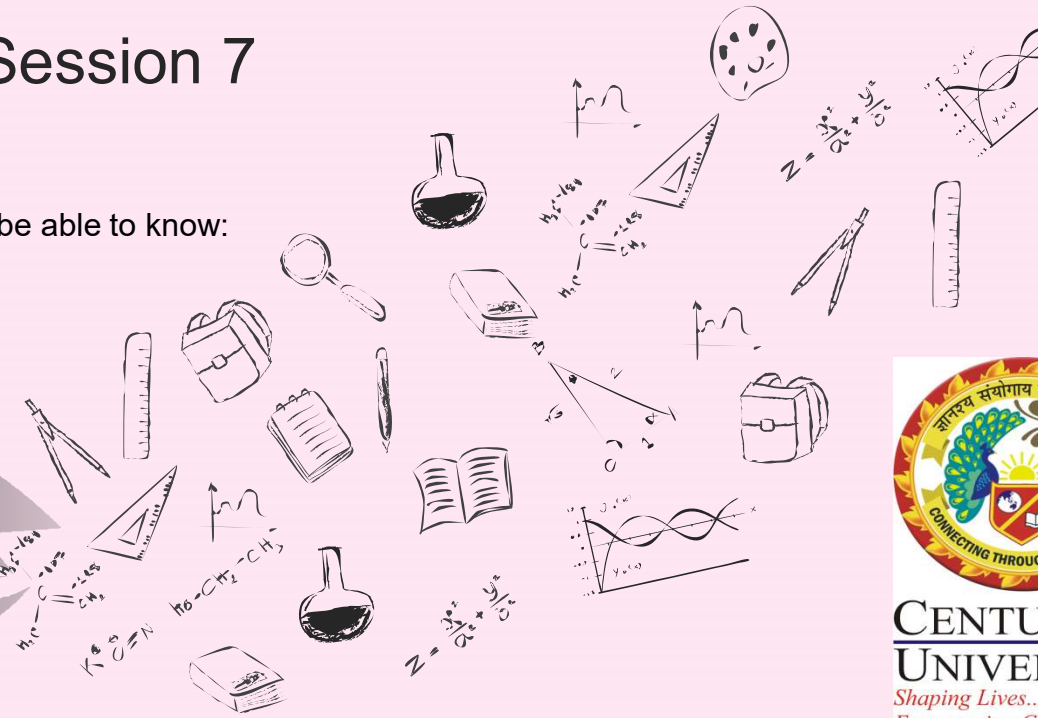


Brand Management & Consumer Behavior – Session 7

Learning Objectives:

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

- What is brand resonance?
- What is brand value chain?



Brand Resonance & Brand Value Chain

Topics to be Covered:

- Brand Resonance
- Brand Value Chain



Dr. Sisir Ranjan
School of Marketing

What is brand resonance?

The Brand Resonance refers to the relationship that a consumer has with the product and how well he can relate to it.

The brand resonance begins with:

- Brand Identification:** The first and foremost step, is to ensure the brand identification with the customers, i.e. creates awareness about the product and establish an association in the minds of customers with respect to its usage and the segment for which it exists.
- Brand Establishment:** To create a full meaning of the product in the minds of customers, so that they start remembering it.
- Eliciting Response:** Once the association is built with the customers, the next step is to elicit the responses, i.e. what customers feel about the brand?
- Relationship:** The next and final step is to convert the responses into building the customer's strong relationship with the brand.



