

Branding for Marketing pro's

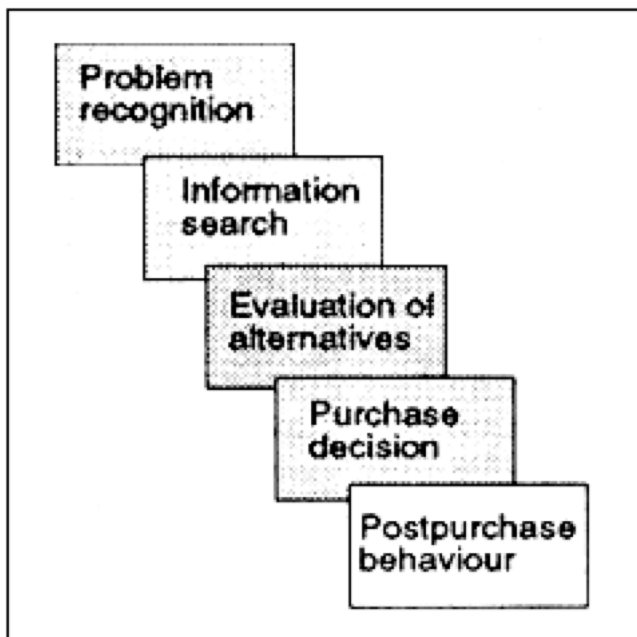
Fall 20090

McDowell

Key Terms and Concepts

1. Branding
2. Brand personality
3. Consumer-brand connection

Why do marketers invest in developing a brand? – Remember the purchase decision process?



Recall that in theory, buyers progress through this process, from Problem Recognition to Postpurchase Behavior, without skipping any stages. During the Information Search the buyer is identifying brands or products that might satisfy his/her needs and wants. Collecting information about these brands and products can be time-consuming and difficult, and some consumers may want to spend as little time as possible at it. Well-known brand names and logos can help consumers reduce the time and energy needed, since the consumer already associates a set of features and benefits with the brand. In other words, well-known brands are more likely to get into the consumer's evoked set.

In the Evaluation of Alternatives stage, the buyer is comparing the brands and products that made it to the evoked set on the basis of relevant features and benefits. Again, when the consumer considers the well-known brand, he/she can quickly identify brand's relevance. This is a second way that branding helps reduce the time and energy needed to get to a final purchase decision.

In a nutshell, well-known brands are easily recognized and understood. They are persuasive.



LEWIS MUSEUM
OF ARTS AND DESIGN

An exhibition of the world's most powerful advertising images.

