



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **SO**TTANTESIMO 2019



LUMSA
UNIVERSITÀ
1939 80° ANNIVERSARIO 2019

Brand definitions

Lesson 1.





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

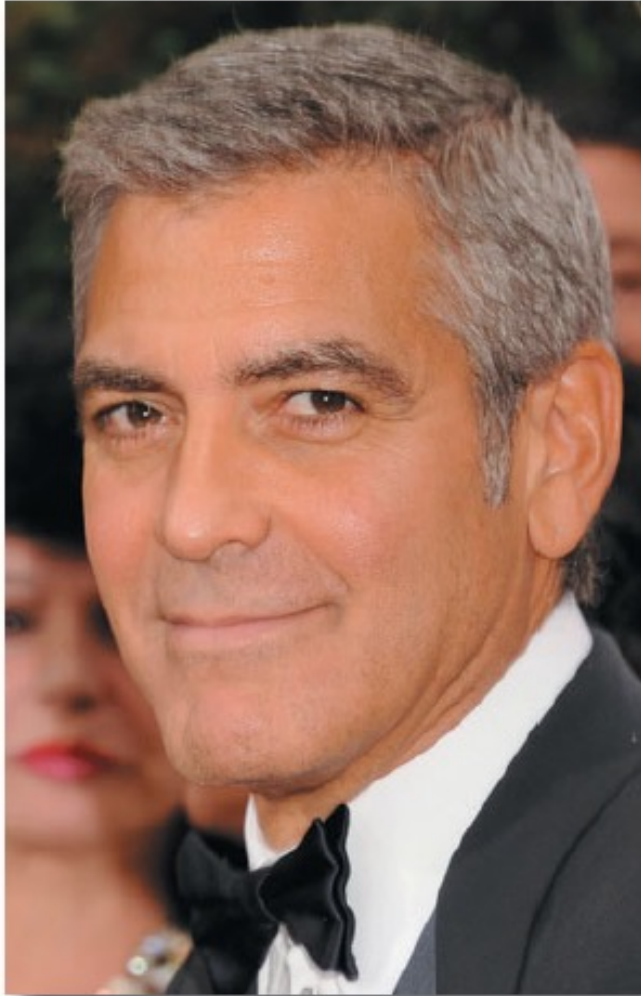
[+ aggiungi alla wishlist](#)





in foto: il temporary bar di Chiara Ferragni a Milano

Anything can be branded



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

Source: Strategic Brand Management 4^o ed.- Kevin L. Keller, Pearson 2013



Origin of branding



Origin of branding

2'22"



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?



Are you a trustworthy person?

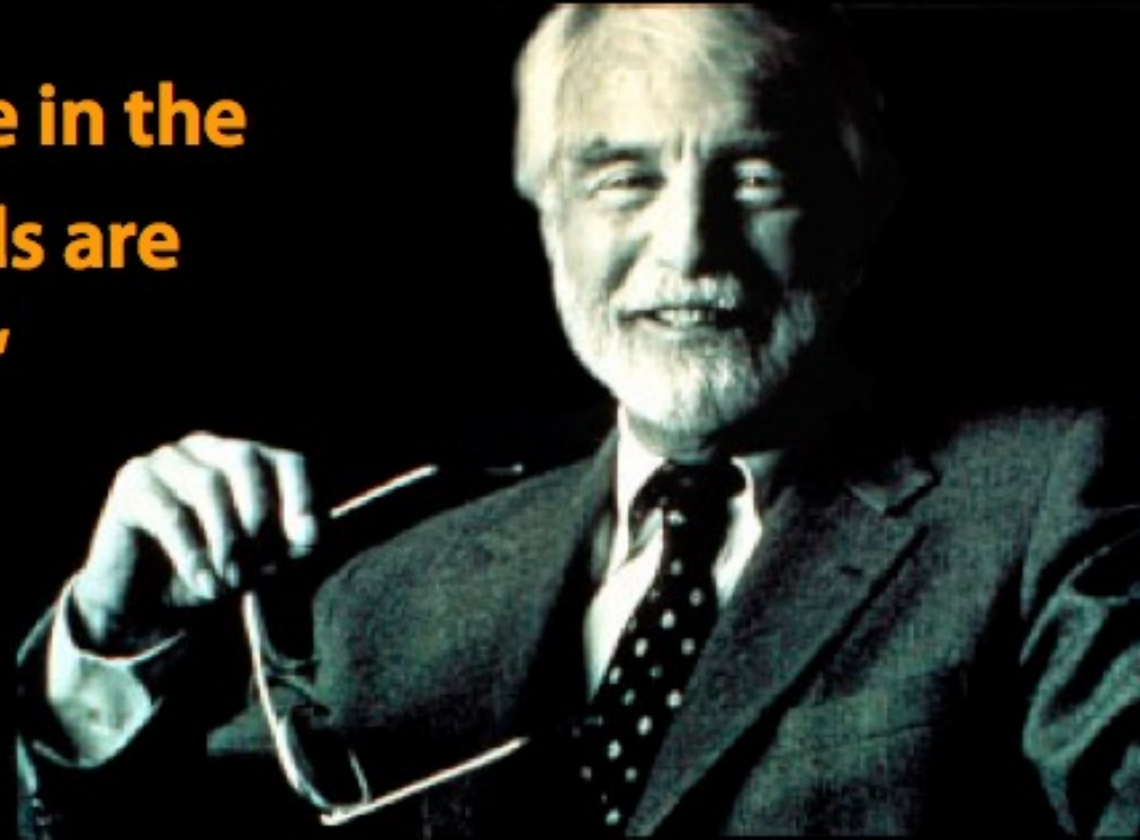




The Brand is a promise

**"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
(how the brand owner **WANTS** the brand to be perceived)



Brand Image
(how it is actually perceived)

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 in consumers' minds**.

