Brand definitions and Brand Building Process part 1

Lesson 1.
Thursday October, 5

The Brand

And what about this bottle?

EVIAN CHIARA FERRAGNI

Formato: 12 Bottiglie da 75 cl. in vetro.
Tipologia: Naturale
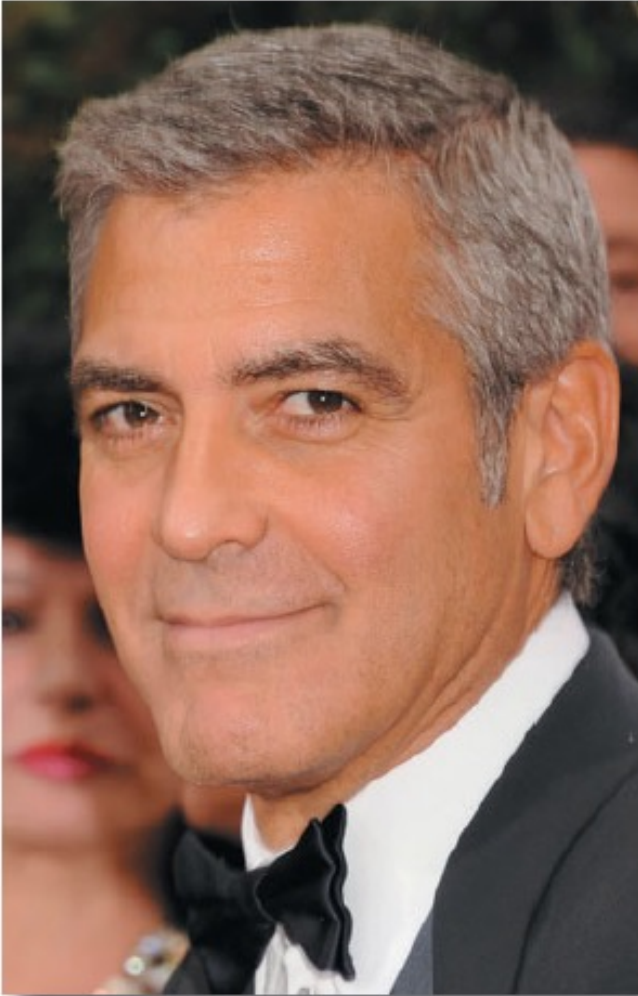**Provenienza:** Francia

Consegna in circa 10 giorni

EUR 72,50

QTÀ: 1   ACQ

+ aggiungi alla wishlist

f G

in foto: **il temporary bar di Chiara Ferragni a Milano**

Anything can be branded

A brand can be a person, place, firm, or organization

Origin of branding

Origin of branding

Branding for Designer – Sean Adams – Lynda.com

In the origin, brand meant ownership

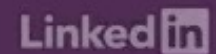
Branding for Designer – Sean Adams – Lynda.com

And now?

What is a Brand?
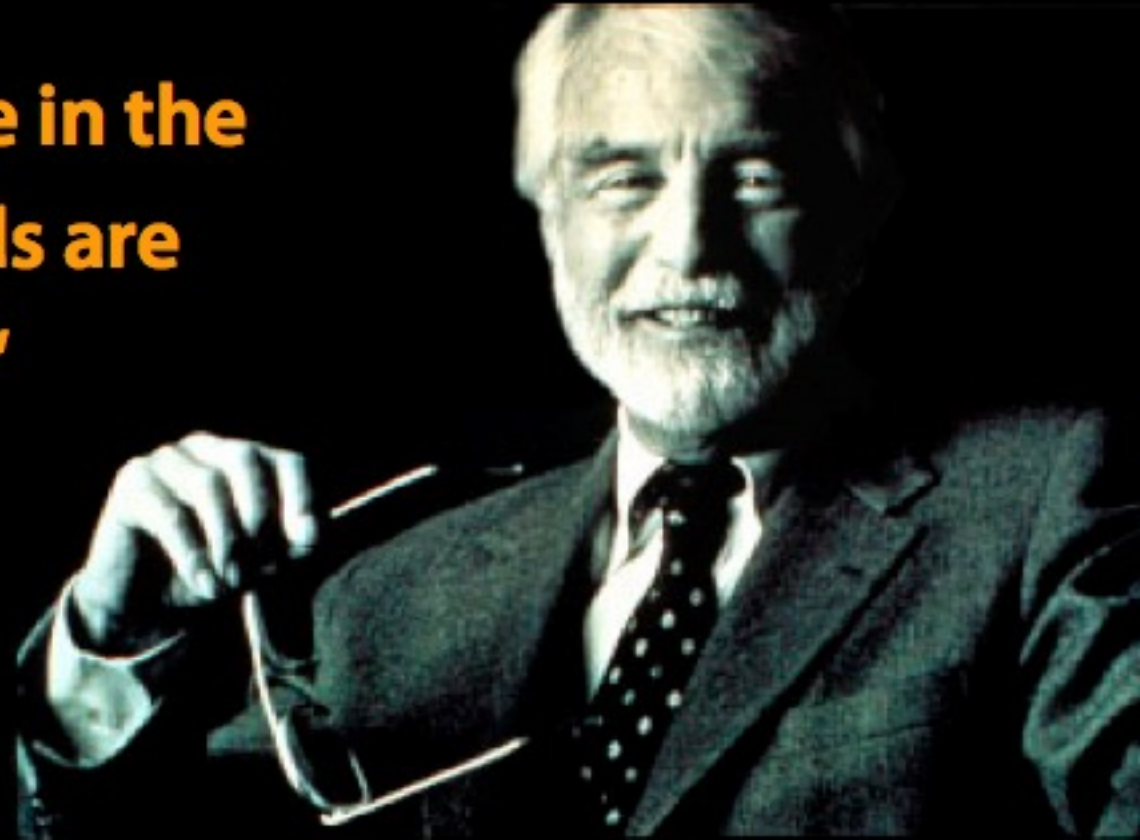
Branding Foundation – Drew Boyd – Lynda.com

