The Impact of Brand Personality on Brand Equity and the Marketing Strategies to Dealing with such Issues

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CHAPTER ONE

PROBLEM & ITS BACKGROUND

1.1 Introduction:

What is a Brand?

Based on the premise that brands can have personalities in much the same way as humans, Brand Personality describes brands in terms of human characteristics. Brand personality is seen as a valuable factor in increasing brand engagement and brand attachment, in much the same way as people relate and bind to other people. Much of the work in the area of brand personality is based on translated theories of human personality and using similar measures of personality attributes and factors.

Today, businesses are fighting out their marketing warfare not merely at the product attributes level or at the advertising campaigning level, but it is also happening at several other levels.

It is at the totality of the image that their brands create in the minds and hearts of their customers. Marketers are concentrating on building Brand Values, images, power and authority centered on customers - their self esteem, their dreams and aspirations - whether the fight is between Coke and Pepsi, Unilever and P&G, Samsung and Nokia.

Brand is the proprietary visual, emotional, rational, and cultural image that you associate with a company or a product. When you think Honda, you might think safety. When you think Nike, you might think of Michael Jordan or "Just Do It." When you think IBM, you might think "Big Blue." The fact that you remember the brand name and have positive associations with that brand makes your product selection easier and enhances the value and satisfaction you get from the product.

What Makes up a Brand Identity?

Brand identity includes brand names, logos, positioning, brand associations, and brand personality. A good brand name gives a good first impression and evokes positive associations with the brand. A positioning statement tells, in one sentence, what business the company is in, what benefits it provides and why it is better than the competition. Brand personality adds emotion, culture and myth to the brand identity by the use of a famous spokesperson (Ibrar ul Haq - Coca-Cola), a character (Monkey - Dentonic), an animal (Cat – DingDong Bubble) or an image (Citi Bank – Citi never sleeps).

Is Branding Just for Large Companies?

No, this process can be applied to any business, organization or product. The techniques of branding have been kept secret for many years because they provided a competitive advantage to those companies that used them. This process takes the proven principles of branding used by companies like P&G, Unilever, and Pepsi puts them into a simple, understandable and easy to use process. This process can be used by retailers, service businesses, manufacturers and businesses of all types and sizes.

How do Companies Determine Brand Identity?

Brand has been called the most powerful idea in the commercial world, yet few companies consciously create a brand identity. Does a company want their company's brand identity created for them by competitors and unhappy customers? Of course not. The advice to executives is to research their customers and find the top ranked reasons that customers buy their products rather than their competitors. Then, pound that message home in every ad, in every news release, in communications with employees and in every sales call and media interview. By consistent repetition of the most persuasive selling messages, customers will think of you and buy from you when they are deciding on whether to buy from you or your competitor.

1.2 Statement of Problem:

The study aims at the

"The impact of brand personality on the Brand Equity and the marketing strategies of companies to deals with such issues"

1.3 Significance of the study:

Perception of the customer can be analyzed through this research based on the results concluded. Marketer can take the advantage of this study to improve their brand positioning and in turn make better marketing strategy to increase their market share. Once the marketers improve their brand position, the customer will be benefited by low prices and better quality. Analysis of the brand personality can help organization to position their product with respect to their competitor. It becomes clear to the marketer that who are the actual competitors.

1.4 Scope:

The time frame for collection of data ranges from June 2003 till December 2004. Most data is collected from magazines based on national and international articles.

1.5 Definition of terms:

USP – Unique selling point

FMCG – Fast moving consumer goods

CHAPTER TWO

PROBLEM & ITS BACKGROUND

2.1 Research Design:

The research is design in a way that it fulfills all the requirements. While designing the research it will be kept in mind that it should serve the purpose. A descriptive method of research was considered most appropriate for the topic.

While designing consideration was given to the fact that this research is being done to add or contribute in the existing knowledge about the issue.

2.2 Research Method:

The nature of the topic demanded that the research should be done in natural environment rather than artificial environment; therefore there is no involvement of any kind in it. The research is fundamental research and the suitable design for the research is descriptive.

In descriptive study first of all data is gathered and then interpreted for finding result. It is undertaken to learn and describe the variables in the situation.

2.3 Respondent of the study:

The data is collected from Brand managers and marketing managers of different organizations, personnel from different advertising agency and marketing experts.

2.4 Research Instrument:

The data that is gathered for the reliability of the study are from the primary data and secondary data. Thus a variety of instruments are employed. The research mostly rely on data collected from the secondary sources but data also have been obtain from primary sources through the open- ended questionnaire, interviews formal as well as in formal and other observations.

A sample of 100 graduates, 5 faculty members and 5 management personnel are drawn.

These instruments are as under**:**

- ❖ FACE-TO-FACE INTERVIEWS
- ❖ TELEPHONIC INTERVIEWS
- ❖ QUESTIONNAIRE
- ❖ INTERNET

2.5 Treatment of Data:

The data obtained from the secondary sources are scattered and unorganized therefore after obtaining the data, data then carefully examined and sort-out the relevant to make the research relevant and reliable.

Data then compiled with careful consideration, and according to the requirement of the study. Treatment of data includes compilation and collection of information and managing the data obtained from the questionnaires.

CHAPTER 3

REVIEW OF RELATED LITERATURE AND STUDIES

3.1 LOCAL LITERATURE

Brand Truth

By Ejaz Wasay
Marketing Review (August 2004 edition)

Marketing is a discipline that not only interests people who practice it or depend on it for a living, but also those who are only laterally affected by it. Brands are central to marketing and by their very definition have unique stories to tell that are amplified by advertising - stories that touch the hearts and minds of consumers and eventually compel them to acquiesce to their bidding. Brand Managers, as the custodians of brands therefore assume a position of eminence. Almost in contradiction, however, Brand Managers have a single obsession- That is, to satisfy the needs and desires of the consumer, who for them is king. Contradictions are the essence of life and serve to make it more meaningful and relevant. I have, over a period of time, gathered sonic truths about brands and Brand Managers that, in view of their obvious contradictions, make interesting reading.

Truth # 1: Brands must have a personality that is unique but one that is also constantly evolving-

"It is change, continuing change, inevitable change, that is the dominant factor in society today", said Isaac Asimov. "No sensible decision can be made any longer without taking into account not only the world as it is, but the world as it will be...."

Most people these days would accept the gospel of change without batting an eyelid. It is something that we often dwell on when referring to the world around us. But, many of us find it difficult to accept that, the very same process of change applies to us, with the same intensity, in our individual context as it does to others. We too undergo constant change with every passing day, every hour and every fleeting moment. This ongoing change manifests itself in the manner in which we speak or write, or in the variety of food we eat, or the way we dress or interact with other people.

Change, both internal and external, lies at the foundation of the process of evolution that Charles Darwin established as a scientific reality in the early part of the nineteenth century. Within our daily routine, we too are subject to a steady bombardment of physical and mental stimuli, the incidence of which has increased manifold, in the last few years. Advancements in information technology, manifested among other things in the arrival of the internet and the proliferation of mobile communication act as powerful catalysts of change in our lives.

Brands too suffer dramatic changes during lifespan - some out of necessity some out of choice. The decision m for the brand in most cases is the owner of the brand or its custodian, the Brand Manager. At other times it is the customer that makes the final decision by accepting or rejecting the change brought about by the Brand Manager. Yet, like human beings, most successful brands too, retain the fundamental aspects of their personality or the basic fiber determined by their generic code or positioning as they pass through life. Long-term customers and serious prospects feel the change when they occur more easily than others, because of their Close scrutiny or watchful eye motivated by a vested interest in them.

As with human beings, changes in the personality or character of brands result as a consequence of internal and external forces that relentlessly impinge upon them. They occur because of the trials and tribulation that brands face in the marketplace.

In the words of Martin Lindstrom, described as one of the world's leading expert in the field of Branding; "The brand is like a real person. The more human the components associated with a brand, the stronger it is." And as "real person", brands too must experience constant evolution, in the very same manner as humans do. This evolution in the personality or character of the brand is important for its growth and long-term survival.

Truth # 2:100% brand loyalty is every BM's ultimate dream but loyalty is a dying concept - if not already dead.

Consumers largely remain loyal to brands despite the evolutionary changes that they may undergo, simply because they still regard them as "value propositions". As long as the manner in which a brand changes, is in line with the way the consumer-base itself is evolving and as long as the value equation is not adversely affected, it is very likely that consumers will not switch to another brand.

It is also a matter of fact that there is a natural attrition of customers throughout the life of the brand. As some move out of the customer-base, others move in to take their place. This is often due to a number of reasons ranging from perceived brand image changes, to price or availability issues or other intrinsic or extrinsic factors. Yet, as long as the new "recruits" signing up for the brand outnumber those moving on, the equation for loyalty remains in favor of the brand.

Writing about the customer value chain in a paper titled "Brand Strategy in complex Customer Chains"; George F. Brown, Jr. suggests that: "Some consumers are driven by price, some by value, some by support, etc.". It is therefore important to understand the contribution of these individual elements from the perspective of the customer or the market.

For most FMCG categories, where it is becoming increasingly challenging for brands to maintain their uniqueness in terms of "attributes and meaning", a brand must constantly endeavor to at least stay ahead of the other brands within the category. While this can usually be achieved through technological innovations and superior product performance, one must always beware of the fact that technology, and innovations derived from it, are not the sole domain of any single corporation or business entity.

