

Marketing Management - II
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Lecture – W3-L3
Brand Building I

Hello and welcome to our course marketing management part two. I am Shashi Shekhar Mishra and I am offering this course with my senior colleague professor Jayanta Chatterjee. We are in week three, this is session three, we are talking about very important topic which is branding. Branding is one topic which interest to most of the people who wants to study the branding so, please recall to the previous session, where we started talking about the customer based brand equity. We have looked into the three important aspects of that customer based brand equity is that?

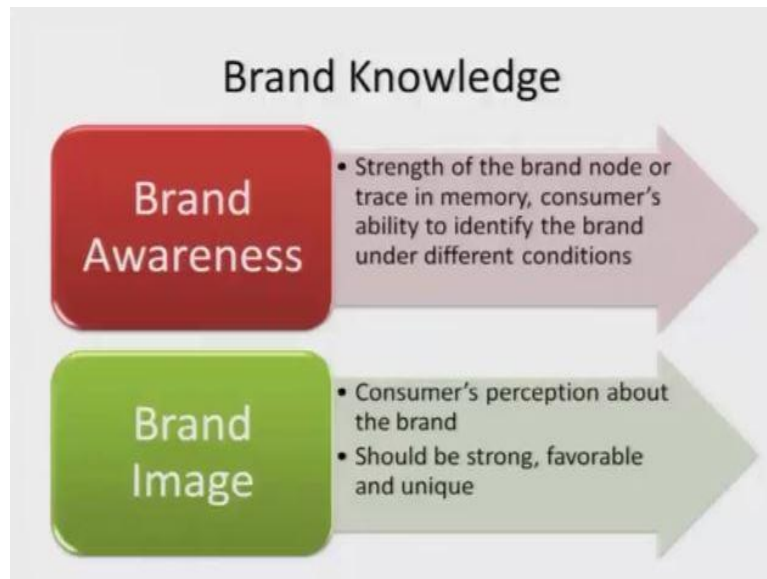
Customer based brand equity exist because of the differential response from the customers because they have a brand knowledge and the customers is this differential response get reflected in the consumer response to various marketing programs towards the brand. So, we started to talk about this brand knowledge and I have tried to explain you this concept of brand knowledge with respect to this associative network memory model.

In the previous session, where I have told that brand gets registered in the mind of a customer as a brand node, I gave you an example of Patanjali where, you have this brand node being created in your brand. If you remember or you can recall or you can recognize this brand, then this brand node Patanjali exist in your mind as basically one node and this, with this Patanjali you have a different association in your mind, the different kind of associations and this the various different a various kind of associations in the form of ayurvedic I authentic Indian trust honest price.

They as total, as a whole, form the certain kind of image about help in the mind of the customers. So, this was basically the way to make you understand how the brand knowledge is getting created, if we look into this brand knowledge, as a term or as basically a construct. We see that the brand knowledge consists of two things, if you remember that, the first thing that you have to understand about the brand is that first the brand has to get registered in the mind of the customer is the brand node.

So, for that basically you have to have the brand awareness that strength of the brand node.

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Or the trace in memory, so the strength is which the Patanjali is registered in your mind, consumer's ability to identify the brand under different conditions, so how much you can recognize or remember the brand. And what is this strength whether you can remember the brand without any aid or without any, giving you any cue or whether you can remember or you can still remember certain any cue is form under brand awareness.

The second thing is that you can recognize or you remember a brand. The brand is being registered in your brain. The second thing is comes in the mind when we talk about the brand knowledge, the second dimensions of the brand knowledge is brand image that you recognize the brand, but with every brand, you will see that certain kind perception you have certain kind of associations.

So, we see that if a brand has to be a play, if a brand image we call it as a brand image. If brand image has to have any meaning from the firms perceptive it has to have strong favorable and unique image in the mind of the customer. We look into this brand awareness and brand knowledge in further detail. Is that brand awareness again can be divided into two things?

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One thing is that brand awareness is first dimension is brand recognition, that consumer's ability to confirm prior experience to the brand. When given the brand is cue for how much we can recognize the brand, if you are given a cue so, when you go to a store, when go to a kirana shop. When you see a certain time of cues inside the shop or in the particular shopping environment, you can recognize about the brand.

If you see the color, the background color, if you see the symbols attached, logo attached with the brand. You can recognize, what this brand is and that is brand recognition is. The second thing is brand recall, the brand recall is basically consumer's ability to retrieve the brand, from memory when gives cues. So, when we given cues about category the product category the needs being satisfied by the brand or the various uses situation how can you recall the brand so that is what this is the second dimension of brand awareness.