The Brand is a promise

"Products are made in the factory, but brands are built in the mind."

–Walter Landor

Brand logos and brand names are the visual cues to trigger that locus of emotions that the brand promises you

What this Brand stands for? What's the promise?

- Products

- Qualitative standards

- Aesthetics

- Status symbol

- Price

- …..

We can differentiate between

Brand Identity
(that is how the brand owner WANTS to be perceivesd)

Brand Image
(that is how it is actually perceived)

But **The brand** is how everything (the company does) is **perceived.**
(brand = brand image)

Definitions of brand and branding

American Marketing Association. 2011

Brand:

A name, term, design, symbol, or any other feature that **identifies one seller's good or service** as distinct from those of other sellers.

The legal term for brand is trademark.

Kevin L. Keller. 2015

Branding is the process of **giving a meaning** to specific company, products or services by **creating and shaping a brand <u>in consumers' minds</u>**.

It is a strategy designed by companies to help people **quickly identify** their products and organization and give them a **reason to choose** their products over the competition's, by clarifying what this particular brand is and is not.

Kevin L. Keller

Branding creates **mental structures** and helps consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm.

The key to branding is that **consumers perceive differences** among brands in a product category.

The two dimensions of brands

Keller defines a **brand** as a product that **adds** either

- **rational and tangible dimensions** (related to product performance), the "**brand skills**"

- or **symbolic, emotional and intangible dimensions** (related to what the brand represents) that differentiate it from other products designed to fulfil the same need.[1] The "**brand charisma**"