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



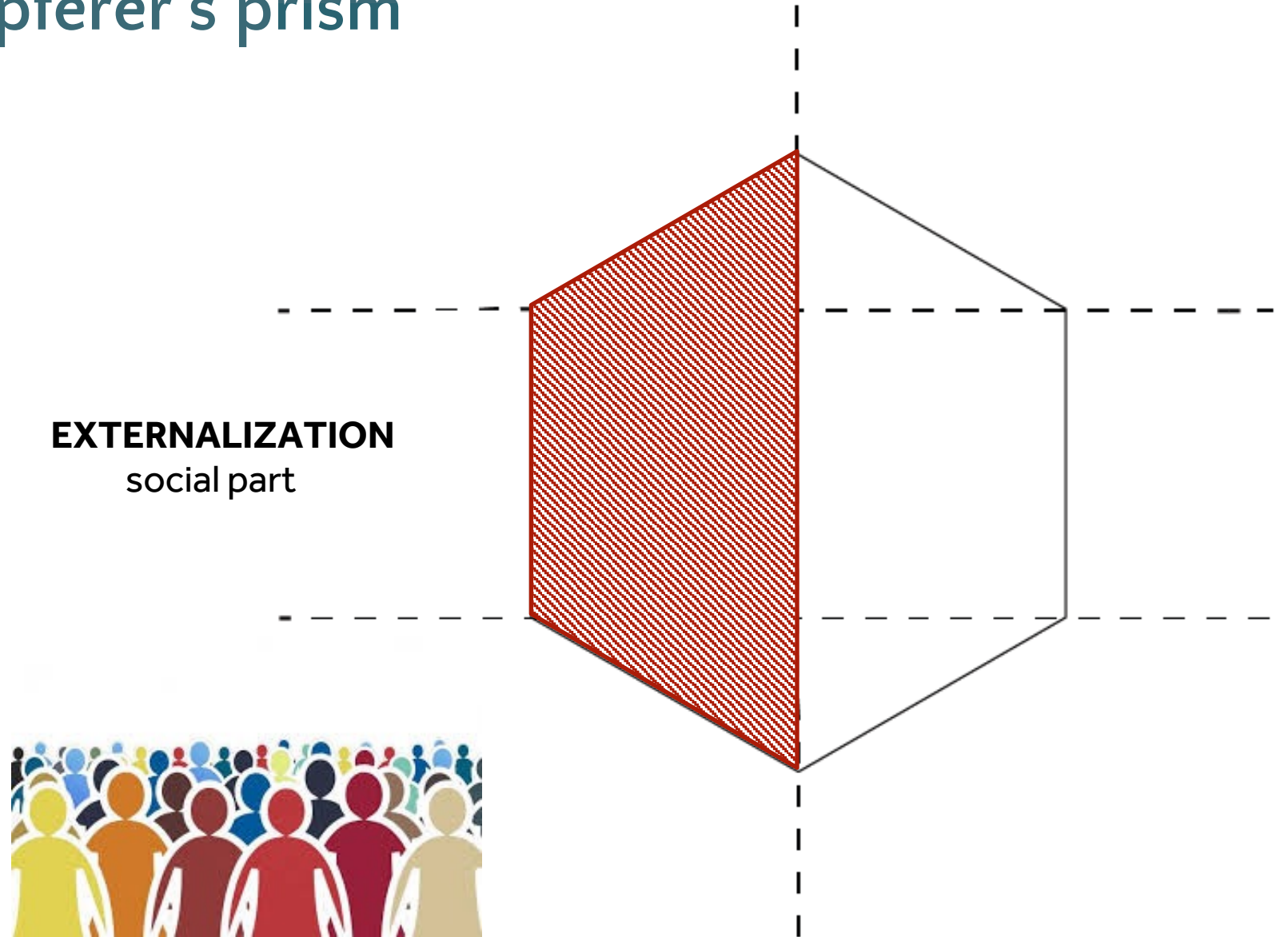
Kapferer. 1992

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.

