

Marketing Management II
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Lecture No. W3-L4
Brand Building II

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 were discussing, about brand management and this is week three sessions for till now we have talked about basic concept in the brand management.

So, we have be started with academic definition of brand management where we have seen that brand is name term sign symbol to identify the offering of one maker from the others and it is used to differentiate the offering of one manufacture or one company from the other company. So, that was the academic definition of brands.

And then we have looked into beyond that academic definition that a lot of academicians and authors suggest that brand is a basically promise to its customers that what is caters to and then we have also looked into the fact that brand is also relationship a continue which keeps on evolving as the relationship between customer and the company grows over the period of time. So, those are the definitions of the brand in the last session we have discussed about how actually the brand functions.

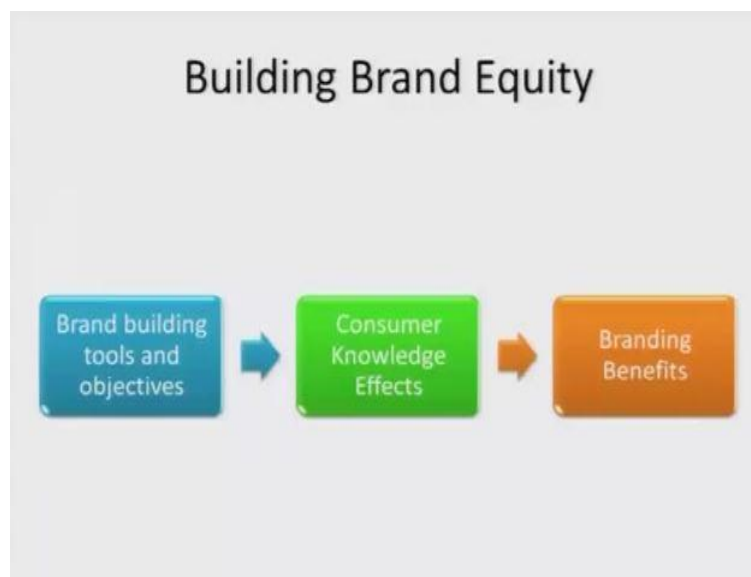
So, we have looked into the way the brand actually comes into the picture into the consumer decision making process where brand awareness is the first thing when probably a consumer comes to know about the brand. He recognizes a brand or in a setting which is he can recall the brands. So that that constitute to that brand awareness the first thing about the functioning of the brand and then that once the customer is able to recognize a recall a brand.

So, he is aware of a brand then the next thing comes that what is the kind of image that consumer has in his mind his or her mind about the brand. So that is basically the brand image now this brand image is compared with the other offerings in the market. Their this brand image affects the consumer design making process in the way that it affects both

cognitive. When affective part mind it we are trying to emphasize from the very beginning that brands are not only the effective part brand as also caters to the functional needs of consumer.

So, they affect cognitive and affective both kind of mental information processing of the consumers and finally the results in the consumers attitude formation towards the brand preference. So, if there is a positive image with respect to the other offerings in the market you will see that the consumers will have a relatively a higher brand preference for a particular brand.

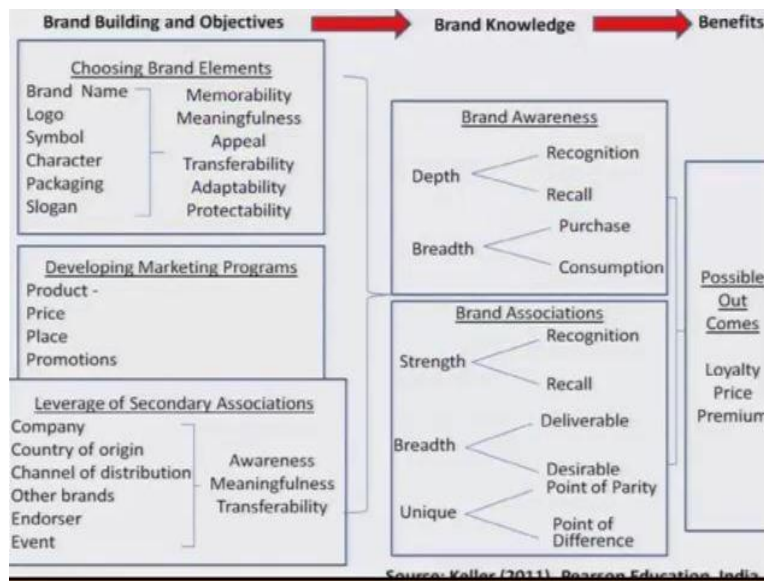
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So, this process I have try to summarize it here that how actually a firm how actually a firm how a company actually builds a brand. Now here it is three stages process you can understand that I have already devoted the sufficient amount of time in the previous session where I have talked about how the consumer knowledge structure is build in the mind of the consumer.