It is increasingly possible today to emulate the features of a given brand, and even outperform it, without having to undertake the kind of investment or go through the same steep product development curve that the original manufacturer, brand owner or service provider may have had to go through. The challenge for the original brand therefore is to become truly unassailable in the first instance and achieve real and unbeatable competitive advantage, either by means of constructing effective barriers against competitive entry, or by systematically redefining the market and unsettling competition every time it seems like getting too close for comfort.

However, notwithstanding what a Brand Manager may do to achieve 100% loyalty from consumer one must realize that, that is a frustratingly elusive goal. Consumers are fickle beings. They can be swayed as easily by reason as by emotion. They can be driven at the same time, by conflicting ideals or objectives. Plain, honest-to-goodness, unadulterated logic has often lost out to "emotional blackmail".

It is becoming impossible, even for high equity brands these days to guarantee long-term consumer loyalty. That is why, as a rule, high-equity brands are seen making relentless efforts all the time, to enhance consumer loyalty by adopting increasingly innovative marketing strategies or, as is the practice in case of a host of products ranging from shaving systems to GSM phones, by increasing the customer's switching costs,

Truth # 3: Fewer people these days are favorably disposed towards receiving brand communication let alone remembering them.

Throughout history advertising has served as a valuable tool for marketing. That is despite those skeptics, who either do not fully appreciate the fundamental role of advertising or fathom its full potential. Many people still believe more or less what the talented actor Will Rogers, in his patently comical style once said about advertising: "the art of convincing people to spend money they don't have for something they don't need".

Discounting Will's light -hearted comment, one must admit that the power of advertising is evident not only to those whose livelihood depends on it, but also to those who have used it, in good measure, to achieve their marketing as well as corporate objectives. Business today is largely inconceivable without advertising even though there are a few instances where other communication tools, such as PR or Direct Selling, have proven to be equally effective in establishing or sustaining a brand. Among the most cherished examples of PR driven brands are Starbucks, Body Shop and Virgin Atlantic who are all weaned to success on a sustained dose of PR and word-of-mouth communication.

Al Ries, the co-proponent of the 22 immutable laws of marketing, in a book published last year capitalized on such success stories and tried to make a case out of PR being a much better alternative to advertising, for the purpose of brand-building, without sounding too condescending one has to point our that if PR alone could have achieved the eminence that Al Ries is willing to grant it, it would not be possible to count PRs accomplishments with brands on one's fingertips and still have more fingertips waiting to be counted. One simply cannot discount the role of advertising or the other elements of the marketing mix in brand building, in the manner suggested by Al Ries in his book. Clearly, his theory reeks of pure prejudice.

Having said that, advertising also must not to be accepted, without question, as a foolproof mechanism for achieving brand glory. Advertising is essentially communication in verbal or visual form or a mix of the two. And like most verbal or visual communication it is also subject to imperfections.

The skill and mastery of a copywriter is constantly under scrutiny as a creative agency grapples with the challenge of creating powerful and effective advertising. The visual clarity and insightfulness of an art director comes to bear in transforming a copy or concept into evocative and expressive advertising. The sagacity and reasonableness of a brand manager or marketing director who is empowered to approve the advertising campaign finally sets the plan on course.

Yet, even the most ingenious and forcefully implemented advertising campaign may not at all times, succeed in delivering the objectives defined by the "brand team". A major reason could be that the consumer or the target audience towards whom the advertising communication is directed, is neither inclined nor in the right frame of mind to receive the advertiser's message.

At other times, the consumer may totally misread the communication and go off at a tangent. Peter Drucker has been quoted as having said that: "The most important thing in communication is hearing what isn't said". Hopefully this paradoxical suggestion was not directed at advertising communication, which is quite different from normal interpersonal communication-

Hearing what is said and retaining it is precisely what most advertisers would be willing to put their money on. It is very much the responsibility of media specialists within advertising agencies or the relatively nascent media houses in Pakistan, to ensure that necessary measures are in place to improve the chances of retaining an advertising message. This could lie achieved either by working with the available tools of media planning such as program ratings, reach and effective frequency numbers or by evaluating program software or by capitalizing on exclusive branding opportunities. Media tracking studies are now a common tool for the enlightened marketing practitioner, Also, for those who desire a better understanding of media consumption patterns, qualitative tools such as "Media in Mind", proprietary to Universal McCann, that cracks media consumption through the course of a typical day in the life of the consumer, are available for use.

Truth # 4: The magic of celebrity branding is waning as people are becoming more and more "I-centric".

For almost a hundred years Lux toilet soap, Unilever's flagship beauty soap brand, thrived on the "magic dust of Tinkertown". Endorsed by Hollywood film stars, at first, Lux became a part of the international fantasy-world: a world navigated by the most beautiful film stars living on planet Earth. When Unilever tried to reposition the brand on a somewhat lower plane in the mid-1980s, suggesting that Lux had become the brand of choice of "beautiful women the world over", customers balked at their audacity. The company was compelled to revert to the film star platform.

Today, brand Lux has finally moved into the cosmetic "skin-care" platform. But, the finesse and sophistication that forms the core attribute of Lux is till in evidence and elements of visual graphics linger from the past, but when the star does appear she comes across simply as a part of the props used in the layout. Consumer of Lux, I believe, buy the brand because of what they believe it does for their skin, rather than because some film star had used it at some time.

Back in 1992 at the time of the world cup Pepsi signed up Pakistan's sporting legend and the heartthrob of millions, Imran Khan. The campaign featuring the Khan with young, aspiring cricketers gave Pepsi a major boost, and helped the company establish its leadership in the minds ad heart of young consumer. Later on, from the world of cricket, Waseem Akram played a pivotal role for Pepsi, following in the footsteps of the great Khan, while several others "also ran"- Saqlain Mushtaq and Shoaib Akhtar notably among them. But Pepsi's handling of cricket stars has lacked consistency in terms of both idea and execution. Had it not been for Pepsi's muscle power the strategy would have turned to vapor long ago. It would not be mere conjecture to suggest that every time someone picks up a bottle of Pepsi it is because of Wasim Akram's reverse swing.

Music celebrities have served as pillars of support for both Pepsi and Coca-Cola, in the past both internationally as well as in the country. But many such campaigns have ended up as disasters. For instance, Britney Spears hit it big with Pepsi until the sponsorship bombed in a barrage of personal scandal. Prior to that the brand had signed up Michael

Jackson but the scandal he become embroiled in, cost him the contract.

In Pakistan, Pepsi has invested heavily in music over the last ten to twelve years-Junaid Jamshed and the Viral Signs clearly get credit for initiating Pepsi's onslaught the direction or music sponsorship. However so many individual singers and pop groups have joined the parade since then that one has lost the distinction between the means and the end. It has become unclear whether Pepsi has been supporting music for all these years or that music has been supporting Pepsi.

Coca-Cola also in the beverages business (Or, is it music business?) signed up Pakistan's internationally reputed band Junoon. Both Coke and Junoon have remained loyal to each other for many years, but how much of the loyalty has brushed off on consumers with respect to building Coca-Cola brand shares or franchise, is difficult to fathom. Coca-Cola also signed up Abrar ul Haq when his rating soared on the music charts. While there is much delight that this folk-music genius rings to his concerts, one wonders how many of his fans translate their passion for Abrar's music into a passion for Coca-Cola, either when they are with friends or family or on their own.

I am beginning to believe that consumers, even in countries like Pakistan, are becoming increasingly "I-centric" or internally focused. They decide on their preference for goods and services based on heir personal criteria or those of their peers. There does not seem to be a direct connection between the consumption of a particular genre of music and a brand of a soft drink. Celebrities may still send audiences raving when performing on stage, but they do not necessarily dictate their daily consumption behavior.

Truth # 5: The biggest enemy of the brand is the Brand Manager, the second biggest is competition.

It goes without saying that it is the job of a Brand Manager to nurture and protect a brand and ensure its long-term survival, and I do firmly believe that most Brand Managers take their job pretty seriously. Some, I know, even guard their brand with their life. Having passed that way myself, I can fully appreciate that a Brand Manager's job is by no means easy and there is a considerable amount of commitment, devotion and energy needed to build a brand, usually under the most trying circumstances and against formidable competition. Yet, at times I am also inclined to believe that it is the Brand Manager, who is by and large responsible for the decline and eventual demise of a brand in the marketplace - when that happens.

My alarm bells start to ring when 1 hear a Brand Manager throw any one of these statements at me:

• "Am caught up in today"

• "We know better"

• "It if ain't broke why fix it?"

There are three major attributes that I have found in most outstanding business managers I have met or read about. Two of these are "must haves" for Brand Managers to be successful. These are:

(i) The ability TO define priorities in the clearest of terms &
(ii) The ability to manage time.

The third attribute, which does apply to Brand Managers, but not to the same extent as it does to business leaders, is "the ability to see the future". Most people refer to it as "Vision".

The reason why I get perturbed when a Brand Manager claims to be caught up in today is that today, by definition, takes one's mind off the essential “bigger picture”. One loses sight of the larger business objective that must be achieved. It is true that a Brand Manager's job description says he has to get involved with everyday issues pertaining to his brand and attending to the "nitty-gritty" or the minor details as well. But the challenge is in realizing that the "daily dribble" is merely a means of achieving a brand's objectives and not an end in itself. The trick is in getting done with the daily chores fast, in the absence of someone who those could be delegated to, and focusing one's own energy on the bigger objective.