[1] Keller, K.L. (2008a), Building, Measuring, and Managing Brand Equity, 3rd edition. Upper Saddle River, NJ: Prentice Hall.
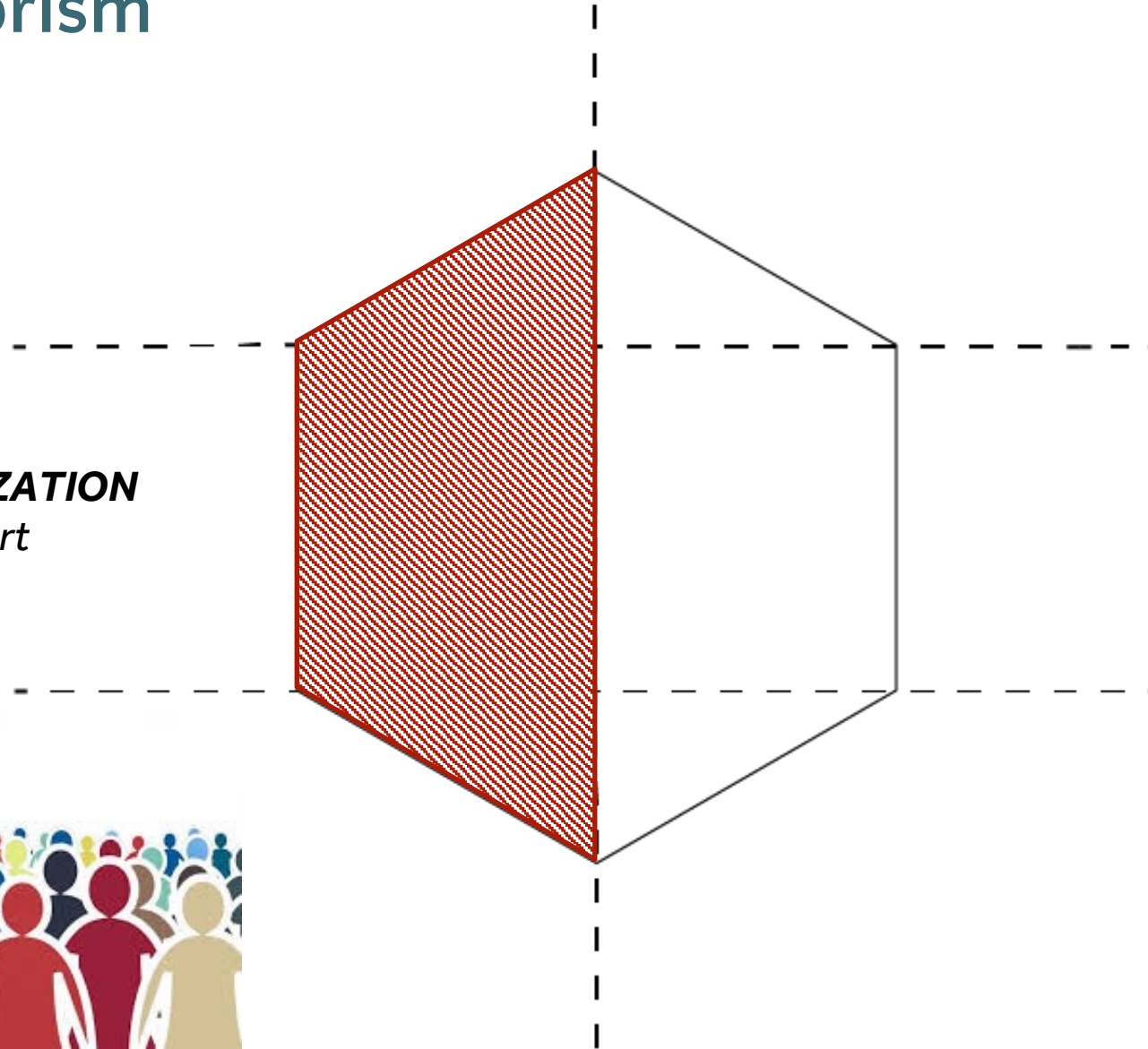
The brand structure

Kapferer has emphasized
brand as an **identity structure**
with **6 integrated facets** of personality, culture, self–projection, physique, relationship and reflection.