If you see this, under different purchase decision situations, you will see that brand recognitions and brand recall of different roles.

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Purchase Decision

- Point of Purchase vs. Away Setting
- Brand Recall even important in evaluation and choice of brand.

So, when the point of purchase is something which is important in purchasing, decision making process, you will see that the brand recognition is something which is more important. If you go to a place and if you are shown certain cues or when you see the brand, you can basically recognize it and when you are in away setting from the shopping environment. Their probably if you need to, if you recall the brand, in those situation that probably the brand recall is more important.

So, you will see that in the case of online purchase or certain other situations, the brand recall is even more important. The brand recall is also even more important in valuation and choice of the brand in the sense if you cannot recall a brand. If you dont remember the brand what happens is, we have to tendency that we have dont keep those kind of options in our consideration set and as we also known that human brains have limited information processing capacity.

So, you can only process certain number of brand, so when you have one particular brand as you recall the brand you can also understand that you leave the chance of for other brands to be remembered in the mind of the consumer. So, the brand recall is also important from that perceptive, that it basically helps your brands to be considered as well as you are keeping your competition outside from the consideration set.

Now I will try to explain this concept of brand awareness through an example, but how do you create this brand awareness is also very important. So, to create the brand awareness we

need to create.

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We need to increase the familiarity of the brand through repeated exposure to develop brand recognition. So, when we see a particular brand at a very regular interval are probably repetitively. Our familiarity with the brand also increases and that helps in increasing the brand recognition, I will try to explain this through an example now.

Then the second thing is that, establishing strong associations with the appropriate product category or other relevant purchase or consumption cues help in creating the brand recalls. So, when your brand is attached with a particular product category very strongly, when we talk about noodles probably the Maggi comes in your mind, when we talk about, when you say that the photocopy Xerox comes in the mind.

And in fact, Xerox synonymous with a photocopying likewise you have so many brands like branded from the Johnson and Johnson and the Dettol is attached with this, probably this, antiseptic that is being used for cut and avoiding the germs. So, there are these kinds of brands which are attached with a product category or which are relevant to certain kind of user situation. If your brand is strongly attached with those kind of things the brand recall and will be high.

I will try to explain you this through one example. I think this is one of the best example of creating the brand awareness the two dimensions of the brand which is brand recognition and

brand recall, so if you see this amul girl which is very popular maska from the Amul.

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Amul Me is the brand for Anand milk union limited from the Gujarat. And Amul is also literally means that it is a invaluable or extremely high of high value. So, if you remember this brand, one thing which is you remember is this the brand maska is being used to very commonly in the hoardings which are put across the city or towns or across the India. And what they do is that, this brand maska, is attached with the latest or the most relevant thing which are happening in our society.

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So, when the nana was launched you can see that Nano was launched. This ad came from there that Nano Ya Na Mano and then there are so many examples. That Arnab Goswami's

interview was captured in this, the interview of Pakistani Prime Minister Nawaz Sharif, it was captured, the hoarding came. Then you have very social issues, where the violence against women, their the brand also try to create, certain kind of awareness being fearless and trying to face those situations. PM Modi campaign of Accha din was captured in this hoarding.

I will show you couple of more examples that in IPL. When the IPL was going on, they try to captured certain events the popular events of that. The IPL commissioner when he was involve in the controversy, Aam aadmi parties chief was involved in certain controversy or the famous slap by Harbhajan Singh which costed him, which was said to be one of the costliest slap because it coasted him Crore. And the latest one being, this the movie which is, which has just come up, which is this Uda Punjab which is in controversy.

So, you see they are time and again they are coming up with this kind hoardings which are relevant to current situations is now, what happens to see that the brand Amul is always attached with this kind of situations, at the background you will see that, Amul comes with taglines good tha butter. Or if you see in the previous thing like, first class yet economical or Amul is time now for muska. These kind of things are always put in those hoardings which basically amuses the the person, who is going through it and also then what happens is.

Since these are very socially relevant the customer notices the brand and in this way because of the repeated exposure the customer remembers that, recognizes whenever they will see that this maska, whenever they see these Amul recognizes the brand very easily. And the second thing is that about the brand recall and the brand recall is also very strong in the mind of the customer, because they are seeing this kind of content and which is getting registered in their mind.

So, the second thing inside this brand knowledge is, after brand awareness is, this brand image, So brand image is about creating a positive brand.