Every once in a "short while" a Brand Manager must retreat into his inner sanctum and analyze the work he spends most time and energy on, in order to make sure, that it not only falls in line with but also contributes towards the overall goals and objectives of his brand. That way he can ensure optimal use of his capabilities and potential.

The “we know better” syndrome, the second on my hit list, is even more dangerous than being obsessed with daily routine. Unfortunately it is also quite prevalent. It is not only common amongst people working for companies that are traditional and inward looking, but is also found in the more progressive companies with a track record of success. One might be tempted to suggest that because the syndrome is also found among managers in companies that are successful there shouldn't be anything terribly wrong with it, An obvious rejoinder to such a simplistic statement would be that it does not take much time, especially these days, for even the most well established brands to see their market share turn to vapor when the heat is really on,

The “we know better” syndrome is born out of a feeling, often unfounded, that a company Or brand that has survived a reasonable amount of time - five, ten or fifteen years - and weathered a few storms on the way, is set to become immortal. Not so. In the days of yore when technology was not as advanced or as easily accessible as it is today, it was conceivable that brands that came from companies with a strong heritage, -A well funded R&D arm and dozens of patents to their credit, would invariably outpace competition and stay in control of the market, virtually forever. But as we see today, technology outpaces Technology, inventions sideline other inventions and what may seem to be in today, is out before the day is. In many product categories, what is new right now is unlikely to remain new tomorrow.

The reason why the more enlightened Brand Managers appear to be so obsessed with changing the way their brands look, feel or perform, even when they are “neither broke nor busted” is perhaps because they have taken Peter Drucker’s saying to heart: “The best way to predict the future is to create it”.

3.2 FOREIGN LITERATURE

Beyond Positioning: Connecting Brands with Life

By Sohrab Mistry
Marketing Review (January 2004 Edition)

Brands must represent a bold new idea based on some human truth. They are much more than attributes or benefits. The strongest brands are those that represent a point of view or a belief system.

The concept of positioning has been the cornerstone of Marketing for a long rime now and with good reason. As marketing people we have known it, experienced it and practiced it. But its time is now running out. The days of plenty were the days of USP where consumers had money to spend, competition was scarce and brands had their own USPs that the owners of these brands could nurture and cherish. In the highly competitive business environment that we live in today, it is becoming increasingly difficult for any brand to maintain its unique and inimitable identity and stand well apart from competition.

So, what really is "positioning”? Positioning in its classical sense is "the benefit that distinguishes my brand from competition in the consumers mind". It is true that historically, the effort by most individual brands to adopt an exclusive positioning for themselves, has worked fairly well. In advertising's golden age, brands made their mark by positioning themselves in a manner that led to the development of some outstanding campaigns and memorable taglines, For instance:

- Avis: We try harder: Hertz was the number one company in Car Rentals and Avis was # 2. Avis initially acknowledged the fact that it was number two, but turned it around and used a very successful tagline: We try harder.

- 7Up - The Uncola: 7Up went nowhere until they came up with "The Uncola" campaign. This proved to be a classic positioning for consumers who could not relate to the colorless drink.

- Light Beer: All that you wanted in a great beer. And less.

- Heinz: Beanz meanz Heinz:

The key task that a brand manager or a creative person in an ad agency had to accomplish in those days was to find an "unused" benefit or attribute and, in a manner of speaking, attach it to the brand. But that was not an easy situation to be in. Clients would expect for communication agencies such as ours to come up with a strategy and a USP. The fear of moving into the zone of irrelevance loomed large, and brands ran the risk of getting marginalized instead of making it to center stage.

What agencies starred to generate was positioning such as "the quiet air-conditioner" or "the aromatic tea" which some though were brilliant but actually meant nothing. Any brand of air- conditioner could claim that it would make the environment cool! and fresh. Any brand of tea could have aroma, so how was that unique?

As differentiating benefits became progressively less relevant to consumers and brand owners became confronted with, what I call the "pressure points of positioning";

companies and agencies were obliged to return to the drawing board in search of newer and more relevant positioning for their brands.

But positioning has its limitations. First of all, many brand managers assume that the average consumer is as obsessed about brands in general and his brand in particular. Nothing could be farther from the truth. In the triangle of brand manager, consumer and company it is the brand manager who by default is the most brand obsessed. The consumer often is the least.

It is also common knowledge, that unless a brand falls within a category that is totally new, competition becomes the logical point of reference for the brand manager when he or she is involved in the process of developing its strategy and positioning. As a consequence, the focus of the brand manager unwillingly shifts from trying to make the brand "different" to simply endeavoring to make it "different from" competition.

The urge to compete and win, at any cost, also clouds the brand manager's imagination, and he gets carried away into the illusory world of "claims, super-claims and blatant lies".

I firmly am of the opinion, that brands have a much greater role to play in our lives today, than most or us either realize or are willing to admit. Often, in apparent and sometimes subtle ways, our consumption behavior, with regard to goods and services, is either dictated or influenced by our individual perception of brands. These perceptions, over time, assume the shape and form of belief patterns that determine our preference for one brand over another.

It has never been more important than it is today, to look at positioning in a completely new light. I call this approach "3-Dimensional Positioning" to emphasize its holistic character. I submit that we need to adopt an approach or a game plan that rakes us away from the position, where the market or competition becomes our logical points of reference. We need to accept a platform that is totally new and yet quite relevant. What could fit the definition better than a four-letter word called LIFE!

Yes. Life as individuals and people live it has to be the focus of our attention,

Naturally, this calls for a complete change in orientation where a brand manager has to understand and get involved in the lives of his "target audience". Consumers, in this scenario, have to be seen as human beings with desires and emotions, and not merely numbers of heads that constitute homogenous structures in a heterogeneous, mega-marketplace. Consumers have to be recognized on the basis of their being diverse yet leading interdependent and intertwined lives.

Consumers expect brands to add value to their lives and to tell them that they are unique, they belong and that they are capable of flying. Mankind may not need an air bubble in its shoes but it does need a Nike for inspiration. The strategy therefore is for brand managers to look at consumers not as consumers but as people.
The statement about the role brands play in people's lives cannot be a figment of someone else's imagination. It has to be rooted in reality and naturally fit into the fabric of life, as people who are users or potential users of the brand know it.

One only needs to go back to basics to understand that a brand is much more than the physical product or service it represents. It is a rich, cohesive tapestry of images, associations, feelings and symbols, derived from and depicted by a single compelling idea. I believe that the best way to illustrate my point is by citing as examples some of the world's most successful advertising campaigns.

The brand Nike, as we all know, stands for high performance athletic shoes. Surely there are other good quality, high- performance athletic shoes in the market today that could technically match Nike shoes. But the idea that Nike symbolizes "an unbridled pursuit of passion" is a much stronger idea. The underlying premise fulfills man's innate desire to be limitless, boundless and infinite, it is easy to see from Nike's advertising that the brand is not about shoes but it is about the yearning for perfection. The success of Nike ad campaigns can be measured in terms of the indelible mark they leave on the minds of the target customer.

Another classic advertisement for Apple Mackintosh cost half-a-million-dollars to produce and another eight hundred thousand dollars to air just once on network TV, at the Super Bowl on January 24, 1984. Super Bowl is America's mega-sporting event. Apple had created, the very first "user-friendly" computer that was set to change forever people's perception of computers. The challenge was to communicate the core idea of "empowering people". With Apple's revolutionary computer, real power was being transferred into the hands of individuals. The 60 second "Mackintosh 1984" TVC directed by Ridley Scott, carried the spirit of Apple computer. As hundreds of androids assembled in a theatrical setting, chanted for what apparently was a depiction of an omnipotent central authority on the screen, a female athlete came powering down the aisle with a sledge hammer eventually hurtled it towards the screen that exploded in “a thousand pieces”.

The solitary ad had such a tremendous impact that it sold 75,000 units of the Apple Mackintosh in 1984, at a time when computers were new and even Apple did not expect to sell more than a few thousand units that year.

Now to the subcontinent...

In 1983, MTV people came to me and said they want to launch the channel in India and would bring in a genre of music that was hip, and heavily western- the way it runs in the United States. I told them they were making a big mistake. Our research showed that in their hostels and in their homes the Indian youth sang Hindi! They were more comfortable with Hindi music than Western music – matter of skin if you wish to call. But when they were together outside in a cafeteria with friends they would talk about the English music they listened to.

Having learnt, their lesson MTV returned with a unique format that took the best of Indian music and presented it in a very contemporary India style — something that the local youth could relate to and consider as their own version of "cool". The music was no longer American but the flavor was still MTV. MTV's success came as a result of two things: courage and insight.

The Indian society is organized around the caste system and the idea of ritual purity is an intrinsic part of the process of maintaining this hierarchy. Different groups have different levels of purity as they are different people. In the Indian tradition Gangajal, the water of the "Ganges" purifies the body, despite the fact that filth and contamination is poured into the "holy" river in massive quantities. The secret lies in the way the human body is perceived from a religious and mythological perspective vis-à-vis the scientific standpoint. The scientific approach sees the human body as a closed structure with clearly defined boundaries, whereas the majority of the Indian population dictated by its religious and cultural orientation sees it in an "open configuration".