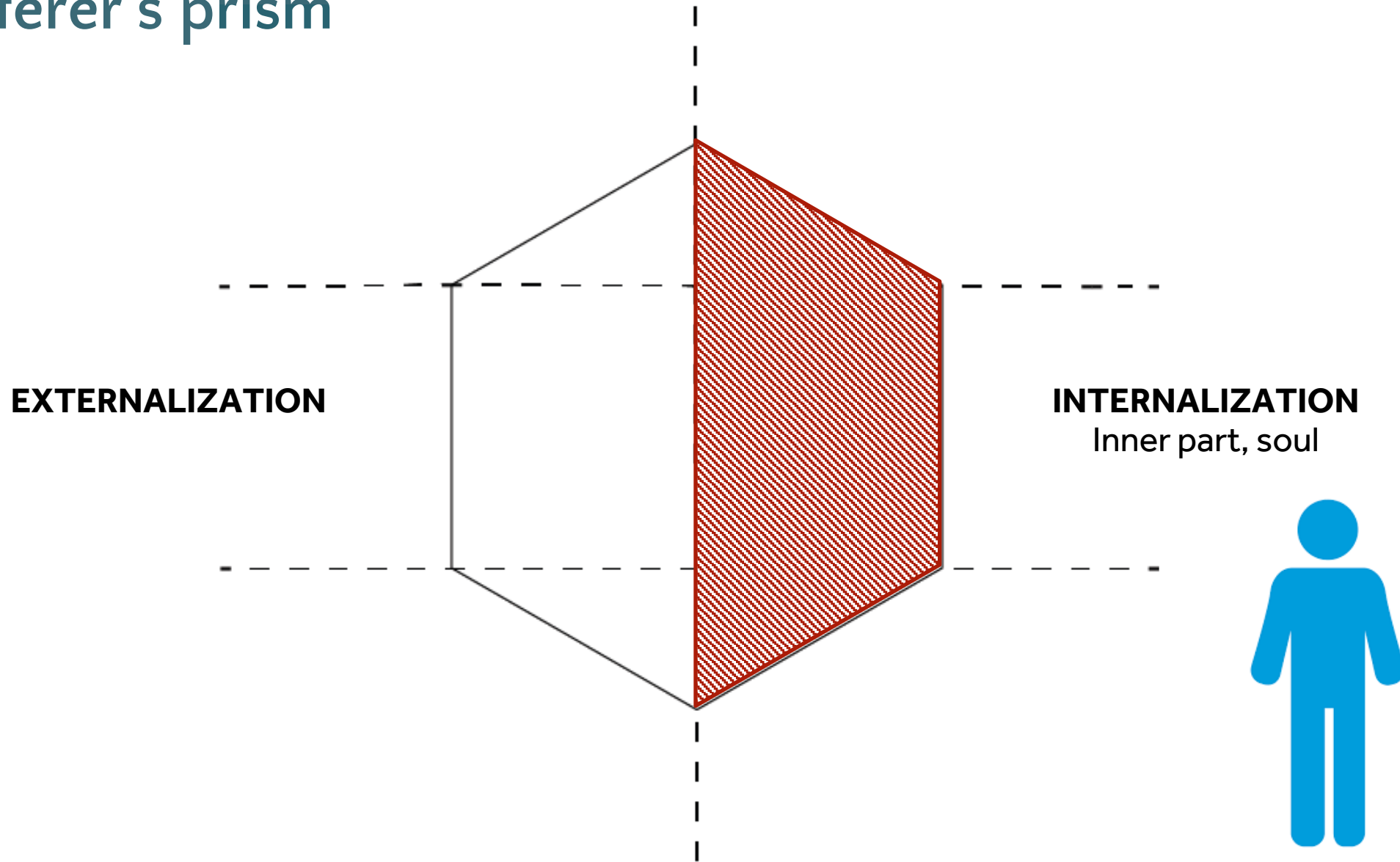


Kapferer's prism



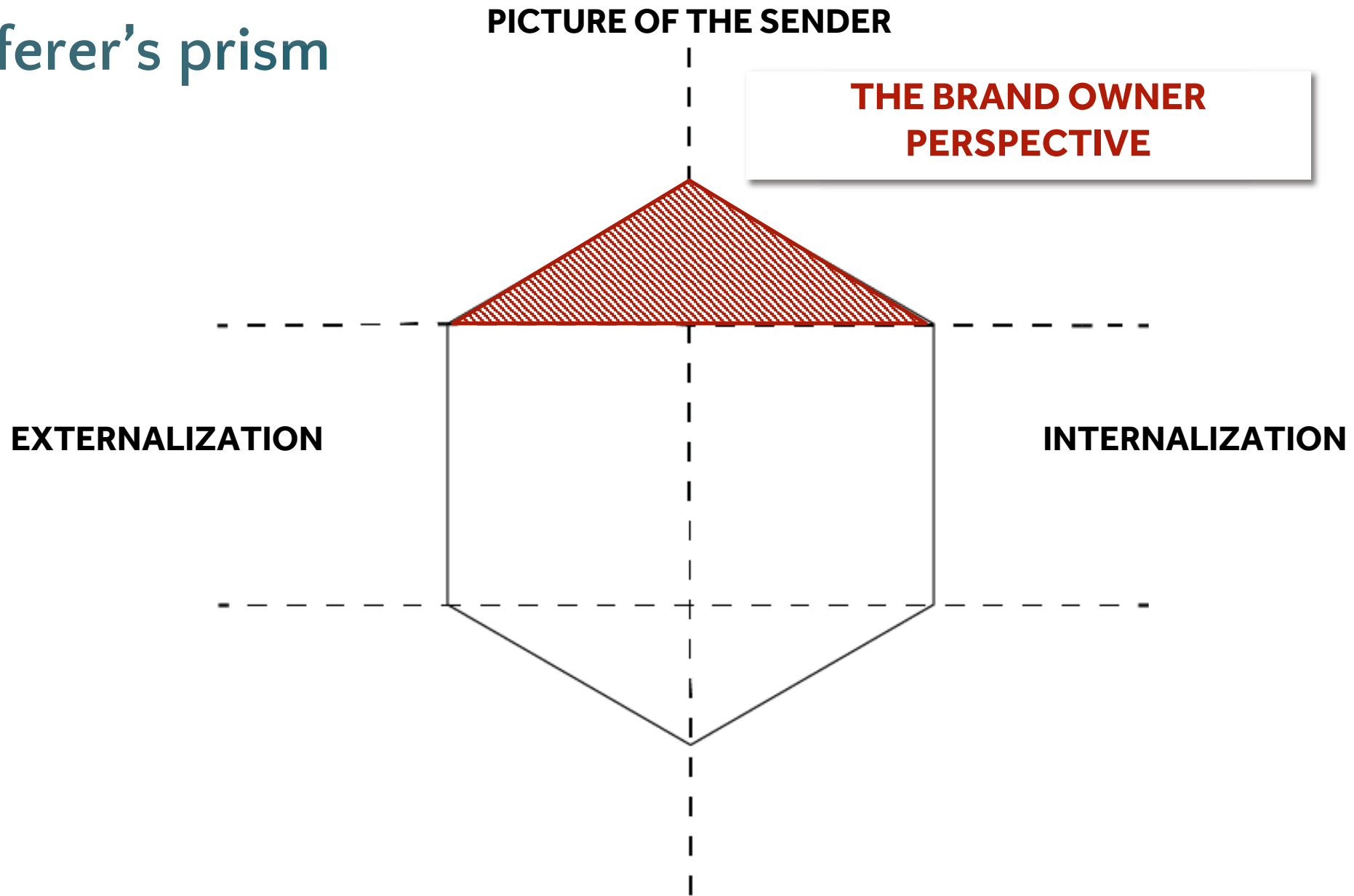


Kapferer's prism



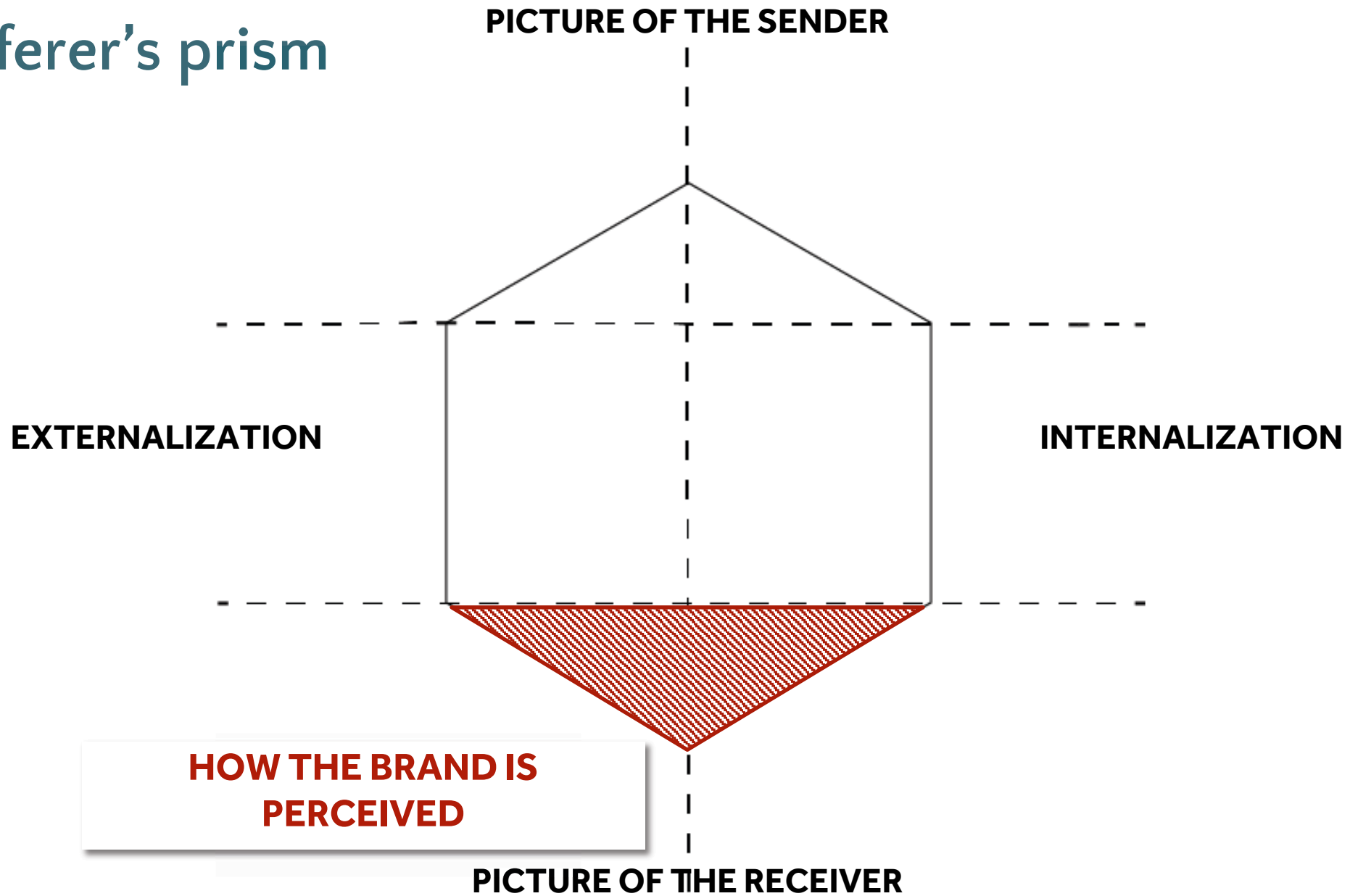


Kapferer's prism