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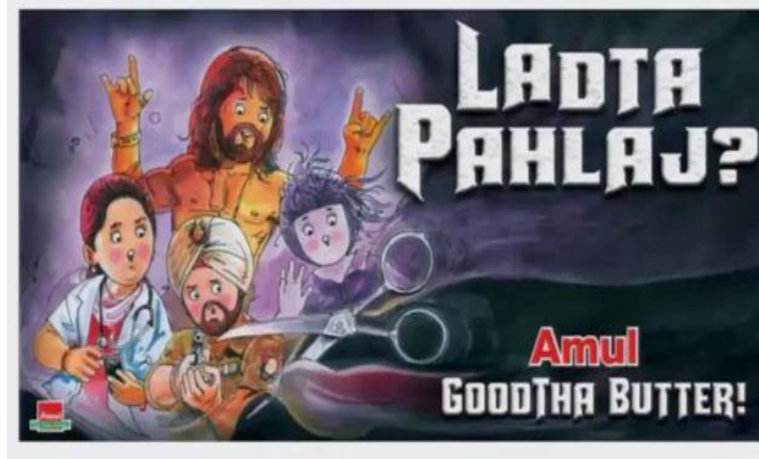
Brand Image

Creating a positive brand image requires building strong, favorable and unique associations in the memory.

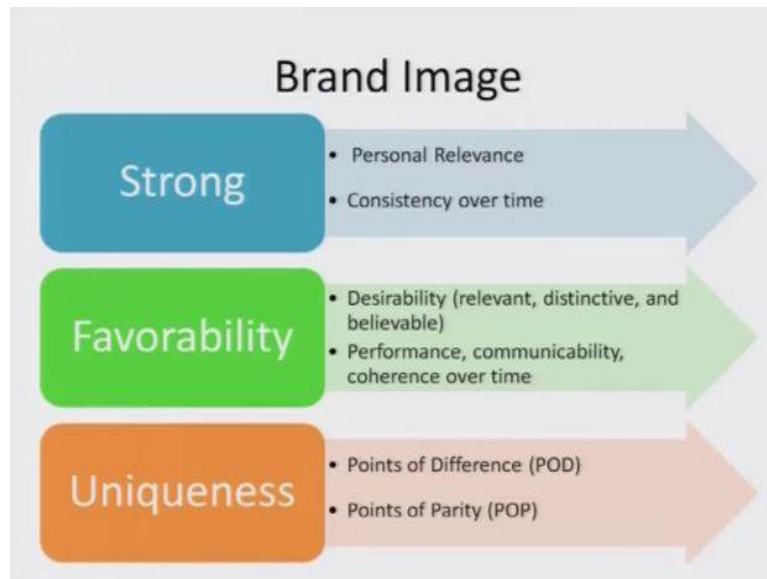
Image requires building strong favorable and unique associations in the mind of the consumer. So, you will see that brand image as three dimensions, which are like strong, favorable and unique image in the mind of the customer.

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Satire & Relevance



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So, strong is about you have very strongly that the brand is registered in your mind and the strength is basically is proportional to how much the brand is relevant to your personal situation or particular situation you are in. And also, it is dependent on consistency of the message over the period of the time. When these two things are present generally the brands or have a very strong image in the mind of the customer.

The second thing is favorability, now the favorability of a brand image is dependent on two things, one is desirability and the second thing is deliverability. So, desirability is like, is getting captured in this property is like how relevant is the brand, how distinctive is the brand and or how the believable the promise of the brand is. The second thing is that there in a favorability is that deliverability that how much the performance is delivered how much it can be communicated. The message can be communicated to the target customer and how coherent the message is over the period of time or how overall the consistency of the brand is over the period of time.

The third thing which is there is uniqueness of the brand. The uniqueness of A brand gets created through these two terms that, point of parity and the point of difference. And I have talked about this, uniqueness concept in previous class also that, every product category have a certain correctly characteristics commonly every product category recognized by certain characteristics or certain norms. I gave you the examples of this, if you look into this tomato ketchup or sauce category.

Every brand is almost there with the red color of their product, if you come out with the different color in that product category, customers will not be recognized or may not be able to place your brand in that product category. There was a time when this RIN was launched from the RIN was launched was already working very well in India, but it was launched in Pakistan, it didn't succeed because the color in which the product category was associated in India was in the fabric wash category, the color of that product in the Pakistan was basically of dishwashing category.

