

Unit-2

Strategic Brand Management process – Customer-based Brand Equity – Sources of Brand Equity–IdentifyingandEstablishingBrandPositioning–PositioningGuidelines– Defining a Brand Mantra – Building a Strong Brand -Establishing Brand Values

Strategic brand management

Strategic brand management is primarily utilized by companies to help their brands and products get global recognition. The term “strategic” signifies that the process deals with long-term plans and assets of a brand. This includes integrative and sustainable policies that aid a company to create, develop and manage its brand. This article discusses the role of strategic brand management in the evolution of a brand and the various types of branding strategies available.

Branding strategies help establish a brand and promote its product in the financial marketplace. Strategic brand management is based on choosing a suitable strategy for the brand’s growth and the frequent updating of the strategy. This long-term sustainable policy makes it possible for a company to add value to its products and services. It is a collection of techniques that helps to create a unique identity for an Organisation by maintaining brand character, quality and customer interactions.

Why is strategic brand management important?

- ❖ Provides greater appeal and differentiation to a brand;
- ❖ Enhances customer loyalty and retention;
- ❖ Increases employee engagement and alignment;
- ❖ Improves perceptions about product performance;
- ❖ Decreases vulnerability to competitive marketing actions;
- ❖ Accelerates trade cooperation and consumer response;
- ❖ Increases marketing communication (MarCom) effectiveness;
- ❖ Promotes licensing opportunities.

The strategic brand management process

It is essential that every company designs an exclusive strategic brand management process. This is crucial in building a unique personality in the modern-day business world. Strategic brand management comprises of a few distinguished aspects which are as follows:



1. Identifying and establishing brand positioning.

Brand Positioning is defined as the act of designing the company's offer and image so that it occupies a distinct and valued place in the target consumer's mind.

Key Concepts:

- Points of difference:** convinces consumers about the advantages and differences over the competitors
- Mental Map:** visual depiction of the various associations linked to the brand in the minds of the consumers
- Core Brand Associations:** subset of associations i.e. both benefits and attributes which best characterize the brand.

- **Brand Mantra:** that is the brand essence or the core brand promise also known as the Brand DNA.

2. Planning and Implementation of Brand Marketing Programs

- **Choosing Brand Elements:** Different brand elements here are logos, images, packaging, symbols, slogans, etc. Since different elements have different advantages, marketers prefer to use different subsets and combinations of these elements.
- **Integrating the Brand into Marketing Activities** and the Support Marketing Program: Marketing programs and activities make the biggest contributions and can create strong, favorable, and unique brand associations in a variety of ways.
- **Leveraging Secondary Associations:** Brands may be linked to certain source factors such as countries, characters, sporting or cultural events. In essence, the marketer is borrowing or leveraging some other associations for the brand to create some associations of the brand's own and them to improve its brand equity

3. Measuring and Interpreting Brand Performance

- **Brand Audit:** Is assessment of the source of equity of the brand and to suggest ways to improve and leverage it.
- **Brand Value chain:** Helps to better understand the financial impacts of the brand marketing investments and expenditures.
- **Brand Equity Measurement System:** Is a set of tools and procedures using which marketers can take tactical decision in the short and long run.

4. Growing and Sustaining Brand Equity:

- **Defining the brand strategy:** Captures the branding relationship between the various products /services offered by the firm using the tools of brand-product matrix, brand hierarchy and brand portfolio
- **Managing Brand Equity over time:** Requires taking a long -term view as well as a short-term view of marketing decisions as they will affect the success of future marketing programs.
- **Managing Brand Equity** over Geographic boundaries, Market segments and Cultures: Marketers need to take into account international factors, different types of consumers and the specific knowledge about the experience and behaviors of the new geographies or market segments when expanding the brand overseas or into new market segments.

Types of branding strategies

- **Brand name recognition**— a strong brand name depends on the range of products and subsidiary brands that the company deals with. A well-established company utilizes its brand name to earn global recognition and popularity through its logo, slogan or colors.
- **Individual branding** – this requires every brand to have a separate name to avoid competition against other brands that are run by a parent company. Individual brand names help in establishing a unique identity for a brand that results in greater flexibility in marketing similar products with different quality.
- **Attitude branding** – this sort of branding strategy is not confined to the quality of a product or its consumption but represents a larger brand personality. Attitude branding involves appealing to a particular feeling that does not necessarily have a direct connection to the brand. A great example of this is the branding strategy employed by Nike with their tagline “Just Do It”.
- **Brand extension and dilution** – utilization of an existing strong brand name to create new or modified products is referred to as brand extension. This allows flagship brands to enter a new market, wherein the latest version of a product is similar to the original product, excepting the altered brand name.
- **Private labels** – some retailers may possess strong brand identity, also known as store brands, which enable them to compete against other brands in the market. Private labels have become increasingly popular at supermarkets and allow their products to outperform other well-established brands in the market.
- **Crowdsourcing** – these brands are created by common people for brand promotion, allowing the public to be a part of the brand’s naming process. This process minimizes the chances of risk from brand failure as the products involve the personal interests of individuals participating in the branding process.

Strategic brand management not only helps boost the value of a product but also build positive customer interaction. It is an important aspect of marketing, which utilizes images or key messaging to create brand affirmations. London School of Business and Finance (LSBF) offers a wide range of [programmes on marketing plans and strategies](#).

Brand equity

Brand equity is the value a brand brings to a product or service beyond its functional attributes. It is the perception and emotions that people associate with a brand, which can ultimately impact their purchasing decisions. Simply put, it is what sets one brand apart from another and makes it desirable to consumers.