Kapferer, J.–N. (1992). Strategic brand management: New approaches to creating and evaluating brand equity. New York: The Free Press.
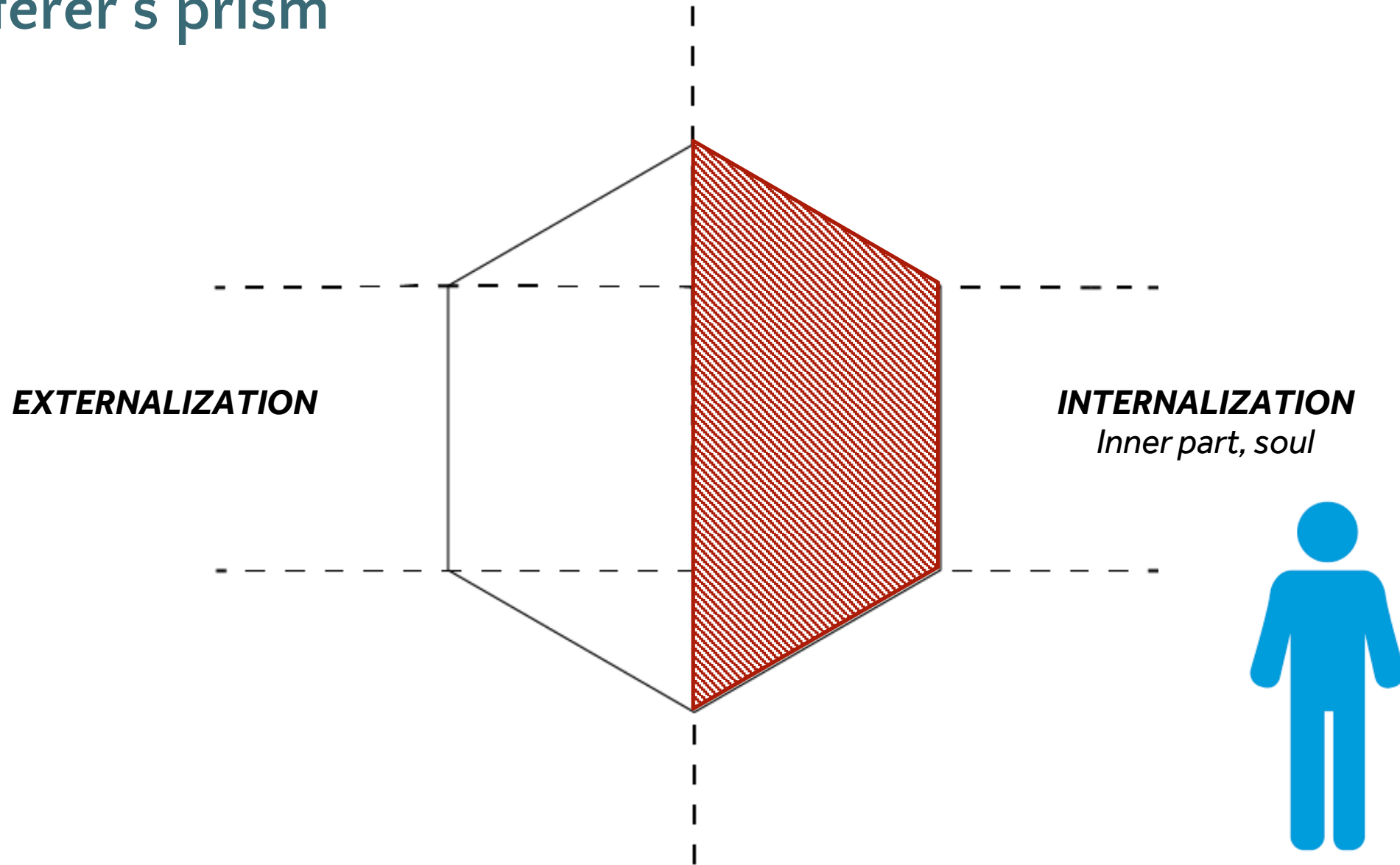
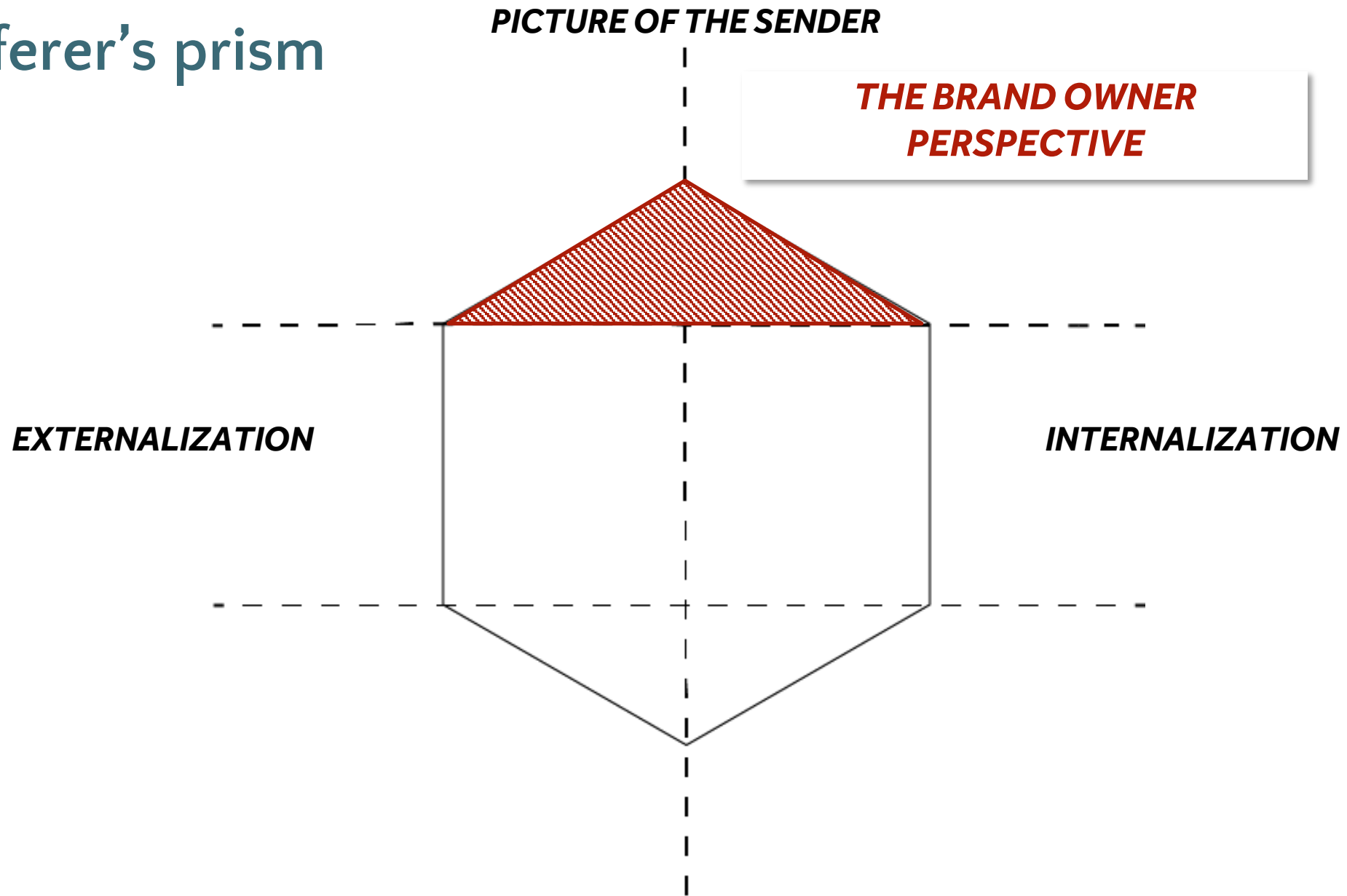# Kapferer's prism

