

and Management & Consumer Behavior – Session 6

Learning Objectives:

After completion of this session, the learner will be able to know:

- What is CBBE?
- How to make strong brands by use of CBBE?



Customer Based Brand Equity (CBBE)



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Topics to be Covered:

- Customer Based Brand Equity (CBBE)

What is a customer based brand equity (CBBE)?

The CBBE concept provides a unique point of view on what brand equity is and how it should best be built, measured, and managed.

- The CBBE concept approaches brand equity from the perspective of the consumer—whether the consumer is an individual or an organization or an existing or prospective customer.

- Understanding the needs and wants of consumers and organizations and devising products and programs to satisfy them are at the heart of successful marketing.



Basic Premises of CBBE Concept



1 In particular, marketers face two fundamentally important questions:

- What do different brands mean to consumers? and
- How does the brand knowledge of consumers affect their response to marketing activity?

The basic premise of the CBBE concept is that the power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time. In other words, the power of a brand lies in what resides in the minds and hearts of customers.

2 The challenge for marketers in building a strong brand is ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs so that the desired thoughts, feelings, images, beliefs, perceptions, opinions, and experiences become linked to the brand.



Three Key Ingredients of CBBE

Let's look at the three key ingredients of CBBE:

- (1) "differential effect,"
- (2) "brand knowledge," and
- (3) "consumer response to marketing."

Differential Effect

- First, brand equity arises from differences in consumer response. If no differences occur, then the brand-name product can essentially be classified as a commodity or a generic version of the product.
- Competition, most likely, would then just be based on price.

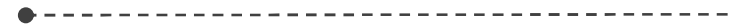
Brand Knowledge

- Second, these differences in response are a result of consumers' knowledge about the brand, that is, what they have learned, felt, seen, and heard about the brand as a result of their experiences over time.
- Thus, although strongly influenced by the marketing activity of the firm, brand equity ultimately depends on what resides in the minds and hearts of consumers.

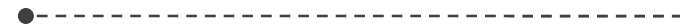
Consumer Response to Marketing

- Third, customers' differential responses, which make up brand equity, are reflected in perceptions, preferences, and behavior related to all aspects of brand marketing,

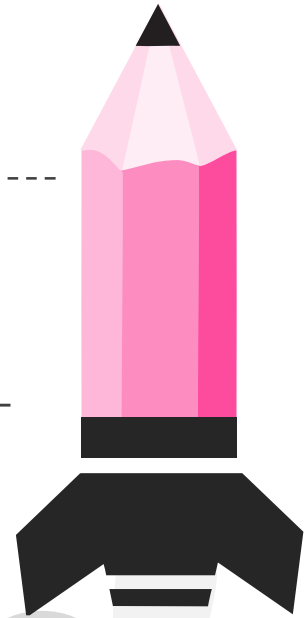
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Level – 1 : Brand Identity or Who you are?

Level – 2 : Brand Meaning or What are you?

Level – 3 : Brand Response or What are the feelings for the brand?

Level – 4 : Brand Resonance or A strong relationship



CBBE PYRAMID



Keller's Brand Equity Model

Steps of CBBE

Brand Identity

The basement of your brand house is about defining and establishing brand identification so that the customers know who you are.

Brand Meaning

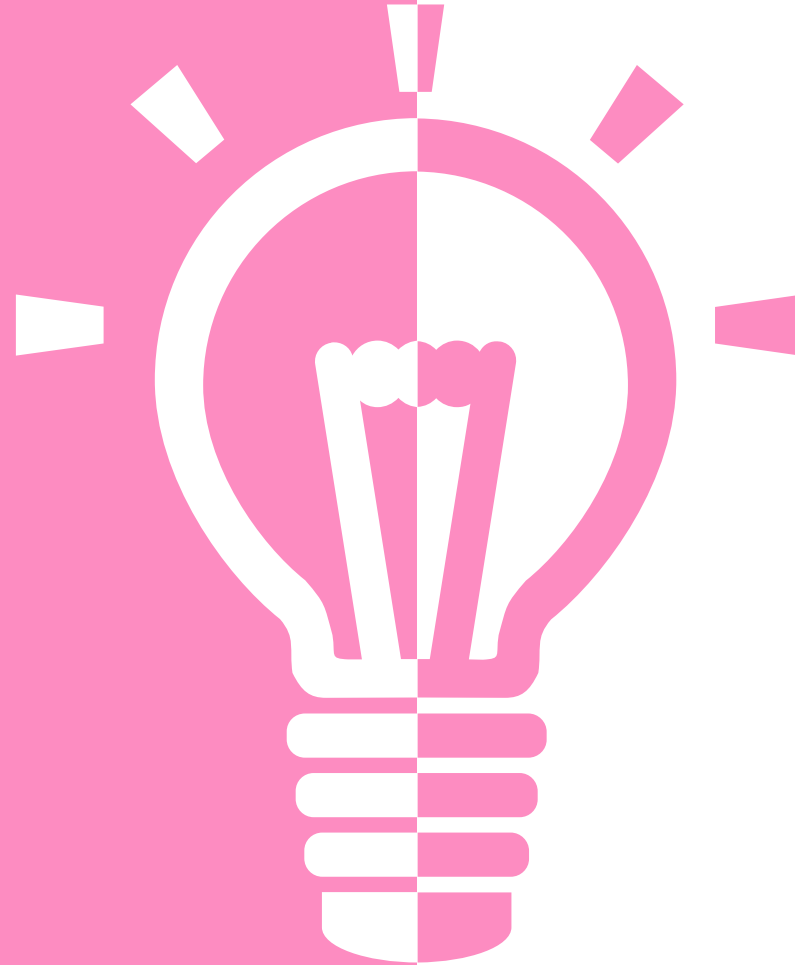
The ground floor of your brand house helps to define the meaning to your brand on what you are all about through your associations.

Brand Responses

The first floor of your brand house is about eliciting clear and accessible brand responses from your customers both in terms of rational judgment and emotions, so they know the totality of what is about you that makes you special.

Brand Resonance

The roof of your house we want to establish, grow and maintain intense and active brand relationships by making your brand resonate with your customers.



Brand House



Summary of CBBE Process



Reliance
Industries Limited



Step 1

Brand identification
Identify the customers to
whom you are through
breadth and depth of brand
awareness.



Step 2

Provide brand meaning on what you are all
about, through both tangible/performing
and intangible/imagery associations, that
are both strong, favorable and preferably
also unique.



Step 3

Elicit positive and accessible brand
responses from your customers
both in terms of rational judgments
and personal emotions so they
know what it is about you that
makes you special.



Step 4

Establish, grow and
maintain intense and
active brand
relationships by making
your brand resonate
with your customers.

Thank You



My Curiosity is all Yours