In essence, the Indian psyche equates hygiene with personal purification, rather than simply killing germs. The idea of purification transcends across life and religious practice. It is symbolic, metaphorical and holistic. That is what makes it a far more compelling platform than the western idea of hygiene being to get rid of germs and dirt.

Dettol has been an extremely successful brand in India because it addresses the "need for purity". The advertising promises to return you to your original state of purity after having been tainted by the outside world. The Dettol bath is therefore the evening one - not the one taken in the morning.

Nescafe is another instance where the company Nestle, was obliged to understand consumers differently - as people. Nescafe in India was in a state of constant decline. Efforts to give the brand support in the marketplace seemed to be of little help. That is when a decision was made to look for a more pointed diagnosis that could identify people's motivations so that Nescafe could reposition coffee in a more effective manner.

The real problem that had eluded the company was that the issue was not whether people in the subcontinent would opt for drinking tea or coffee. It is a well-know fact that the overall market for coffee here has always been small, whereas the marker for tea is huge and continues to grow rapidly. Tea has been a part of people's daily life and popular culture and serving it to guests is an expression of "warm" hospitality, In contrast, coffee is marginalized as a hot beverage-

Research indicated that:

1. Coffee was seen as being rich, exciting and "extra-sensuous". It had a high symbolic value and an element of class a beverage one would offer to his "boss". In contrast, tea was just a "filler" and an ordinary "grease of life".

2- Coffee had a "high-society" air, whereas tea was what anybody would share with friends and colleagues when "breaking bread",

3- Coffee was part of the social mannerisms whereas tea was unpretentious and universal in nature.

4. Serving coffee made a person feel elevated and important whereas serving tea was standard fare a "life rhythm thermostat",

Armed with this knowledge the company set about liberating coffee from its marginal existence, creating for Nescafe a counterpoint, to tea and giving it a broader canvas and aligning it with a larger segment of the population - the burgeoning youth population.

There were compelling factors in support of this new thinking. Research showed that youth, per se, were generally not hooked to tea drinking. They were more open to new experiences and had a bias for activity and a more vibrant lifestyle. They preferred freedom in contrast to restrictions and restraints even in the broader context of life. Research further indicated that they increasingly had a sense of purpose, believed in a better tomorrow and naturally demonstrated the will and drives to succeed in life.

The strategic approach therefore called for leveraging the sentiments and emotions, of the youth to create a new platform, that could effectively counter the "tea culture" rather than be fixated on the "exotic and rich" aspect that had so far embellished the coffee drinker image. The creative expression that was adopted was: "The taste that gets you started".

Supporting the creative idea was the thought that coffee "kick-starts" your life, it serves as an "accelerator" and rekindles the youthful urge to experiment and do new things. The campaign instantly touched the "heartstrings" of the target consumers and the Nescafe ad consistently maintained its position as one of 5 most liked commercials- For the last two years running, sales have continued to grow.

There are numerous examples available from India on how a better insight into the local culture helps brands succeed. Here are a couple of examples:

Babul Toothpaste, a minor toothpaste competes with multinational brands such as Colgate and Crest. McCann research indicated that the subcontinent's view of toothpaste was not related to "cleaning your teeth". It was about "freshening your breach". It was about starting a new day, leaving behind everything from yesterday. As the campaign for the brand was based on that insight it achieved tremendous success in India.

Another one is that of an ice candy called Chloromint- There was nothing special about the brand. It was only a better understanding of the local culture that led to the development of a very successful campaign for

The cultural insight used was that "if you ask an absurd question, you should be prepared for an incredibly absurd answer". You should be prepared for the consequences. Based on that premise the campaign worked beautifully for the brand.

Alpen Libia is another such example- The product is basically a candy - an extremely tasty candy. The insight that McCann had was that "irresistibility is best expressed amongst the very old people". It is true that the culture in the subcontinent ensures that old people are respected and revered. Bur it also true that the real old people have a "second life" and given the opportunity they would start behaving like little children. That was the insight used successfully in case of Alpen Libia.

But a key insight that McCann had with respect to the social hierarchy of India, was the belief that people who had cracked heels came from a lower socio-economic background. This was effectively demonstrated in the creative that showed a woman in a shoe-store looking to buy a decent pair of shoes. Every time she asked for a quality pair of shoes, the salesman offered her a cheaper variety. Eventually, the woman got frustrated and insisted that she be given the pair she wanted. The salesman, who had noticed her cracked heels points out, that the pair she warned couldn't be within her budget. The solution: the woman goes out of the store, applies Vaseline to her heels and returns for her favorite pair of shoes.

The case of Pepsi & Coca-Cola in India indeed has much to offer in terms of lessons for the future.

Pepsi came into India two years before Coke. It was perhaps the only country where they had gone before Coke. In most countries Coke has traditionally been the leader but in India, Pepsi was the leader. Pepsi is generally considered a young and more happening brand and "my generation" beverage. Coke on the other hand is more heartland, the real thing.

When Coke started out in India they came in with an American advertising. When that did not work they returned with "American - Indian" advertising, which was from the perspective of an American looking at India from the outside. That did not work either. Then Coke came with an up-market Indian advertising that could only achieve limited success for the brand.

According to the Nielsen ORC MARC consumer tracker, archrival and number one brand Pepsi-Cola maintained a clear edge over Coke until the year 2002, leading it by as many as 5.8 points at 25.1%. Local competitor Thums Up preferred by 22.6% panel members trailed Pepsi-Cola but was well ahead of Coke.

That is when, in the summer of 2002, we made our strategic move at McCann-Erickson India. We convinced Atlanta, the headquarters of Coca-Cola, the need to understand Indian culture in a very specific way fur Coca-Cola and came up with an outstanding campaign based on real consumer insight that gave the brand leadership in the Indian market.

Our insight was based on the fact that as part of their hospitality ritual most people in India (and the subcontinent) offer their guests the choice of "Chai or Thanda". "Chai" is the name used for tea and

"Thanda" translates into something "cold", Our creative gurus at McCann concluded that there was an opportunity to give "Thanda" a new generic name and make it synonymous with Coke - hence the winning tagline; "Thanda matlab Coca-Cola".

The campaign used a popular film star Aamir Khan in the role of a simple shopkeeper. Between the line and the star the Coca- Cola campaign became the "talk of the industry" and, in fact, the entire subcontinent, thanks to cable & satellite TV.

Coca-Cola's key performance indicators in India soared. Tile brand literally turned the table on competition. Brand preference for instance, which stood at 19.3%, the lowest among the three top brands in January 2002, shot up to 22.5% in December of that year, leaving Thums Up behind at 22.3% and Pepsi trailing at 19.6%.

The Brand Equity study undertaken by AC Nielsen ORG MARG established the reason for the success of the "Thanda" campaign. The study concluded that more people (33.3%)

related to brand Coca-Cola after the campaign, describing it as a brand that was "for someone like me", than did before it (i.e. 29.3%). The bonding between Coca-Cola and the consumer also improved in qualitative terms as the brand transformed itself from being an "acquaintance" in 2002 to becoming a "good friend" in 2003.

The Nielsen tracker also revealed that the claimed consumption on previous month basis went up one and a half points to 28.1% in 2002, from 25.6% a year earlier.

Another source Agencyfaqs, that measures comparative advertising on the basis of consumer polls, came up with an even more dramatic conclusion. Whereas in November 2001, 89% of the voters had suggested that Pepsi advertising was better than Coca-Cola's, only fourteen months later, in January 2003, 93% voted in favor of Coca-Cola's new ad copy.

Coca-Cola's "Thanda" campaign print ad won the Golden Lion at Cannes the Grand Effie, the two most prestigious annual events in the world of advertising.

To conclude, it is increasingly important for brands to continuously develop and maintain a deep understanding of society and what drives it. I do not refer to superficial research of the what's hot, what's not variety. What is needed is to understand society from an anthropological perspective, to understand the source of its behavior. Finally, the brand must represent a bold new idea based on some human truth. Brand are much more than attributes or benefits. The strongest brands are those that represent a point of view or a belief system. We must define brands in those terms.
As my friend Santosh Desai, current President of McCann-Erickson India likes to say: " Nothing in traditional marketing science, certainly nothing in the marketing texts that marketers have grown up with, prepares them to handle brands (in the current market environment)".

How Very true!

3.3 Gaps to be bridged by the study:

The research report analyze past 3 years data present in magazines, news papers articles and experts columns, which shows that the branding scenario in Pakistan is now establishing and most of the marketers don't have these sorts of knowledge and they think that is might be a hectic and a expensive procedure if they want to create a brand equity and brand personality for their products. But this research would tell them the importance of the brand equity and brand personality in the today's competitive environment and also helpful in minimizing the confusion of their minds.

3.4 Areas for further studies:

The research report discusses the importance of the brand equity and brand personality. There must be further work has to be done in this regard because people involve is not complete aware of the importance of branding. Information in the present market scenario is at the customers end. So if the companies want to competitive they want to adopt this approach of branding. This thing has to be communicated fully.

CHAPTER 4

PRESENTATION ANALYSIS

4.1 Branding

Branding is more than just a business buzzword. It has become the crux of selling in the new economy. If the old marketing mantra was," Nothing happens until somebody sells something," the new philosophy could be" Nothing happens until somebody brands something."