EXTERNALIZATION
social part

Kapferer's prism

EXTERNALIZATION

INTERNALIZATION
Inner part, soul

Kapferer's prism

PICTURE OF THE SENDER

THE BRAND OWNER PERSPECTIVE

EXTERNALIZATION

INTERNALIZATION

Kapferer's prism

PICTURE OF THE SENDER

EXTERNALIZATION

INTERNALIZATION

HOW THE BRAND IS PERCEIVED

PICTURE OF THE RECEIVER

Kapferer's prism

PICTURE OF THE SENDER

PHYSICS

PERSONALITY

EXTERNALIZATION

INTERNALIZATION

Kapferer's prism

PICTURE OF THE SENDER

PHYSICS
Tangible combination of characteristics

LOGO, PACKAGING, DESIGN, SHAPE

EX

INTERNALIZATION

Kapferer's prism

PICTURE OF THE SENDER

PERSONALITY

Identification with a person, attributing human characteristics

EXTERNALIZATION

BRAND PERSONALITY, TONE OF VOICE

Kapferer's prism

PICTURE OF THE SENDER

EXTERNALIZATION

INTERNALIZATION

REFLECTION

Typical consumer as perceived by others

SELF IMAGE

Perceiving one's self

PICTURE OF THE RECEIVER

Kapferer's prism

PICTURE OF THE SENDER

EXTERNALIZATION

INTERNALIZATION

RELATIONSHIP	CULTURE
What kind of relationship the customer has with the brand	Brand values