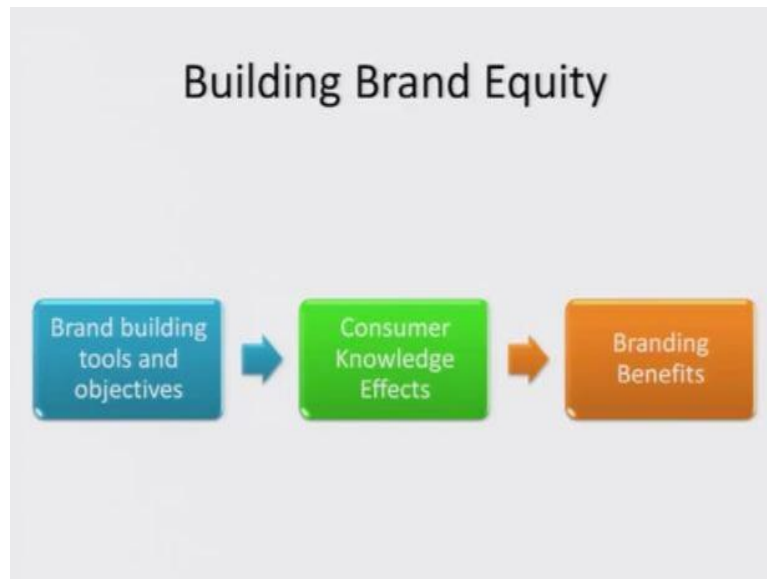
So, the people is associated that RIN brand there with the dishwashing category and they started using as a dishwasher. So, now what happen was, though it was RIN was even successful in that product category is dishwashing category. But RIN was not attaining the kind of the volume that was expected for the brand, because dishwashing was much less as a market size compared the fabric washing segment.

So, the company has to work on that and they once certain kind of associations are attached with your brand is very difficult to change them, so RIN has to work really hard in those situations. And they have to basically make certain changes in their marketing program to establish the RIN as the basically a fabric wash. So, establishing for a brand it belongs to the certain product category is very important, for the customer to consider in their purchase decision making process.

And the second is that, when we talk about the point of difference, differentiation gets created by this point of differences in mind of the customers. You need to have certain thing which is very distinctive from the other brands in the market or you if you offering a particular benefit, your performance level on those benefit should be extremely high or considerably a different from your competitors.

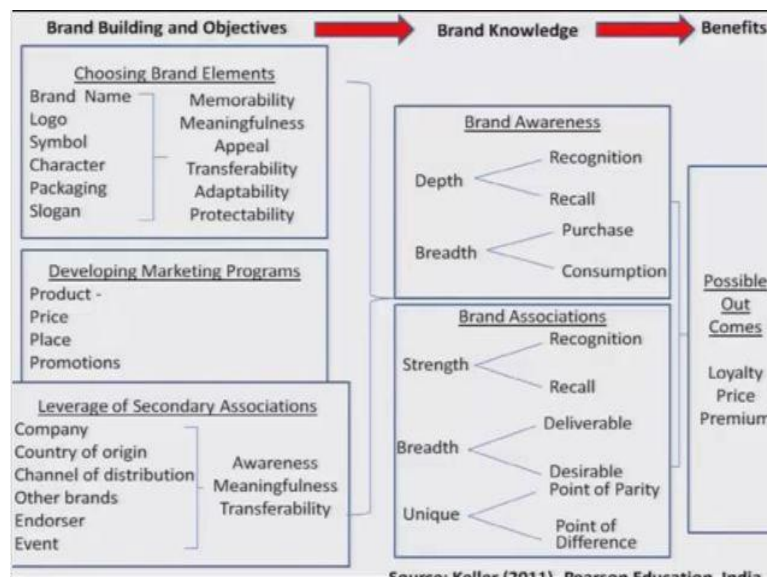
In that case only we will be able to create a very unique position for your brand. So, I can just sum up with this what we have discussed till now is that, this brand building or building brand equity happens through three steps.

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Basically, is that you have certain tools and objectives to establish your brand with certain kind of image and this tools are used to create a certain kind of consumer knowledge. And once consumer knowledge gate is getting created, certain kind of branding many of it can be seen in the mind of the customer. So, the entire this branding process can be shown in this slide you have three ways

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In which you can create a brand is that, the brand perception are created is that, by choosing certain elements brand name, logo, symbol, character, packaging, slogan. These are the different brand elements that can be chosen at first place, to create certain kind of perceptions about your brand, then you have marketing makes and the third thing is that you can use a secondary associations.

So, I will stop my session here and when will be meet in the next session. We will start from this slide and we will look into much more detail about the entire, this process of brand building, which is starting from brand building and its objective and then how we create the knowledge and what are the benefits of the brand. Thank you very much.