In its simplest form, a brand is a noun. It is the name attached to a product or service. However, upon close inspection, a brand represents many more intangible aspects of a product or service: a collection of feelings and perceptions about quality, image, lifestyle and status. It creates in the mind of customers and prospects the perception that there is no product or service on the market that is quite like yours. In short, a brand offers the customer a guarantee and then delivers on it.

The company might infer, then, that if they build a powerful brand, they will in turn be able to create a powerful marketing program. However, if a company can't convince customers that their product is worthy of purchasing, no amount of advertising, fancy packaging or public relations will help them achieve their sales goals. Therefore, successful branding programs begin with superior products and services, backed by excellent customer service that permeates an entire organization.

Today, businesses are fighting out their marketing warfare not merely at the product attributes level or at the advertising campaigning level, but it is also happening at several other levels.

It is at the totality of the image that their brands create in the minds and hearts of their customers. Marketers are concentrating on building Brand Values, images, power and authority centered on customers - their self esteem, their dreams and aspirations - whether the fight is between Coke and Pepsi, Unilever and P&G, Samsung and Nokia.

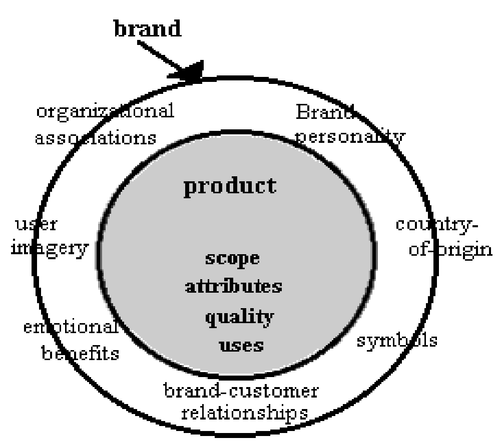
Branding is a marketing-based business strategy and philosophy that has the ultimate objective of building goodwill of a product, service or enterprise. When properly implemented, brand strategies provide clear and consistent differentiation in a given marketplace.

A brand is the sum of the expectations that a customer or stakeholder has when purchasing a product or dealing with an organization. A brand can be thought of as the "mental image" generated when exposed to a product or company name. What mental images or perceptions do the names *Lipton*, *Intel computer, Pepsi* generate? The images conjured by these well-established and strategically managed brands convey a variety of meanings, values and associations that are related to experiences with the brands themselves or with the marketing and communications associated with them.

A brand can also be viewed as the variables or factors that "surround" an organization's core product or service offering - or surround the organization itself (Figure).

Every product or service features certain tangible aspects or variables which may or may not be unique in any given marketplace or market "space". These variables can include the scope or breadth of services, the attributes of the product (size, price, packaging, etc.), the quality of the product/service and its potential uses. In Figure, these variables are seen as the "core" of a product, serving as the center of the "brand".

Figure



In effect, the brand (and brand strategy) surrounds the generic product or service with the variables or dimensions that make an organization unique and that ultimately create value for a customer or client.

As seen in Figure, those "surrounding" variables might include the personality of the product or company (e.g., progressive vs. conservative), the emotional benefits that stem from association (such as security or confidence), symbols associated with the product or brand (such as a logo, name, word mark, theme or taglines), even the country-of-origin (Swiss watches vs., Japanese watches). Based on this model, a product, service, or organization can be effectively differentiated through branding - even if the basic offering is not unique.

Brand strategy (also referred to as brand management) is the process by which an organization first defines and then manages the key brand related elements of its business. Strategies are prepared for the tangible elements of the business (the things customers pay for); and the intangible aspects such as the image, emotion and experience-based elements that make the product or company memorable and valued.

4.2 The Importance of Branding

One of the truths of modern business is that there is almost nothing that competitors can't duplicate in a matter of weeks or months. If a company has a great idea, they can be certain that somebody will copy it before long. And not only will they follow your lead, but they may also be able to do a better job or sell the product or service at a lower price. The question then becomes, "What competitive edge do the company has to offer that cannot be copied by anyone else?"

The answer is: branding.

Creating a strong brand identity will build mindshare, one of the strongest competitive advantages imaginable. As a result, customers will think of your business first when they think of your product category. For example, when you think of tissues, more likely than not, you think of the Rose Petals brand. And when you're looking for tape to wrap a present, Scotch tape is the brand that springs to mind. Likewise, when your child wants to eat a burger, he will often say he wants to go to McDonald's. The reason behind these strong brand-product associations is that these companies have built rock solid brand identities.

A brand is the one thing that you can own that nobody can take away from you. Everything else, one can steal. They can steal your trade secrets. Eventually, your patents will expire. Your physical plant wills wear out. Technology will change. But your brand can go on and live. It creates a lasting value above and beyond all the other elements of your business**.**

That value is often called brand equity, or the worth of the brand. Brand equity, unlike other abstract marketing notions, can be quantified. For instance, if Toyota Company wanted to sell their company, they would begin to value the firm by looking at the assets tied to the Toyota brand. They would then identify the cost of the factories, patents, trucks, machines and staff. They are worth a small fraction of what you can sell that brand for; the value of that brand is huge compared to those actual physical assets.

4.3 Brand Personality

Based on the premise that brands can have personalities in much the same way as humans, Brand Personality describes brands in terms of human characteristics. Brand personality is seen as a valuable factor in increasing brand engagement and brand attachment, in much the same way as people relate and bind to other people. Much of the work in the area of brand personality is based on translated theories of human personality and using similar measures of personality attributes and factors.

A first impression means a lot when a first-time customer walks into the place of business. The appearance and atmosphere of the store, the quality of products as well as the attitude of the staff can all make that crucial difference as to whether that customer will choose to do subsequent business with the company.

So how does the company make that first impression count? Looks and a whole lot of personality. Brand personality is an often overlooked, but crucially important component to develop when creating your brand image. When a customer is making a purchase, they are not only looking for a solid product, but also a solid connection with that product.

4.4 Why Adopt A Branding Approach?

Almost any organization that has customers or stakeholders can benefit from a brand based approach to marketing or communications.

The benefits and positive impacts of adopting a "branding approach" can include:

- ***Establishing brand equity:*** Brand equity is a set of assets that add value to a product, service or organization, beyond the generic service or product benefits. Brand equity is the goodwill related to a product or service - the goodwill that cannot be easily quantified or copied. Brand equity is important for customers as well as intermediaries or stakeholders who must interact with, or represent the "branded" product or organization. Strong brand equity also allows an organization to better "weather" downturns or instability.
- ***Making an intangible product or service more tangible - and easier to differentiate and communicate***
- ***Increased long-term sustainability:*** With a strong brand, an organization's identity is more firmly established in the minds of influencers and stakeholders. A strong brand is better able to resist competitive or market forces that may otherwise undermine or weaken an organization's mandate. Any product or service can ultimately be copied - a brand cannot.
- ***Improved ability to communicate and internalize corporate vision and mission:*** A well-conceived and communicated corporate brand provides a clear, easy-to-understand set of principles that help guide management decisions and operations.
- ***Greater leverage of marketing resources:*** Since branding strategies are not restricted to advertising or promotion, a strong brand can ultimately spend less on marketing efforts and make available budgets go further.
- ***Increased consistency of communications, both internally and externally:*** This consistency comes from the discipline imposed by the branding process.

- ***A platform for future service or product developments - due to the equity established and the positive association between the established brand and new initiatives.***

4.5 What Goes Into a Brand?

If the company's product or service is new or unique, the task of branding is made easier. Since there are no pre-existing biases toward the product or service, it will be easy to manipulate customer attitudes.

More often, the company's product or service will have been in existence for a while and have direct competition. And if it doesn't, it probably soon will. Therefore, products that may be roughly equivalent in terms of their features need to have a brand identity that will impact consumer choice.

Brand identity is comprised of:

- **Pricing** - a component of value; higher prices may signify to consumers higher quality, and lower prices may suggest decreased value.
- **Distribution** - availability; limited distribution of a product or service may imply exclusivity to discerning consumers.
- **Quality** - which impacts satisfaction; obviously, higher quality will translate to more satisfied customers who come back again and again to purchase your offerings.
- **Presence** - prominence in the paid and unpaid media; products or services with a high-profile market presence will lead to brand recognition and increased sales.
- **Awareness** - top-of-mind awareness, residual awareness and recognition, which are directly related to presence; the higher your offering's awareness, the better your sales results will be.
- **Reputation** - enduring public opinion of brand character, which is built over time and difficult to change once established.

- **Image** - perceptions of brand traits or prototypical buyers; often represented by qualities the consumer relates to. Like reputation, image is difficult to change once established.
- **Benefits** - consumers may equate certain positive and negative consequences with use of your product or service; these may be warranted or unwarranted.
- **Positioning salience** - differentiation from the competition, this is established by a combination of all elements of the brand.
- **Preference** - a predisposition to buy displayed by consumers who are establishing brand loyalty.
- **Share of market** - increased market share is a direct result of a successful branding campaign.
- **Customer commitment** - loyalty is built through long-term branding and close consumer contact.

4.6 When Should Branding Be Done?

Because of the competitive nature of business today, nearly all industries can benefit from a branded product. All of the traditionally brand-conscious industries, including fashion, restaurants and consumer goods, are being forced to continue to brand heavily perhaps even more strategically than they ever have in the past. Financial services, which were one of the last frontiers, are even beginning to see the importance of branding by tagging banking packages and even mutual funds with catchy names. Even industrial markets, where cost is usually more of a loyalty building factor, has seen brand names creep in.