ethnix

Raymond

raymond
Home



PARK AVENUE



Raymond

ColorPlus

Brand Resonance of Mercedes

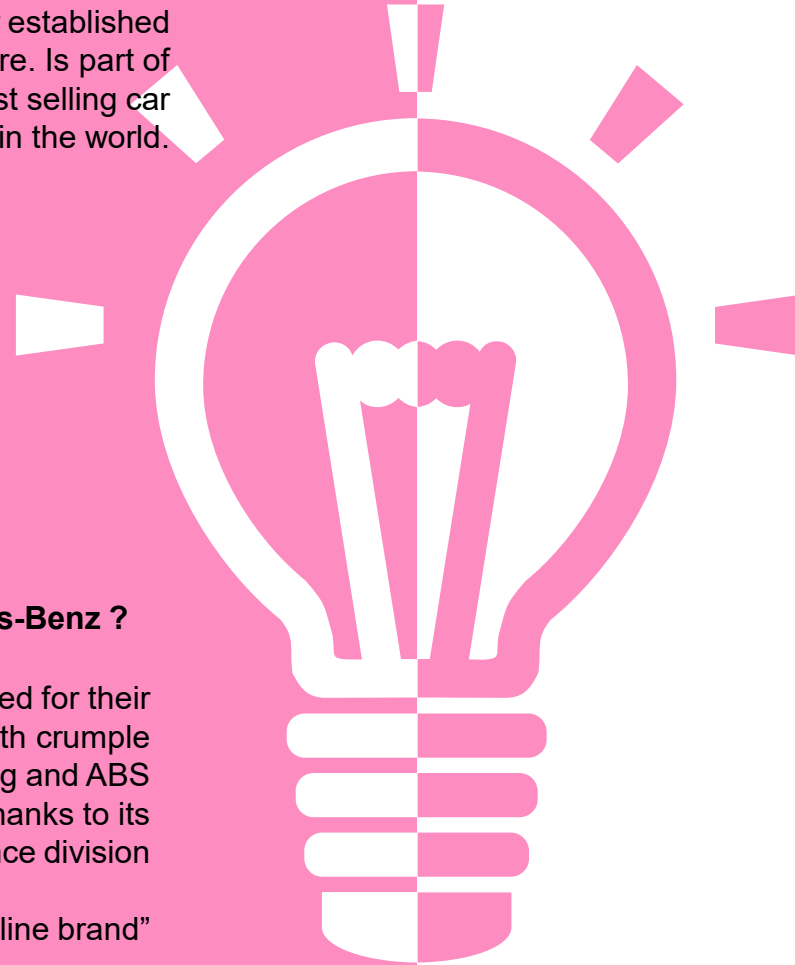
1. Salience: who are you, Mercedes-Benz ?

Mercedes-Benz is a premium luxury car manufacturer established in 1902. Its three-pointed star is recognizable anywhere. Is part of “German Big 3” along with Audi and BMW, the best selling car manufacturers in the world.

Performance/Imagery : what are you, Mercedes-Benz ?

Performance: Mercedes-Benz cars are renowned for their safety. Indeed, the German automaker innovated with crumple zone and was one of the first to introduce the airbag and ABS systems. Able to create the most powerful engines thanks to its high performance division

Imagery: Mercedes-Benz is known as a “masculine brand”