PICTURE OF THE RECEIVER
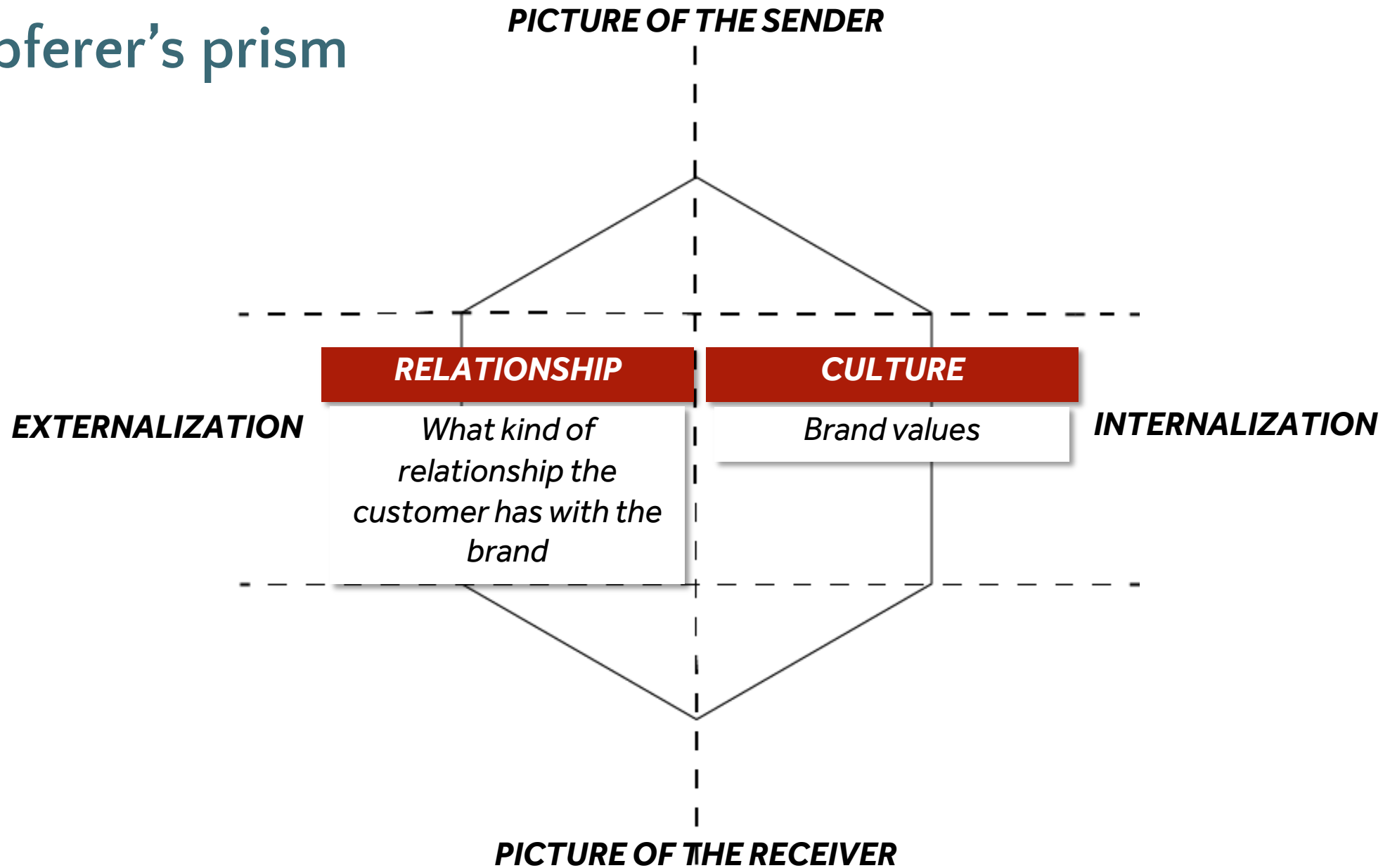
Let's see an example

Physics;
Dynamic and powerfull red and gold colors
Logo:Two muscular bulls againts each other stand for power and ambitious

Personality;
Energetic
Risk-taker
Crazy
Funny
Sportive

Relationship;
Gives wings and energy to,
-Extreme sport events
-Dance events
-Music events

Culture;
Sport
Music
Challenging

Reflection;
Young, dynamic and creative people who like challenging the limits

Self-Image;
Adventurous
Daring
Dynamic
Cool

NOW IT'S UP TO YOU

45 minutes to create a Kapferer's prism

- Create groups of **6–8 students**

- Introduce yourselves (**2'**)

- **Choose a coordinator** in charge of timing and that will send me an email with your work's result (**3'**)

- Choose **1 city brand** and prepare a **Kapferer's prism (10'**)

- Create a **Power point/PDF** with the results and the names and ID of the components of the team (**30'**)

- The **coordinator** will **send me an email at the end of the lecture** with the presentation: s.romagnoli2@lumsa.it

Next week I will choose some of you who will present the work to the class

All the members of the best team
will receive **1 point** to add to
the final written test exam!

Fonti

- Branding Foundation – Drew Boyd – Lynda.com

- Branding for Designer – Sean Adams – Lynda.com

- Mission and Vision statements explained – EnterpreneurNOW – Linkedin learning 2019

- Kapferer, J.-N. (1992). Strategic brand management: New approaches to creating and evaluating brand equity. New York: The Free Press.

- Marketing Communication. A European Perspective – P. De Pelsmaker, M. Geuens and J. Van Der Bergh – Pearson 2017

- Dimensions of brand personality, Jennifer L Aaker, JMR Journal of Marketing Research; Aug 1997

- Brand Value Proposition Model, Interbrand

- www.panmore.com