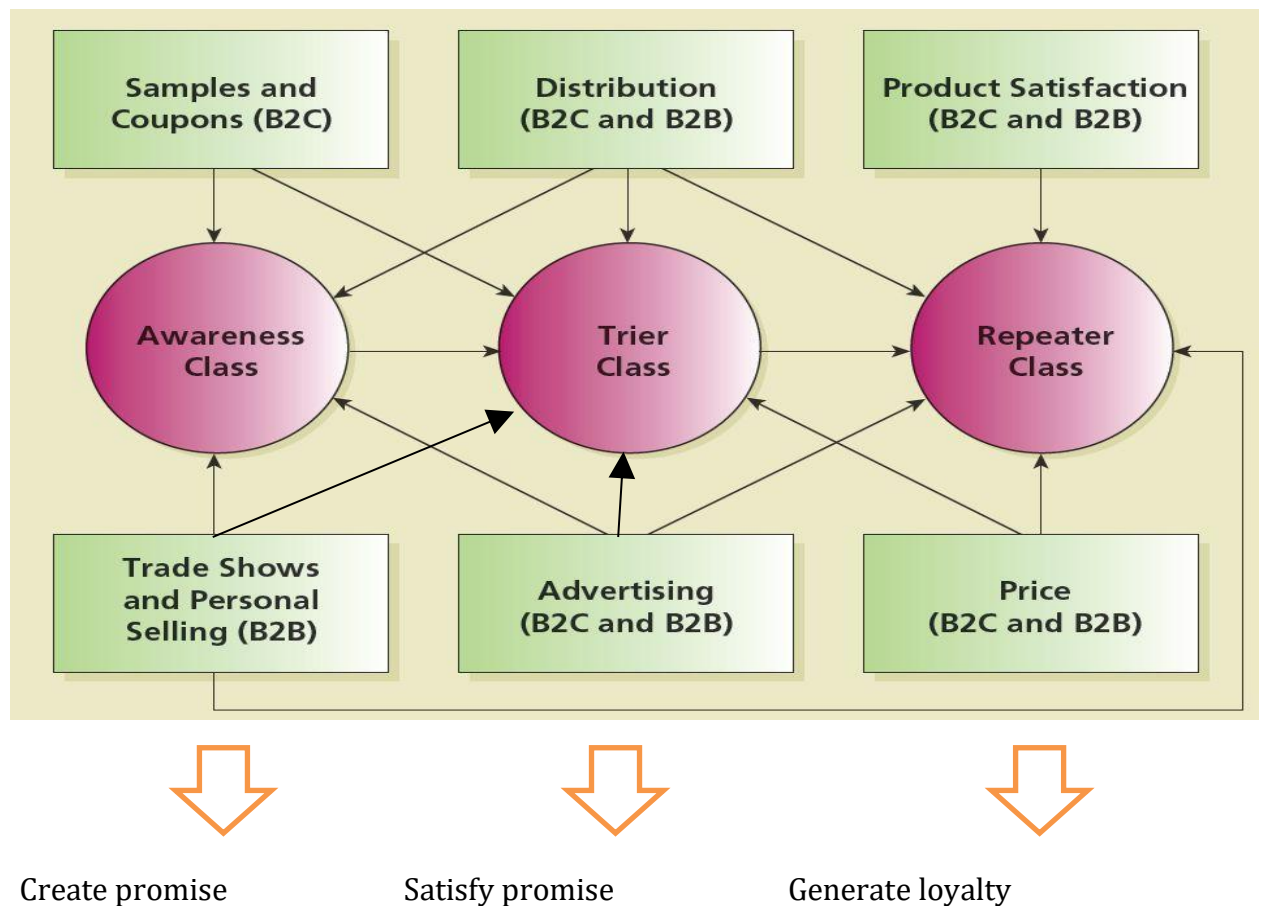
### 2. Enhancing Brand Equity

- Developing a positive identity by message driven approach
- 3 approaches:
  - o Brand speaks for itself (already have associations with customers' mind)
  - o Appealing message (build through repeating marcom message)
  - o Leveraging association:
    - From other brands: 2 brands cooperation (Tide + Downy, Omo + Comfort)

- From people: use celebrity image (My Tam + Pepsi)
  - From things: events, cause-sponsorship (AFF Cup + Suzuki)
  - From places: with places distributed/country image (Japan + electronic)
- outcomes:
  - o Increased customer loyalty
  - o Long-term growth & profitability
  - o Insulate brand from price competition
  - o Ensure the brand stands out from competition
- Difficulties
  - o Pressure to compete on price
  - o Increase competitors
  - o Fragmenting markets & media
  - o Short-termism
  - o Internal cost pressures
  - o Complex brand strategies

# Chapter 3 Facilitating the successful of New Brands

## 1. Brand adoption process



## 2. Brand adoption characteristics:

Relative advantage	<ul style="list-style-type: none"><li>- Better performance compared to other brands</li><li>- Saving time n effort</li><li>- Immediate reward</li></ul>
Complexity	Degree of perceived difficulty (The more complex, the slower adoption)
Observation	Degree to observe the positive effect of new product usage
Trial-ability	A limited basis prior to making a commitment (The easier to be tried, the faster adoption)
Compatibility	More compatible to match consumers' needs, personal values, beliefs

## 3. Brand Name:

A good brand name:

- Differentiate
- Express brand association
- Fit brand image/ product design/ packaging
- Memorable and pronounceable

## 4. Roles of logo:

- Easy to recognize
- Express meaning to target customers
- Stimulate positive associations

## 5. Packaging

- Draw customers attention
- Stand out from competitors
- Justify brand & value
- Express brand features/ benefits

Emotional appeal

- VIEW model:
- Visibility
- Information
- Emotion-ability (Create desire to buy)
- Work-ability