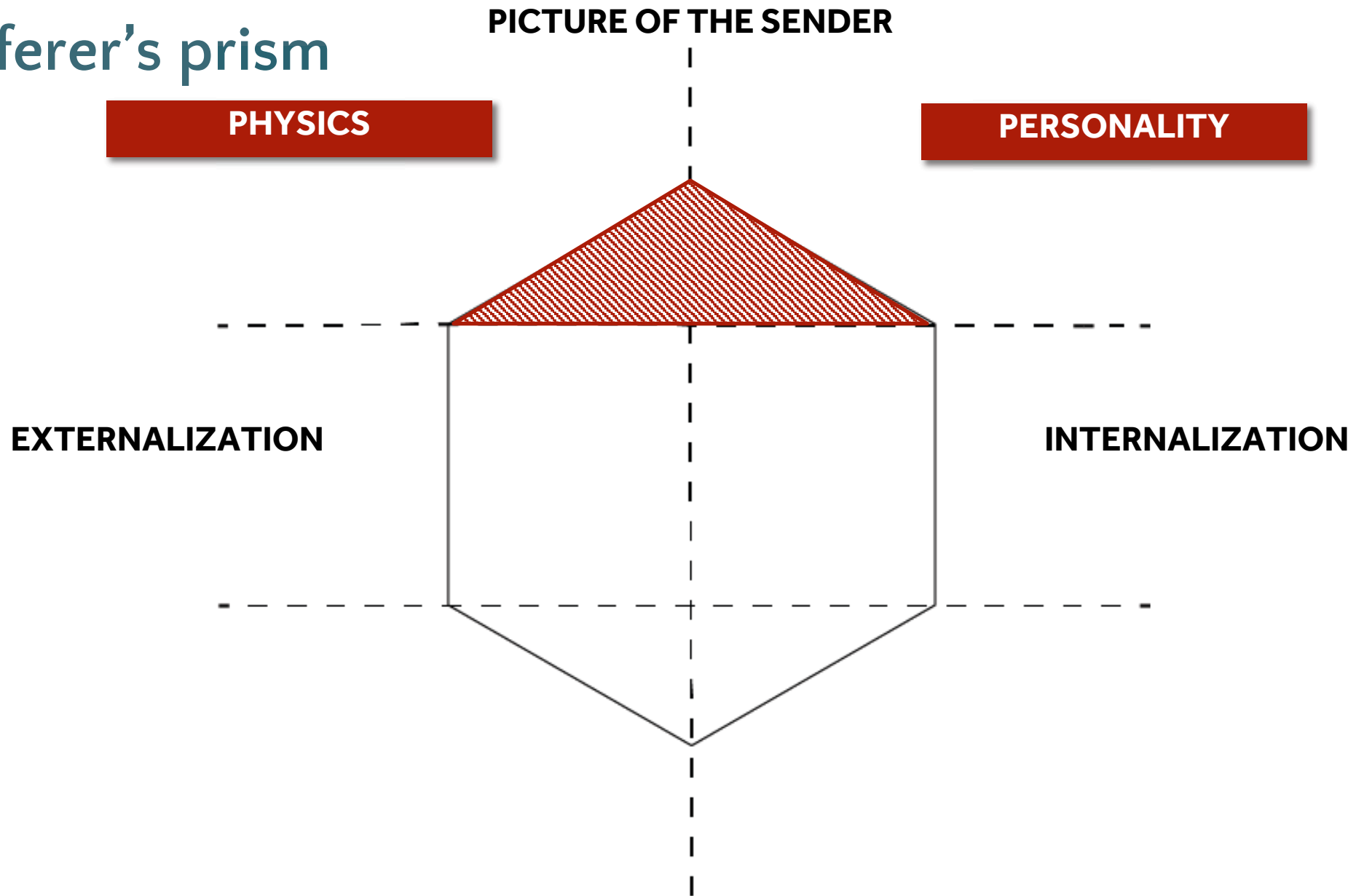


Kapferer's prism



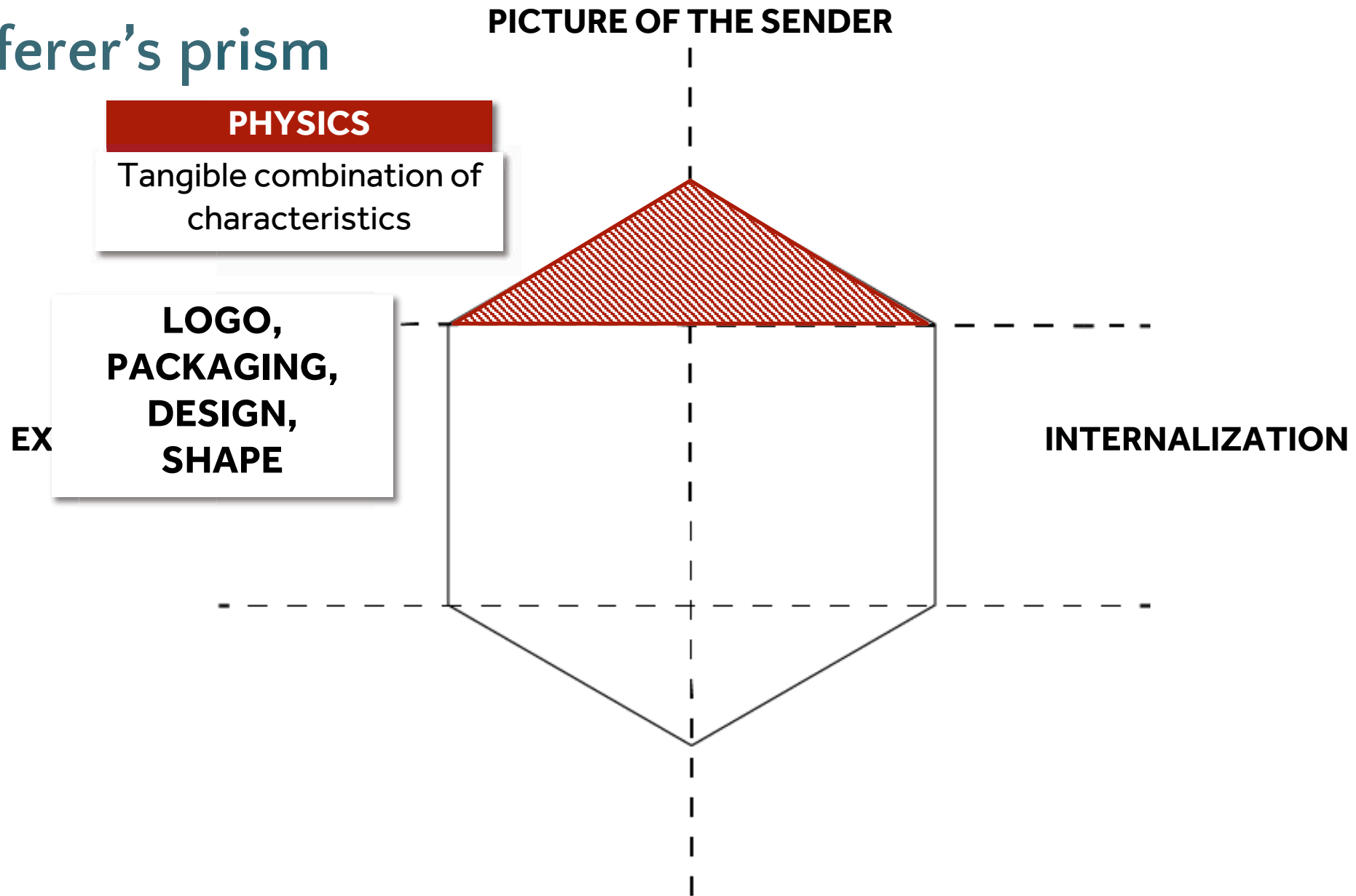


Kapferer's prism



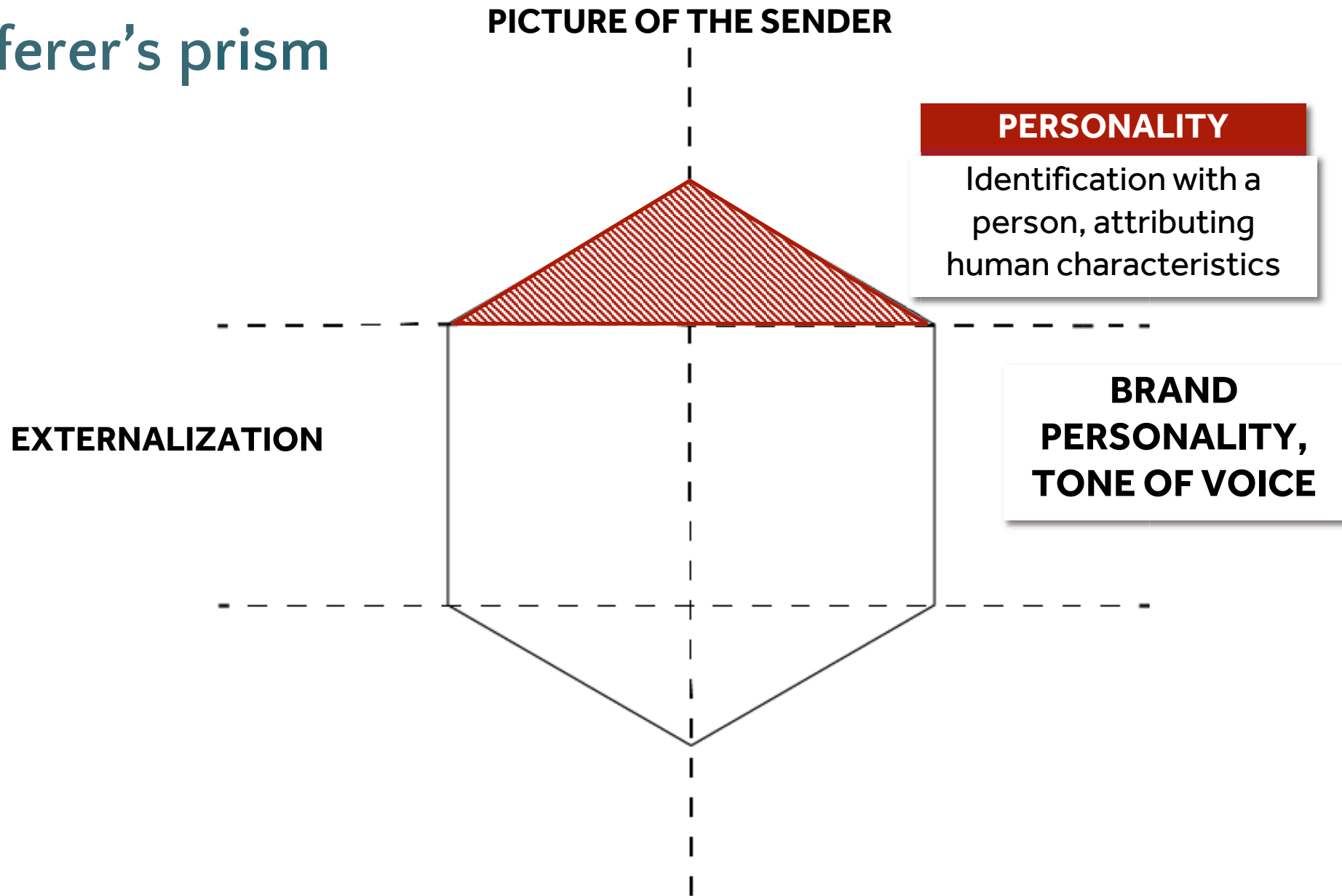


Kapferer's prism



