

# Digital Branding and Retailing notes (2018 Semester 2)

## Chapter 3.

### Building A Strong Brand: The Four Steps of Brand Building



The **brand resonance model** describes how to create intense, active loyalty relationships with customers. The model considers how brand positioning affects what consumers think, feel, and do and the degree to which they resonate or connect with a brand.

After discussing some of the main implications of that model, we consider how brand resonance and these loyalty relationships, in turn, create brand equity or value. The brand resonance model looks at building a brand as a sequence of steps, each of which is contingent on successfully achieving the objectives of the previous one. The steps are as follows :

1. Ensure identification of the brand with customers and an association with specific product class, benefit or need
2. Firmly establish the totality of brand meaning by strategically linking tangible benefits & intangible brand associations
3. Elicit the proper customer response to the brand
4. Convert brand responses to create brand resonance and an intense, active loyalty relationship between customer and the brand

## **1. Brand Response (Brand Judgements/ Brand Feelings)**

### **Brand Judgements**

Brand judgments are customers' personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations.

Customers may make all types of judgments with respect to a brand, but four types are particularly important:

- **Quality**
- **Credibility**
- **Consideration**
- **Superiority**

### **Brand quality**

- Specific attributes and benefits of the brand that help develop consumer attitudes toward the brand.
- Important consumer attitudes relate to its 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 perceived:
  - Expertise - Competence, innovation, and ability to lead.
  - Trustworthiness - Dependability and keeping customer interests in mind.
  - Likability - Fun, interesting, and worth spending time with.

### **Brand consideration**

- How personally relevant customers find the brand.
- Crucial filter in terms of building brand equity.

### **Brand superiority**

- Extent to which customers view the brand as unique and better than other brands.
- Critical to building intense and active relationships with customers.
- Depends to a great degree on the number and nature of unique brand associations that make up the brand image.

## **Brand associations can be leveraged by linking the brand to:**

### **1.Companies** (through brand strategies)

- Existing brands can be related to a corporate or family brand
- A corporate or family brand can be a source of brand equity

### **2.Countries or geographic locations**

Can be linked to the brand to generate secondary associations

Consumers choose brands originating in different countries based on:

- Their beliefs about the quality of certain types of products from certain countries
- The image that these brands or products communicate
- Can create strong points-of-difference

### **3.Channels of distribution**

Retail stores can indirectly affect brand equity through an “image transfer” process. Customer base can be expanded by tapping into new channels of distribution.

Retailers have their own brand images in consumers' minds due to the following associations:

- Product assortment
- Pricing
- Credit policy
- Quality of service

### **4.Other brands (through co-branding)**

When two or more existing brands are combined into a joint product or are marketed together in some fashion

Example - Betty Crocker paired with Sunkist Growers to market a lemon chiffon cake mix