So, that consumer knowledge affects the basically the brand image or the it caters to the benefit to both consumers as well as firm. Now how the questions can comes how this organization can build this knowledge structure in the mind of the consumer. So, what are the tools which are available at the disposable of a firm or an organization which are available? What are the objectives of this brand building process we will look into this part?

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So, this is what we have closed in the last class. I am going to start today from here by explaining this diagram or this the process of this brand building how actually it happens in the business world so you have basically three set of tools in as a basically brand building tools.

The first one is that you can choose the different brand elements. The first thing that happens in the brand building process is the choice of the kind of brand element you choose generally you have these six brand elements with you where you can have the choices where you can make certain selections and make an impact or try to build the brand. So, the brand name, logo, symbols, character, packaging, and slogan.

They come inside this choosing brand elements then you have a second thing along with brand elements is that, that is disposal of the brand manager is the four P's in case of the product. Seven P's in the case of the services. So, what is actually the marketing program that is the second tool of probably the code of the brand building process and third thing is that probably a brand manager can leverage is the secondary associations.

So, to create the certain kind of the image in the mind of the customer what happens is a brand manager can take the help of a number of secondary associations and try to build a similar kind of brand identity or certain kind of brand image that these certain kinds of associations. It will allow you it to get transfer from there, so inside the secondary associations we have the company country of origin channel of distribution the co-branding

and then endorser.

And even these are basically what do you say the secondary associations that can be leveraged to create a certain kind of brand identity. Now understand these different tools that brand manager has at its disposal he tries to create these two things. Basically, the brand awareness and brand associations are what you say is basically the brand image, instead of the brand associations the brand associations helps in creating the kind of brand image that you trying to target among your target customer.

Now in the brand awareness I have already discussed in the last class. There are two things depth and breadth inside it you have basically the recognition and recall. So, whether a consumer is able to recall or recognize a brand when he is goes to the particular purchasing or the shopping environment and the recall is that his ability to recall about our whether the cues are available or not available whether he can recall about the brand name or its characteristics.

When you have thing like breadth, where we have discussed about purchase and consumption. Then the second thing that results from these tools is that the brand image and we have discussed that a brand should have strong unique and favorable image in the minds of the customers. And once these things are implemented their result. Actually, in the form of brand benefits that you get loyal customers you can charge premium.

And you competition find it really difficult to penetrate into a market are time to penetrate into your customer segments are in your customer group is really difficult.

So, this was basically the overview of the entire process. Now I am going to talk about each one of them in detail that to see which I was talking about which are at the disposable a disposal of the brand manager. Now choice of the brand elements basically is the first thing the second thing is marketing program.

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Building Brand Equity

- Creation of brand knowledge structures depends on:
 - Choice the brand elements
 - Marketing Program and integration of Brand to it
 - Employing secondary associations

And how the brand is integrated in this marketing program so how your four P's are reinforcing the branding that you are intending to achieve that is the second thing then the third thing is employing the secondary associations.

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Now talking about choosing the brand elements the first thing is that in the brand elements is the brand name which is an important thing, brand name is something which is very difficult to change among all the elements in the, this brand elements but one has to understand that good brand name can also help you in building the brand equity. The second thing is the logo that the logo and the symbol that the company is used logo and symbol actually also help in creating the awareness and improving the brand recall or the recognition.

So, by using a different kind of colors and different kind of pictures you create try to create certain kind of unique or image or the try to create a certain kind of recognitions in minds of the customer. The fourth thing inside it is the kind of character that you can choose to represent your brand. So, we have talked about this Amul girl character in the last class which is something.