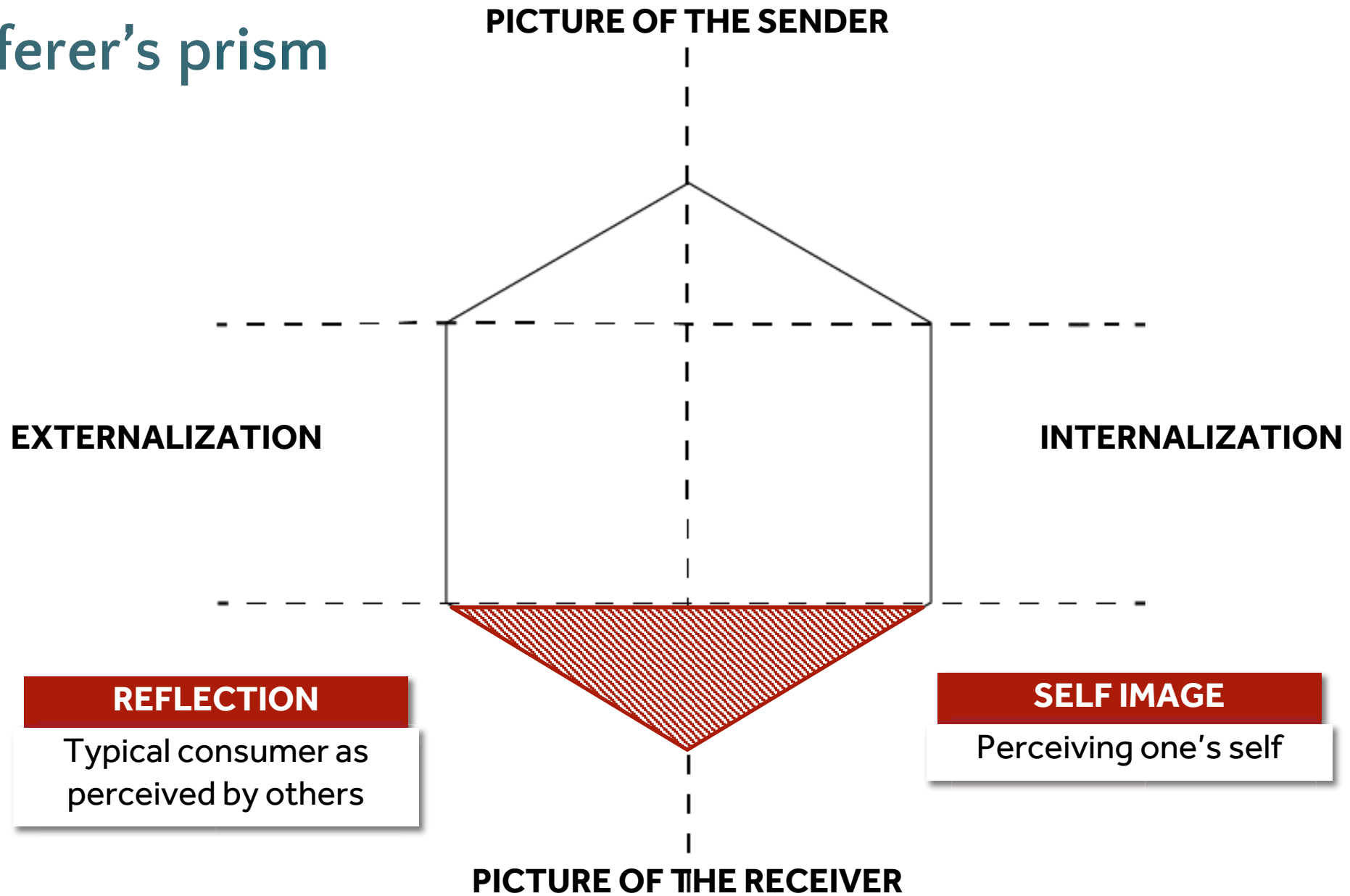


Kapferer's prism



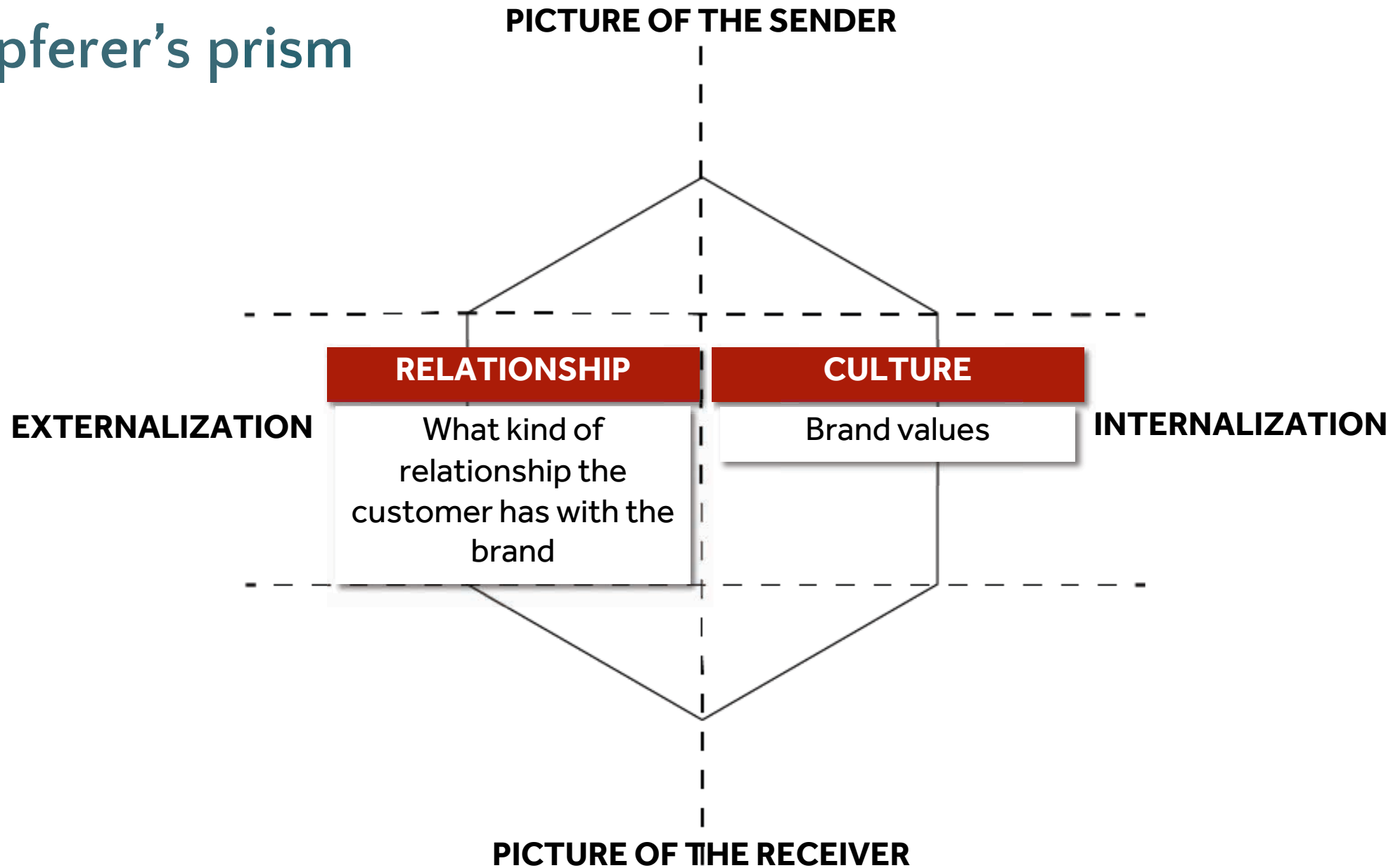


Kapferer's prism





Kapferer's prism





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



60 minutes to create a Kapferer's prism

- Create groups of **6-8 students (5')**
- Introduce yourselves (**7'**)
- **Choose a coordinator** in charge of timing and that will send me an email with your work's result (**3'**)
- Choose **1 brand** and prepare a **Kapferer's prism**, creating a **Power point/PDF** with the results and the names and ID of the components of the team (**45'**)
- 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 – EntrepreneurNOW – 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