

Week 2 – Branding and IMC Planning

Concept of Brand:

- a name, symbol, logo etc. that **identifies** and **differentiates** a product or service
- identifiable
- adds value to buyer/user
- sustains the add values in face of competition
- major source of **long-term** business strength
- **relationship** between brand **owner** and brand's **customer/stakeholders**
- IMC used to **build, sustain** brands

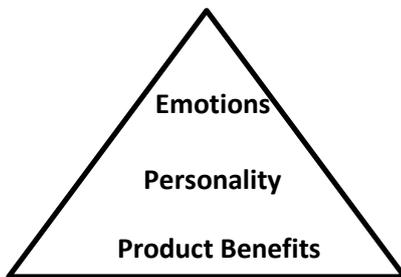
Customer view of Brand:

- What differentiates one from another
- Tangible/intangible qualities**
- Economic importance
- Provides value for business + brand utility for consumers

<u>Tangible Attributes</u>	<u>Intangible Attributes</u>
Design	Value
Performance	Brand image
Size/shape	Perceptions of users of the brand
Ingredient/component	Image f stores where sold
Price	
Marketing communication	

Bonding with Brands:

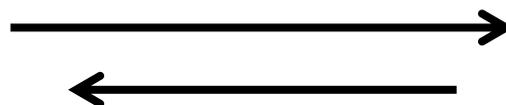
Emotional Bond-



Behavioural Bond-

Consistency accessibility responsiveness commitment

Company's brand communication



Customers' responses

Satisfaction liking trust

Brand Knowledge:

Transactional

- **Quantitative** sales data collected via scanner, credit card
- business generate transactional data in normal course of business

Relational

- **Qualitative** data about lifestyles, values, beliefs captured via buyer-seller relationship, online contacts etc.
- add value to transactions and turn them into **relationships**

Components of Strong Brand:

- Differentiates an offer from its competitors
- Makes promise to consumer and delivers
- Serves as the driving, unifying force directing all functional areas, including IMC

Measuring the Brand:

-IMC plays a major role in the process of developing and sustaining **brand identity**

-brand identity = an **asset**

Methodology-

Financial analysis- economic profit

Demand analysis- role of brand index (RBI)

Competitive Analysis- brand strength score (BSS)

Brand value- net present value of brand earnings

Measures-

Brand audit

Brand relationship

Brand equity- current value of a future flow of income from a brand

Kapferer's Brand Identity Prism:

Physique- the brand's physical specificities and qualities that immediately come to mind when the brand is thought of (e.g. logo)

Relationship- beliefs and associations of the brand and defines the mode of conduct that most identifies the brand (e.g. how brand acts, relates to customers)

Reflection- the set of human traits that the brand believes defines their typical user (e.g. sporty)

Personality- determined by human characteristics attributed to brand (e.g. flexible_

Culture- set of values that a brand possesses which shape its behaviour and act as the source of the brand's inspiration and power (e.g. professionalism)

Self-image- set of human traits that the brand encompasses (e.g. useful)

picture of sender- person bearing the brands name (physique, personality)

picture of recipient- person being addressed by the brand (reflection, self-image)

Sender/recipient interact through relationship and culture factors

Externalisation- the social facets that are physical, visible and give the brand its outward expression (physique, relationship, reflection)

Internalisation- intangible and felt facets that are incorporated within the brand itself (personality, culture, self-image)

Week 3 – Communication Theories

Communication Feedback Model:

1. **Source/Sender**- Decides that there is information/emotion to share and what it will be
2. **Encoding**- working towards an effective/persuasive, targeted message:
 - **Verbal**- spoken/written words
 - **Graphic**- pictures, drawings, charts
 - **Musical**- instrumental, voices
 - **Animation**- action, speed, form
3. **Message**-
 - contains information or meaning the source intends to convey put into a transmittable form appropriate to channel
 - messages communicate meaning at multiple levels:
 - literal meaning**- conscious
 - symbolic meaning**- subconscious
 - use of **semiotics** to understand meanings
 - use of senses (sight, sound, smell, touch)
4. **Channel**- method by which the communication travels from the source/sender to receiver:
 - personal channels**: personal selling, word-of-mouth
 - non-personal channels**: print/broadcast media
5. **Receiver/Decoding**-
 - **receiver** is the person whom the **sender** wishes to communicate
 - communication heavily influenced by receiver's frame of reference
 - pre-testing messages provides insights into how they may be received
6. **Noise**- extraneous factors that create unplanned distortion or interference in the communications process
 - white noise**: signal transmission
 - clutter**: competitive messages
 - situational factors**: distractions
 - lack of common ground**: improper encoding
7. **Response**- The set of reactions the receiver has after seeing, hearing or reading a message (non-observable and observable actions)
8. **Feedback**- part of response that is communicated back to the sender and provides the sender with a way of monitoring how an intended message is decoded and received

Semiotic Perspective:

Object (brand, product attributes) → **Sign/symbol** (representing intended meaning)

→ **Interpretant** (sexy, glamorous, individualistic)