3. Judgments/Feelings: what do the customers think or feel about Mercedes-Benz ?

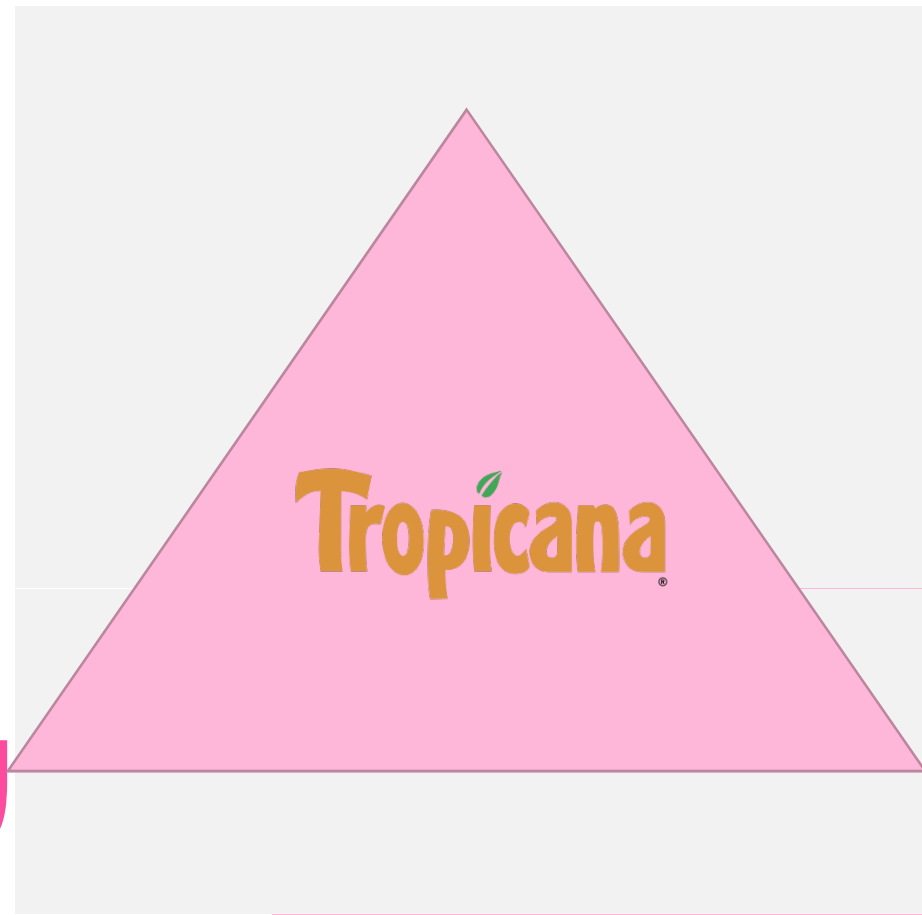
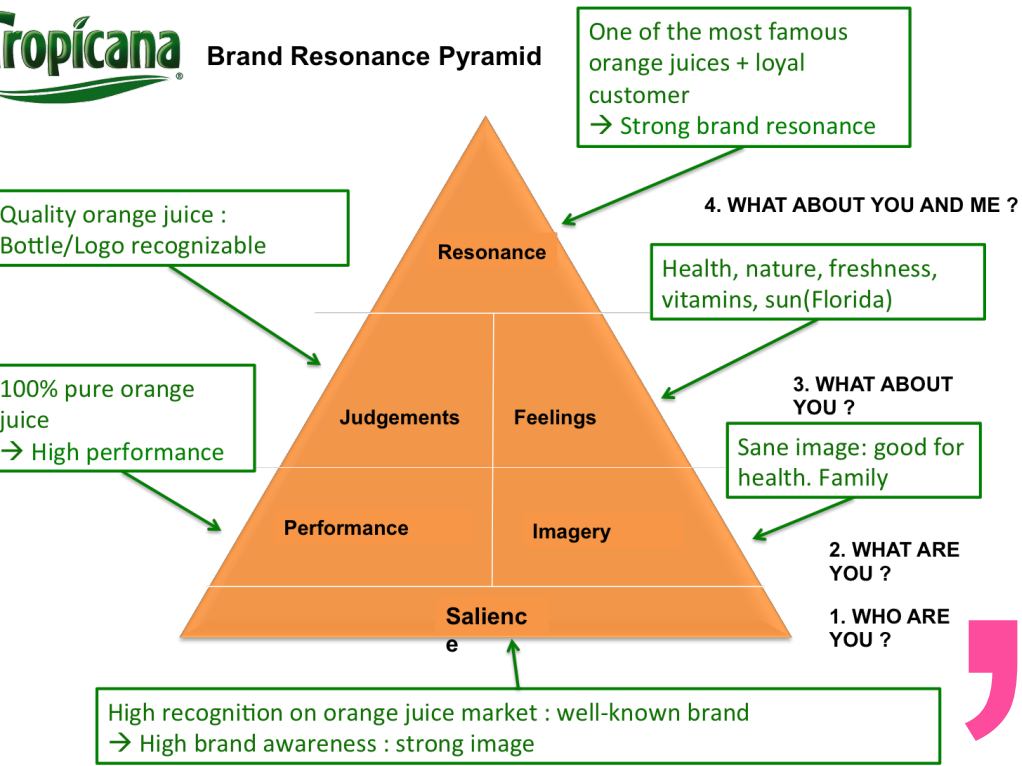
Considering their features and history, Mercedes-Benz cars are judged prestigious and high quality. Imagery and all steps below arouse feelings such as sense of achievement, confidence or status.