Other industries in which branding is a must include:

- Fast food
- High-tech
- Beverages
- Packaged Goods
- Petroleum

- Entertainment
- Retail
- Auto
- Pharmaceutical
- Apparel
- Sports Utility

4.7 Branding and Marketing Strategies

Branding is almost synonymous with marketing.

Marketing is the process by which companies satisfy customer wants and needs. This forms the basis of repeat business. A popular definition of marketing is the "Four P's": product, price, promotion and place (distribution). Decisions in these areas cannot be made without a clear idea of the benefits sought by customers and those offered by the product. Branding is a device that *telegraphically* communicates those benefits to the customer.

Customer perception does not always occur at the conscious level. If you ask a customer why he or she bought a product, they usually give a rational answer. But, feelings about products are not easily articulated. They are emotional, and based on a relationship. Marketing research is a device we use to probe into the subconscious to uncover what is driving buying decisions.

To have the strength to deliver superior perceived quality, a brand has to address many elements of consumer perception and demand. Since quality is a customer perception rather than a tangible characteristic, we present the following criteria for successful branding.

1. ***The product must deliver functional benefits to meet the market need at least as well as the competition.*** Brands are not developed solely through advertising or packaging. A product cannot survive without performance.

2. ***Brands offer intangible benefits beyond the product.*** To establish loyalty, brands must offer certain intangible benefits, supported by *drivers*. Levi jeans offer brand drivers of toughness, informality, and American-ness, whereas Gucci jeans offer style and a cosmopolitan image. These drivers are the basis of branding. Personality is a benefit, and premium pricing over the years demonstrates that fact.

3. ***The combined drivers of a brand must be harmonious and present a unified personality.*** Brand perception isn't based upon scientific research; customers make quick, belief-based decisions. If the offer is too complex, or has changed from last year, it may not be considered at all, since customers won't take the time to determine what is being presented. The brand must be different from competitive products. A marketer must continuously support the brand personality to make it clear and consistent over time.

4. ***The brand drivers must represent values desired by the consumer.*** No brand personality, however clear and consistent, is of any use unless it meets customer wants. All purchases are made on the basis of value. Value is not measurable in absolute terms, but on customer perception. If the brand can offer something that is valued and that customers believe other products don't offer as well, there exists the basis of a long-term preference.

4.8 Brand Positioning

Positioning is the art of creating a brand that can persuade and realistically demonstrate its relevance to a customer's daily life to become his or her regular choice.

Positioning is not created by the marketer or the individual brand itself, but by how others perceive it. In fact, that the brand is not created by the marketer at all, but rather by the customer. Marketers don’t create the positioning; rather, they create the strategic and tactical suggestions to encourage the customer to accept a particular positioning in his or her mind. For instance, bread and milk are not branded items, and despite companies' push to try and brand the two products, no company has found much success building brand equity. When customers want either one of those staple items, they usually choose what is on sale or what is available on their local grocer's shelves. Perfumes and colas, on the other hand, are heavily branded product categories: Consumers have formed a relationship with and will search out their preferred brands.

To position the offering properly, the company need to identify the key attributes or benefits that represent the value of their product or service. That will, in turn, create trust in their brand. As they begin to understand the relationship that their customers have with their brand, they will be able to more efficiently meet their needs, wants and desires through their brand. Positioning is everything, "Positioning studies identify the audience according to their needs, expectations and wants. Those drivers then come into developing products and services that best fit those audiences' needs and wants."

Once the company determines the way in which they can reach their market, the next thing to look at is how they are going to lure their customer to try their brand. That method is called the "positioning prompt" of the brand.

A brand can evoke several different types of prompts. Be aware, however, that positioning prompts are not verifiable scientific hypotheses, and there is a great deal of interpretation and high degree of risk that is involved in choosing one positioning over the other. That's why it makes sense to look at alternative positioning types before deciding on which one you will attach to your brand.

1. ***Quality positioning*** - Perception of quality is probably one of the most important elements for a brand to have and can be combined with any of the other prompts below.

"If you look at the most profitable companies in the country, they have a very high perception of quality, and it may be different than measured quality,”

2. ***Value positioning*** - Although at one time, items that were considered to be a good "value" meant that they were inexpensive, that stigma has fallen by the wayside. Today, brands that are considered a value are rising in popularity amongst consumers. In fact,

packaged good brands, especially cereals, experienced a backlash when their prices rose too quickly.

3. ***Feature-driven prompts*** - More marketers rely on product/service features to differentiate their brands than any other method. The advantage is that the message is clear, and the positioning will be credible if you stick to the facts about the product. Unfortunately, feature-orientated stances are often rendered useless if the competition comes out with a faster or more advanced model.

4.9 Building Brand Personality

Brands that carry with them a true persona, and the beliefs and experiences similar to a personality make a brand rise to a new level. After all, it's hard not to like someone with a good personality. In matters of branding, a personality helps to humanize an otherwise inanimate object or service so that a prospect’s defenses are lowered. An attractive brand personality can pre-sell the prospect before the purchase, reinforce the purchase decision, and help forge an emotional link that binds the buyer to the brand for years to come. In such cases, "you are more willing to overlook flaws and search for strengths,"

Small-company brands usually take on the personality of the entrepreneur who owns them. It's hard for an entrepreneur to create a brand that is a 180-degree turn against what the founder is like. Therefore, if the founder is a high adventure sports enthusiast, the brand will probably not be the favorite of a conservative investment banker. "A brand is everything that your customers know about you,”. Every contact they have with you helps to build that brand, good or bad. An entrepreneur or founder, to a large extent, is the brand because the personality and the interest of the founder is going to have a lot to do with the way that the company is perceived by others."

A brand's personality can offer the single most important reason why one brand will be chosen over another, particularly when there are few product or service features that are different between competing brands. The personality gives the consumer something to relate to that can be more vivid than the perceived positioning of the brand.

The personality, in some ways, is much more real than the other aspects of the brand because it is the outstretched hand that touches the customer as an individual.

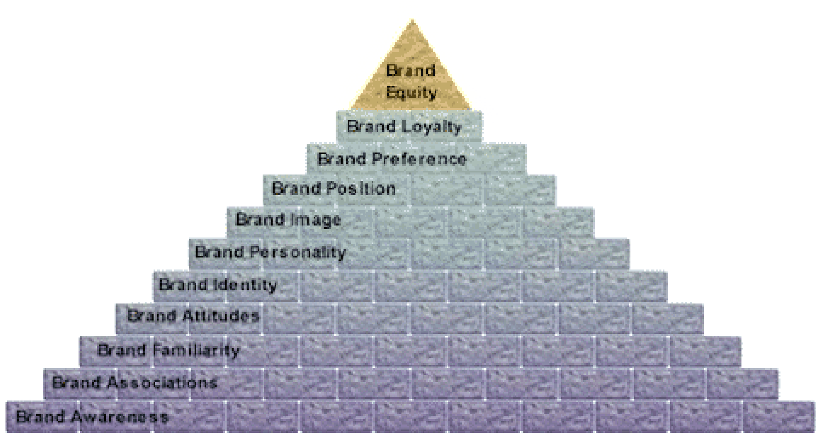
4.10 Brand Equity and Image assessment

The most important assets of any business are *intangible including* its base of loyal customers, brands, symbols & slogans and the brand's underlying image, personality, identity, attitudes, familiarity, associations and name awareness. These assets along with patents, trademarks, and channel relationships comprise **brand equity**, and are a primary source of competitive advantage and future earnings.

The brand is a distinguishing name and/or symbol (logo, trademark, or package design) intended to identify the origin of the goods or services and to differentiate those goods or services from those of competitors. A brand signals to the customer the source of the product and protects both the customer and producer from competitors who would attempt to provide products that appear to be identical.

By developing strong & consistent images, well-regarded brands generate hidden assets or brand equity that gives them distinct advantages. Brand equity is a form of wealth that is closely related to what accountants call "goodwill."

A brand is a promise made to its customers and shareholders. Promises that are kept yield loyal customers and produce steady streams of profits. Brand equity is initially built by laying a foundation of brand awareness eventually forming positive brand images and is ultimately maximized by high levels of brand loyalty:



At least five general approaches to assessing the value of brand equity have been proposed:

- Price premium that the name can support
- Impact of the name on customer preferences
- Replacement value of the brand
- Stock market valuation (stock value less tangible assets)
- Earning power of the brand

Brand equity has been also defined as:

- The component of overall preference not explained by objectively measured attributes.
- The set of consumer associations & behaviors that permits the brand to earn greater volume or margins than it could without the brand name.

Brand image is everything. It is the sum of all tangible & intangible traits the ideas, beliefs, values, prejudices, interests, feature & ancestry that make it unique. A brand image visually & collectively represents all internal & external characteristics the name, symbol, packaging, literature, signs, vehicles & culture. It's anything & everything that influences how brand or a company is perceived by its target constituencies or even a single customer.

Brand image may be the best, single marketable investment a company can make. Creating or revitalizing a positive brand image is a basic component of every business and lays a foundation on which companies can build their future.

4.11 Isn't Branding Expensive?

Another popular misconception is that brand building is synonymous with large budgets and major marketing efforts.

While a successful branding effort certainly does require "communicating" the brand to customers, prospects and stakeholders, it does not necessitate significant advertising or marketing investment.