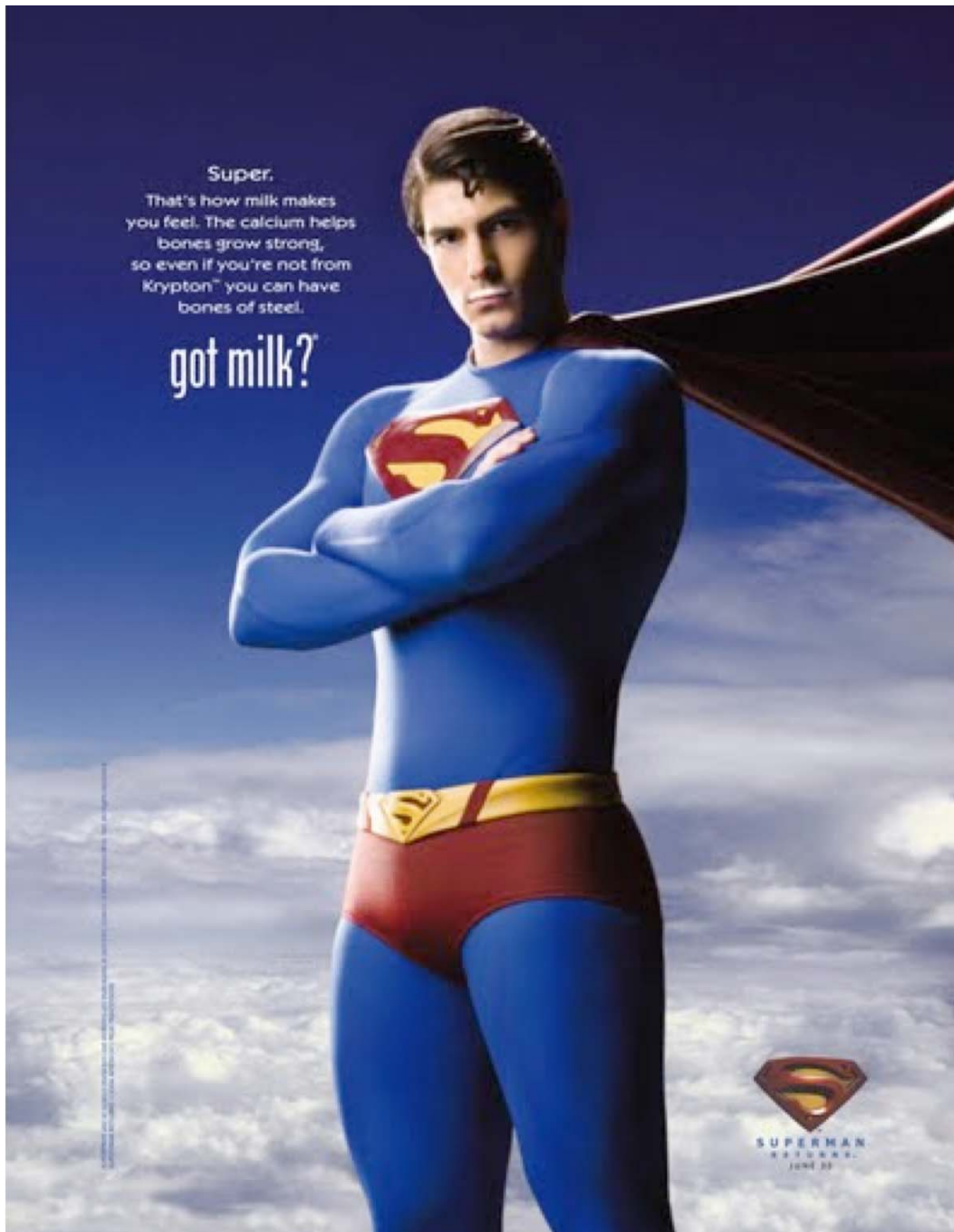
Right Here in the USA showcases work from 25 of the most influential American photographers and illustrators in advertising today.

September 10th to January 6th
Special thanks to Robert Rauschenberg, David LaChapelle, Philippe and Del Arbib.

Advertising images have amazing powers of influence.

Why do marketers talk about 'brand personality'? Humans are essentially social beings. They generally relate better to each other than to inanimate objects. Consumers tend to attribute human characteristics to their favorite brands, and even to the brands they dislike. Remember our discussion about the Target brand – what would personality would it have, if it were a person? The class answered quickly and easily!

Advertising is a powerful tool for creating a brand personality, as well as brand awareness (or familiarity). When consumers remember ads, those memories will help build the brand's set of associated features, benefits and even 'personality' traits. Note: sometimes the 'brand' isn't a brand at all, but is a product.



What is 'consumer-brand connection', and more importantly, how do you create it?

Basically, this term refers to an intense emotional connection, or a feeling that a relationship exists between the consumer and a brand. When this connection is strongest, consumers will feel that the brand helps to define their identity, or who they are in the world. The stronger the emotional bond, the more brand loyal the consumer.

Intense emotional connections are best created through the use of memorable and profound experience.

Advertising, special events, give-aways or sweepstakes, online games – all of these are strategies that can produce an experience for the consumer that is memorable, relevant, and intense.