4. Brand resonance : what about Mercedes-Benz and the customer ?

Even if they are not purchasing a car, many people are attached to Mercedes-Benz through social media (17m likes on Facebook), clubs (Club Mercedes-Benz de France) and websites.

Tropicana Brand Resonance Pyramid



Tropicana is owned by 'Pepsico'

BRAND RESONANCE OF TROPICANA

How do brand create value?

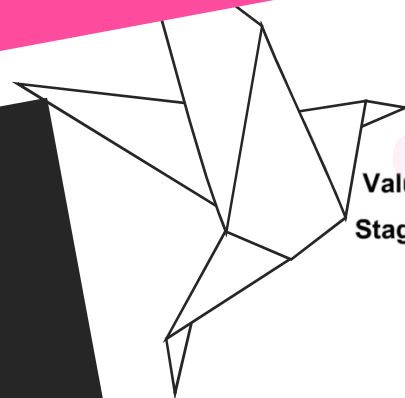
1

The Keller and Lehmann (2003) study will explain so, as displayed on this linear framework below:

- There are four value stages in total, and there are key elements that build up each value stage.
- It is a linear process, therefore, each value stage influences the next.
- The effect on each following step is determined by its multiplier.

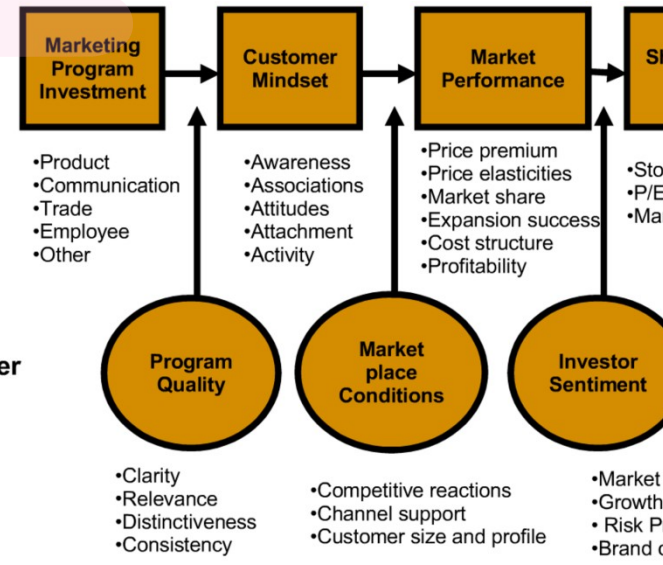
2

For example, in the first stage, Marketing Program Investment will affect Customer Mindset. However, program quality of the marketing program investment determines whether it creates a desirable customer mindset. It can also go the other way around, it's possible that your brand will get an undesirable customer's mindset if your marketing program quality is not good enough.



Value Stages

Multiplier



Brand Value Chain Model

Brand Value Chain is a structured approach to assessing the sources and outcomes of brand equity and the way marketing activities create brand value. It is based on several premises.

FIRST

- Brand value creation begins when the firm targets actual or potential customers by investing in a marketing program to develop the brand, including product research, development, and design; trade or intermediary support; and marketing communications.

SECOND

- We assume customers' mindsets, buying behavior, and response to price will change as a result of the marketing program; the question is how.

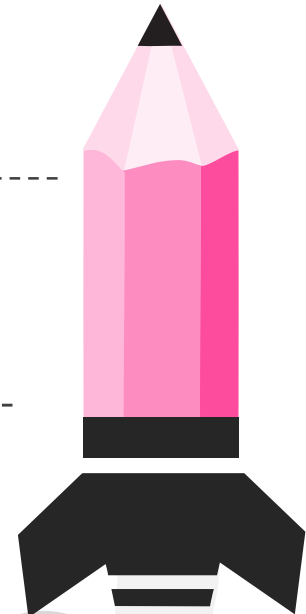
THIRD

- The investment community will consider market performance, replacement cost, and purchase price in acquisitions (among other factors) to assess shareholder value in general and the value of a brand in particular.

01

02

03



Thank You



My Curiosity is all Yours