Branding budget requirements are primarily related to the development of strategy and implementation within the organization. Specifically, most brand strategies involve some level of customer and staff interviews, development of planning documents, and internal brand orientation, training and communications.

Organizations can integrate brand strategies with on-going service delivery and customer communications such as sales collateral materials, web sites and publications/newsletters. In many cases, adopting a branding philosophy simply requires adjusting creative materials to reflect the brand proposition and to ensure consistency of messaging. It's not how much is spent, but the consistency of effort over time.

There is no formula for determining a promotion budget. It should be managed as a process, drawing on industry experience and using quantitative methods as checks and balances.

The evaluation of promotional activity is best divided into three categories:

- A straightforward check on how the budget was invested in terms of media planning: Who saw the promotion and how many times?
- Behavioral changes, especially where the promotion elicits a change in buying response. Behavioral responses though, do not necessarily indicate a shift in the image or attitudinal aspects of brand-building.
- Long-term measurement of image and attitude attributes.

4.12 So How Do Companies Do It?

Most successful branding efforts start with the development of a sound strategy and plan that takes into account the organization's mandate, employee input, and customer perceptions.

The branding process usually features an action plan that includes internal and external research, the development of potential branding models/platforms, validation of proposed direction with customers and employees, and finally a 1 to 2 year implementation plan for "communicating" and supporting the brand both externally and internally.

In addition, like any business strategy, the impact of the brand strategy needs to be monitored and adjusted as required.

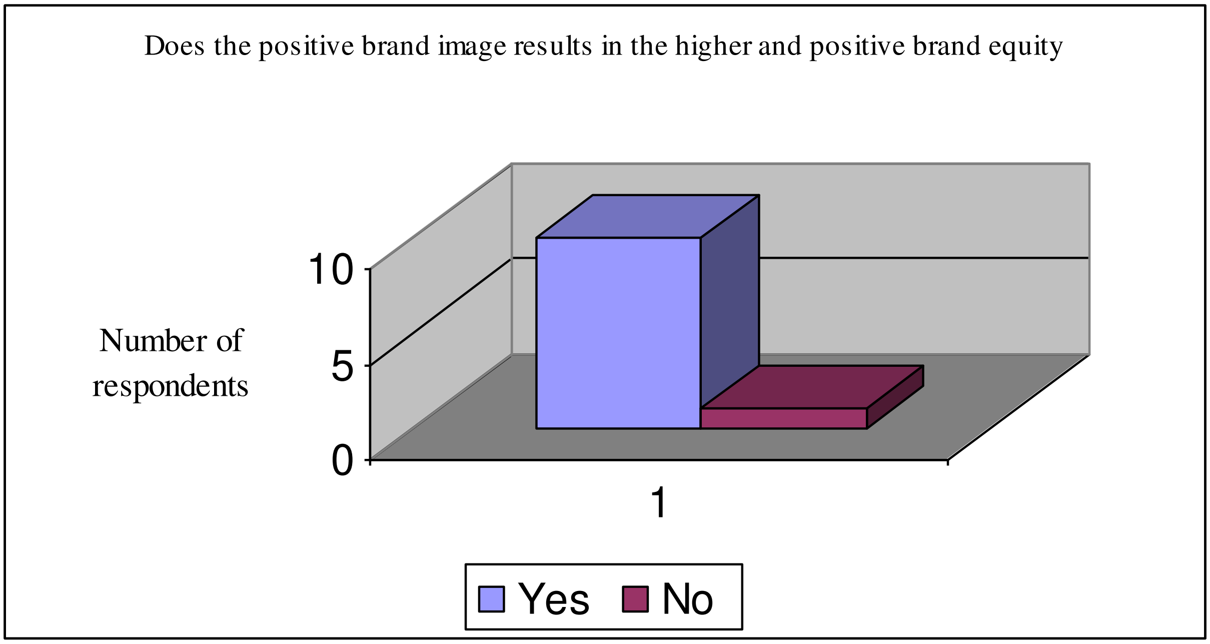
Successful brands eventually have the opportunity to take on brand leadership positions. This is often expressed in advertising as a product superiority driver; and it works—consumers often prefer the market leader because they assume it is *better*.

Strong brand positions can be built on anything enduring, including images or simply *the biggest selling*. The message must be presented consistently in all marketing initiatives.

There are two central elements to brand personalities: the type of benefits offered by the brand and the type of consumer who will value them. The 1990s are the decade of niche marketing. As markets fragment, brands must be targeted at smaller groups. The concept of the market life cycle encourages the belief that more segments will emerge in maturity. The scope of the target for a brand is therefore becoming more important then ever.

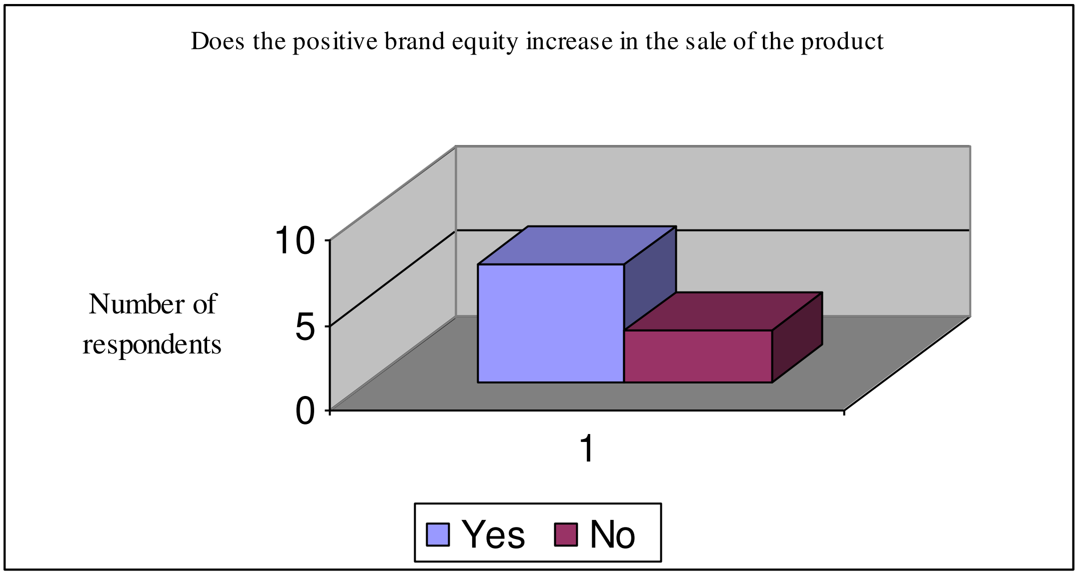
4.13 Analysis of the Questioned asked to the Brand Manager's

1. Does the positive brand image results in the higher and positive brand equity?



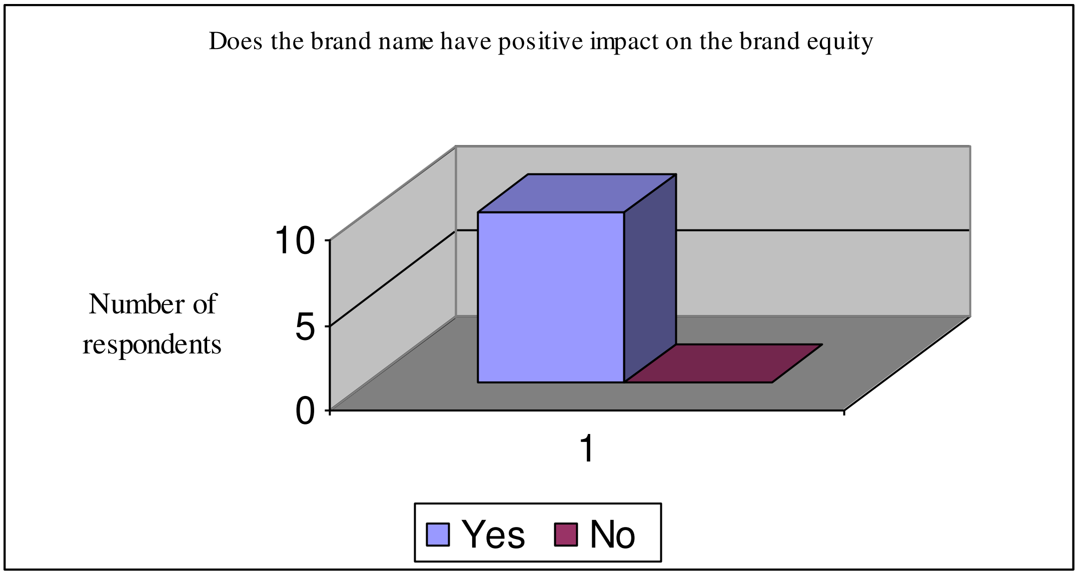
Most of the respondent responds that the positive brand image results in positive and higher brand equity because most customers have formed an image in the minds of what they are, what they do, and how they do it. So, if the image is positive will going to help the organization.