Amul has used very in a very effective manner to create a kind of brand recall and recognition and very positive sort of it has helped in creating a very positive sort of image in the minds of the customer. Then another thing that comes into this thing is that packaging and packaging is very important.

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Probably you will understand that packaging is something which from the word it mind look as its just routine process but many studies in the pass such as that packaging can help company in creating certain kind of some brand equity. So, there are studies which suggest that instead of learning from the advertisement from the company customers have learned more by reading from the packaging what is written on the packaging.

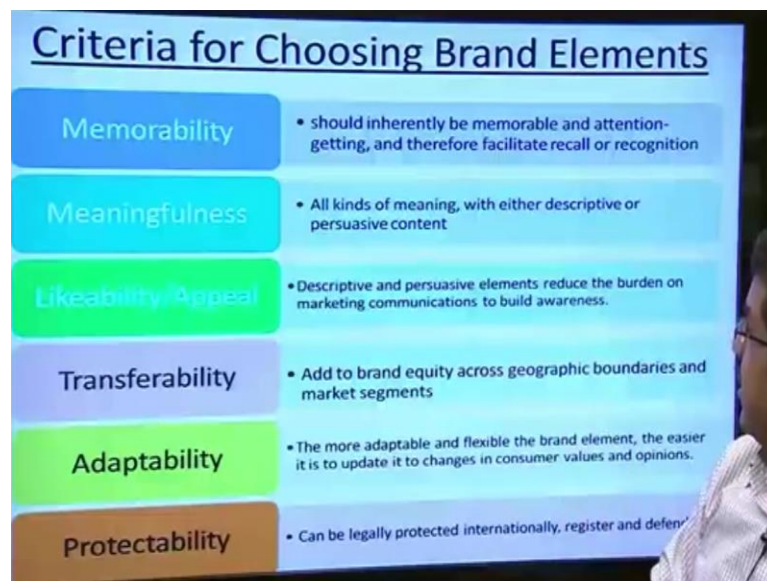
So, whenever basically a company which is in the business of offering certain kind of food product or ready to eat food and there are certain kind of packaging. This the different kind of ingredients or different kind of recipes which are pasted on it that helps actually in a customer understanding the uses of the product and sometimes you might see that the companies are asking customers to send their recipes or the kind of the innovations they are doing with their

product in creating certain kind of recipes.

So, these things are basically printed on the packaging. You will also understand that the size of the package is also very important. India is one market they are probably the sale of the sachet in the far more in terms of the overall with respect to bottles and it has helped many companies in reaching to the market which were non-accessible so packaging could be something which can help you in reaching to the different segments of the market.

Then the last thing is inside this brand elements is the slogan. So, slogan is something which helped you in creating certain kind of brand recall or certain kind of associations where the brand message can also be embedded in the slogan that also help in reinforcing the positioning of the brand.

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Criteria for Choosing Brand Elements	
Memorability	• should inherently be memorable and attention-getting, and therefore facilitate recall or recognition
Meaningfulness	• All kinds of meaning, with either descriptive or persuasive content
Likeability/Appeal	• Descriptive and persuasive elements reduce the burden on marketing communications to build awareness.
Transferability	• Add to brand equity across geographic boundaries and market segments
Adaptability	• The more adaptable and flexible the brand element, the easier it is to update it to changes in consumer values and opinions.
Protectability	• Can be legally protected internationally, register and defend

Now we have talked about these six brand elements at the same time. We also have these six criteria for choosing this brand element so these are basically the criteria for choosing those six brand elements.

That brand elements should be memorable that should inherently memorable and attention getting and therefore facilitate recall or recognition. So, you will understand that while you are choosing brand element it should be easily memorable if you choose something which customer cannot retain in their mind or it is very difficult to recall that will not be consider as a good brand choice of a good brand element.

The second thing is this meaningfulness so how much meaning that brand element can actually deliver to the intended brand image all kinds of meaning with either descriptive or persuasive content. Now one thing one has to understand a right choice of brand element actually reduces the burden of brand promotion or the communication from the company side because meaningfulness of the brand logo, the symbol.