2. Does the positive brand equity increase in the sale of the product?



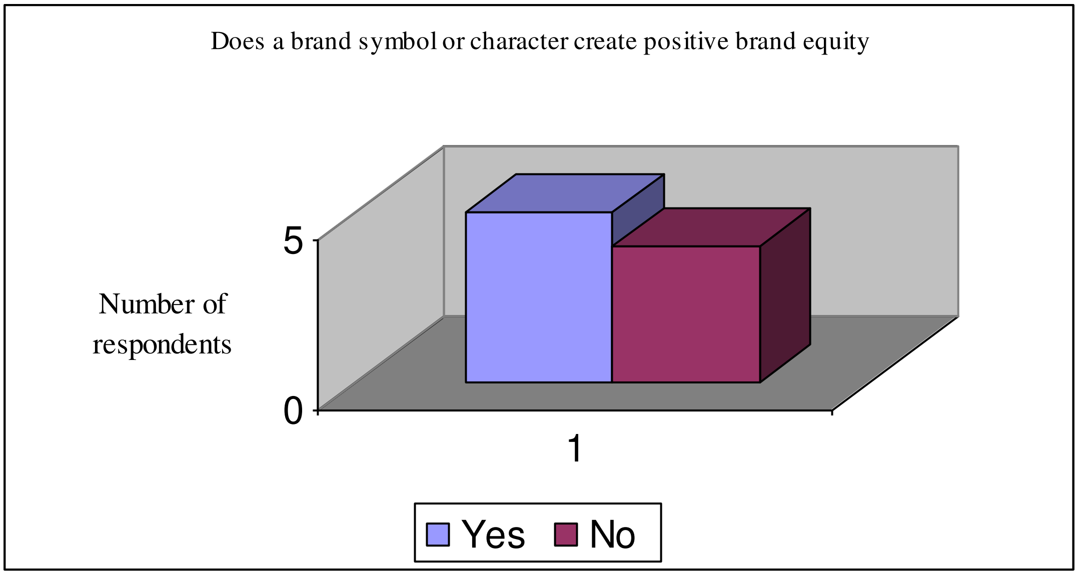
In this case some respondents thinks that just brand equity will not going to increase the sale of the product, but sale will going to be increase with the strong sale strategy and strong sales team. But majority thinks that brand equity is effecting the customer decision to some extent.

3. Does the brand name have positive impact on the brand equity?



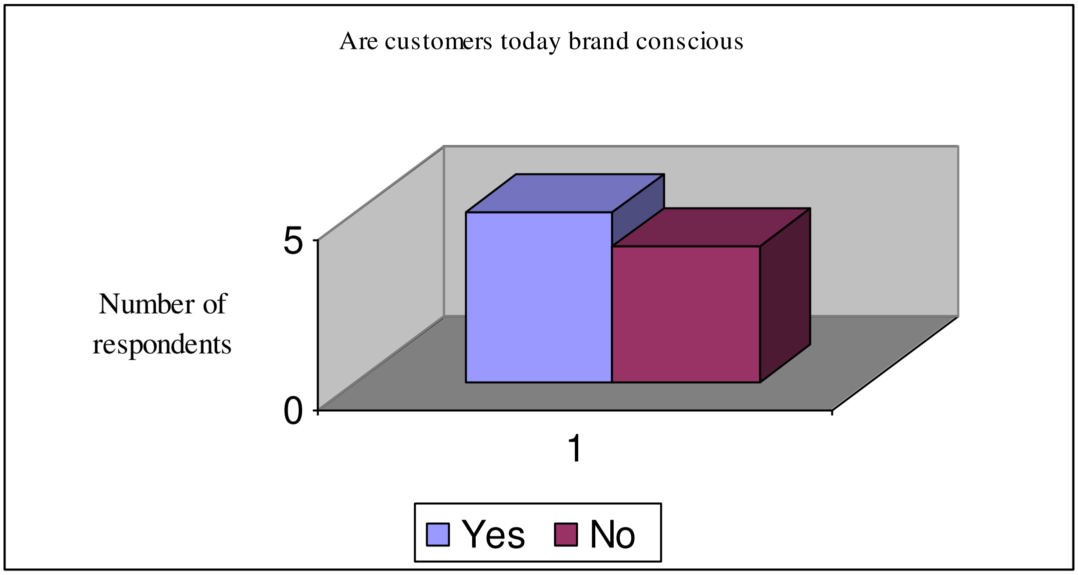
All the brand managers agrees that the brand name have positive impact on the brand equity most of the brand image gave the example of Lipton, Jazz etc. but they also agree that in Pakistan the brand managers and marketers focus on organizational branding rather than product branding like CyberNet, nokia etc.

4. Does a brand symbol or character create positive brand equity?



All brand managers not agree that the brand symbols and characters create positive brand equity because most of the market consists of those customers who don't have much information about this and they differentiate amongst brand and products according to price not according to symbols and characters.

5. Are customer today brand conscious?



In this question again brand managers opinion conflicts that the market in Pakistan consist of masses who just start to know about branding and start reacting to this so most of the customers are not brand conscious but they will going to be in future. But still they think educated customers are brand conscious.

CHAPTER 5

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATION

5.1 RESEARCH FINDINGS

After analyzing all the data I came to know that, in its simplest form, a brand is a noun. It is the name attached to a product or service. However, upon close inspection, a brand represents many more intangible aspects of a product or service: a collection of feelings and perceptions about quality, image, lifestyle and status. It creates in the mind of customers and prospects the perception that there is no product or service on the market that is quite like yours. In short, a brand offers the customer a guarantee and then delivers on it.

Based on the premise that brands can have personalities in much the same way as humans, Brand Personality describes brands in terms of human characteristics. Brand personality is seen as a valuable factor in increasing brand engagement and brand attachment, in much the same way as people relate and bind to other people. Much of the work in the area of brand personality is based on translated theories of human personality and using similar measures of personality attributes and factors.

A first impression means a lot when a first-time customer walks into the place of business. The appearance and atmosphere of the store, the quality of products as well as the attitude of the staff can all make that crucial difference as to whether that customer will choose to do subsequent business with the company.

The overall description of brand equity incorporates the ability to provide added value to your company's products and services. This added value can be used to your company's advantage to charge price premiums, lower marketing costs and offer greater opportunities for customer purchase. A badly mismanaged brand can actually have negative brand equity, meaning that potential customers have such low perceptions of the brand that they prescribe less value to the product than they would if they objectively assessed all its attributes/features.

Positioning is the art of creating a brand that can persuade and realistically demonstrate its relevance to a customer's daily life to become his or her regular choice. Positioning is not created by the marketer or the individual brand itself, but by how others perceive it. In fact, that the brand is not created by the marketer at all, but rather by the customer. Marketers don’t create the positioning; rather, they create the strategic and tactical suggestions to encourage the customer to accept a particular positioning in his or her mind.

5.2 CONCLUSION

The most important assets of any business are *intangible* including its base of loyal customers, brands, symbols & slogans and the brand’s underlying image, personality, identity, attitudes, familiarity, associations and name awareness. These assets along with patents, trademarks, and channel relationships comprise **brand equity**, and are a primary source of competitive advantage and future earnings.

How does a company Use Brand Equity to their Advantage?

Brand equity can provide strategic advantages to your company in many ways:

- Allow you to charge a price premium compared to competitors with less brand equity.
- Strong brand names simplify the decision process for low-cost and nonessential products.
- Brand name can give comfort to buyers unsure of their decision by reducing their perceived risk.
- Maintain higher awareness of your products.
- Use as leverage when introducing new products.
- Often interpreted as an indicator of quality.
- High brand equity makes sure your products are included in most consumers consideration set.
- Your brand can be linked to a quality image that buyers want to be associated with.

- Offer a strong defense against new products and new competitors.
- Can lead to higher rates of product trial and repeat purchasing due to buyers' awareness of your brand, approval of its image/reputation and trust in its quality.

5.3 RECOMMENDATIONS

- ***To build a strong business, build a strong brand:*** If the company have customer, they have a brand. Their best customers have formed an image in the minds of what they are, what they do, and how they do it. Everything they have ever done and everything their people ever did helped to create the brand in your customer's mind. Everything they do in the future will influence how their brand is perceived.
- ***Know your brand and make its power work for you:*** 99% companies value only the functionality of the brand. They know how it works, how it meets customer needs, and how it performs. They should. After all, they invented it. Functional objectives are established to outperform competitors, deliver superior value, and provide greater tangible rewards for the customer.
- ***Create a compelling brand presence wherever the brand is seen:*** brand presence is the impact a brand creates whenever it is seen, touched or experienced. Brand presence is literally about how the brand appears. How it looks, how it stands apart, how it commands attention, how it is perceived on the shelf, in the store, in the marketplace, on the web, in the media, and in printed literature. Managing brand presence means creating an exceptional presence in all those places where the brand comes in contact with customers, prospects, users or influencers. Some brands have powerful presence almost everywhere (Lipton and Coca-Cola). Some are limited to a place of business (Shell and McDonald's). Most brands have to work really hard to create it.
- ***Get closer to the customer than you have ever been before and strength relationship at all levels:*** Great relationships mean great brands. Without great customer relationships, great brands do not exist. The key to relationship is; understanding the customer's view of the brand and discovering what people tell

you about themselves. Once people (customer) are understood, the brand is understood.

- ***Companies must create strategies keeping in mind the need of the customer:*** it is observer during the research that most of the companies have their own strategies not looking the customer preference. Most of the companies follow the market trend which some times bring there downfall. There must be continuous customer feedback and strategies must be developing by the help of that feedback.

Continuous research of the market: If the company has this practice to have the complete information time to time. So that's make the work really easy for the strategic planner to make the strategy according to the preference of the customer and also able to know the changing trends of the market.