The brand name sometimes get as the those message so well that the communication is less burdened so like this brand of Amul it inherently the word suggest that is something which is invaluable or something which is pure and that is basically applicable to all products which are available from the company side.

Another example I give you about meaningfulness is that Nimbus as soft drink. Now this when you here this brand name Nimbus you can our dialect one can easily understand that Nimbus represent that drink based on the nimbi or lemon you will understand that the brand name actually suggest what is inside as a content of that product.

Then the third thing which comes inside it is likeability so, descriptive and persuasive elements reduce the burden on the marketing communications to build brand awareness. So how much likeable your brand elements are certain elements are particularly the characters are very much liked by the target audience. We have talked about the Amul examples there are other examples like the Indian Airlines Air India maharaja symbols and this Asian paint that character of I think it was got to. If am right and these are basically some of the characters are very much likeable.

And if I can also recall this Vodafone ZooZoo was the character which was also liked so much by the customers and that helps creating the image or the recall in the minds of the customer very easily. You can understand whenever you see that character you can very easily recall that is about the brand Vodafone. So, the purpose of this branding choice of the branding elements is served there now I just want to make you understand that memory ability meaningfulness and likeability these are more of things which are related with the brand building.

On the other side, if I look into the other three choices the criteria for choosing brand element

transferability adaptability protect ability. They are more related with sustainability and the growth in the brand, so the first three are related with the creation of the brand equity. They help you in creating the certain kind of brand image the remaining three transferability adaptability protect ability they are related with the how you can sustain and grow the brand.

So, transfer variable transferability is about added to brand equity across geographic boundaries in market segments. How much the associations from the core brand can be transferred to the different product category that is about the transferability. Now you see that a brand which is trusted the brand which is trusted by the that certain kind of the target customer that can be transfer to all the product category that target customer uses. So, those kinds of brands will have a high transferability inside them then is the adaptability that.

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The more adaptable and flexible the brand element the easier it is to update it to changes in consumer values and opinions.

Now I would like to point out this adaptability point is very important in the choice of brand elements that you need to make the choices in the brand elements. So that they can be updated you have to keep them in sync with the changing needs of the changing environment of the customers. And they should not look something which is out of the sync of the basically the target market. So, if your product is targeted to you and some of your brand elements looks very classy or sometimes very old fashion.

That may not be something which will work with your customers and last thing in the choice of brand element is one has to keep in mind is this protect ability that you can protect your the brand elements. You should have the legal protection you can registered them in all possible markets where you operate and you should also try not anybody to infringe to intellectual property rights like brand name or the logo or the symbol those legal battles need to be fought vigorously. So, these are the criteria for choosing the brand elements.

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Now talking about this developing marketing program, one has to understand that marketing programs the core thing, the core elements of or the technical part of the marketing strategies. They also help you in attaining the certain kind of the brand equity or certain kind of brand image you are trying to achieve so your product is actually represent, what brand is making as a promise so brand essence brand promise is being delivered by the product.

If the product does not matched with the expectation of the customer whatever intended your brand image that you are not going to achieve any more. So, the second thing is the price so the depending on the kind of the brand. Your price should also reflect that if you are a brand which is a premium run but if the prices are like any other offering in the market then the price is not in sync with the brand image you are trying to.

So, the if a premium run it has to come at a premium price similarly if it is a mass brand it has to come at the price level which is affordable to that mass. Then the third element that is place is also something which reinforces the certain kind of brand equity or certain kind of

brand image so you will understand the depending on what kind of product it is. You have to make it available to places where those kinds of customers are that kind of positioning actually required.

So, you can understand a product which is premium or which is something which is exclusive cannot be made available to a basically a wider channel or all possible channels. That the premiumness that offering should be maintained even in the place also and the promotion. We have discussed so many times that promotion or the communication messages and its delivery that also helps you in creating the kind of brand identity or the brand image that you are targeting.

So, since we have looked into the two elements of this I will finish my session today at this place. When we will start the next session, we will start from here and we will try to windup this basic concept of the branding in the next two sessions of this week three. Thank you very much.