The importance of brand equity in marketing

Brand equity is an important concept in [brand marketing](#) because it has the potential to drive significant value for

a business. Strong brand equity can lead to increased customer loyalty, higher prices for products and services, and improved overall brand recognition. This, in turn, can drive growth for a business and create a competitive advantage in the marketplace.

According to Edelman's report, a whopping 81% of buyers said they need to trust a brand for them to make a purchase. So, if you want your brand to grow, you need to have influence in the market.

Benefits of building substantial brand equity

There are several benefits to building strong brand equity, including:

- **Increased customer loyalty:** Customers are more likely to stick with a brand they know and trust.
- **Higher prices:** A powerful brand equity can allow a business to charge higher prices for its products and services.
- **Improved brand recognition:** A prominent brand equity in the market can lead to improved brand recognition and greater brand awareness, making it easier for customers to find and choose your products or services.
- **Increased credibility:** Brand equity can help build credibility for a business, making it more trustworthy and reliable in the eyes of customers.

What is the difference between brand equity and brand awareness?

Brand equity and brand awareness are similar yet distinct concepts in the world of marketing. While brand equity refers to the value a brand brings to a product or service beyond its functional attributes, brand awareness refers to how recognizable and familiar a brand is to consumers.

Where brand equity and brand awareness overlap

Both brand equity and brand awareness are important for building a successful brand, and they often overlap in important ways. For example, a brand with high brand equity is likely to be well-known and recognized by consumers, and a brand with high brand awareness may have significant brand equity.

Here are some examples to help illustrate the differences between brand equity and brand awareness:

Brand equity: Coca-Cola is a good example of a brand with dominant brand equity in the market. People associate the brand with happiness, fun, and a sense of nostalgia. As a result, consumers will pay a premium for Coca-Cola products, even though there are other cola brands available.

Brand awareness: Nike is a good example of a brand with high brand awareness. People all over the world know and recognize the Nike brand and its famous ‘swoosh’ logo. However, the brand equity of Nike goes beyond simple recognition, since it also represents quality, innovation, and athleticism.

What are the factors affecting brand equity?

Understanding the influence of key factors can help businesses build and maintain unshakeable brand equity. Here are some of the key factors that can affect brand equity:

- **Quality:** The quality of a brand's products and services is a key factor in building brand equity. Customers expect high-quality products from well-established brands, and if a brand consistently delivers on this expectation, it can help build brand equity.
- **Brand awareness:** As mentioned earlier, brand awareness matters in building brand equity. The more recognisable and familiar a brand is to consumers, the more likely they are to associate positive emotions and perceptions with the brand.
- **Customer experience:** The sum of experiences customers have with a brand can significantly impact brand equity. Brands that provide a positive and memorable customer experience are more likely to improve brand equity.
- **Advertising and promotion:** A well-executed advertising and promotional strategy can help by creating awareness and driving positive perceptions of a brand.
- **Reputation:** A brand's reputation can have a significant impact on brand equity. Brands with a positive reputation are more likely to be trusted and have stronger brand equity compared to brands with a negative reputation.
- **Competitor activity:** The actions of competitors in the marketplace can also impact brand equity. Brands that can differentiate themselves from their competitors and create a unique brand position can build stronger brand equity.
- **Historical context:** Historical events and circumstances can also play a role in building brand equity. For example, brands that have a rich history and a deep connection to their consumers may have stronger brand equity compared to newer brands.

Sources of brand equity

Brand value is built over time through a variety of sources like:

Customer perceptions

This source of brand equity can significantly impact its brand equity. Positive perceptions, such as trust, reliability, and quality, can lead to impactful brand equity, while negative perceptions, such as poor customer service or inferior quality, can damage brand equity.

Brand awareness

As mentioned earlier, brand awareness is a vital source of brand equity. Brands that are well-known and easily recognizable by consumers are more likely to have unwavering brand equity.

Customer loyalty

Brands that can build strong customer loyalty have a significant advantage in building brand equity. Customers who are loyal to a brand are more likely to purchase that brand's products and services, which can drive brand equity over time. Look for consumers who give you a 9 or 10 on an NPS survey.

Trademarks and logos

Trademarks and logos are a key source of brand equity, as they serve as visual representations of a brand and help to differentiate it from its competitors. Brands with trademarks and logos are more likely to have dominant equity.

Customer experience

Brands that provide a positive, memorable, and consistent customer experience are more likely to build equity in the market. Ensure this by building a customer-first mindset and by training your customer-facing staff well.

Sponsorships and endorsements



Source: [Cristiano Ronaldo](#)

Receiving this from well-known individuals or organisations can also contribute to brand equity. For example, a sports brand that is endorsed by a famous athlete is likely to benefit from increased brand awareness and a positive perception of the brand.

Brand equity models

Here are the most popular brand equity models:

Keller's Brand Equity Model

Keller's Brand Equity Model [*also called the Customer-Based Brand Equity (CBBE) model*] is a framework developed by Kevin Lane Keller that outlines how a brand adds value to a product or service. The model comprises 4 levels of brand equity, which are:

Level 1: Brand identity (Defining your brand's distinctiveness)

This level delves into the essence of your brand, the elements that make it stand out and differentiate it from others. It lays the foundation for all that follows and must be solid for the rest of the brand equity pyramid to thrive. Crafting a strong brand identity begins with creating an impression in the minds of customers who may not be familiar with your products or values. You can then engage and captivate them with tailored marketing

campaigns and advertisements that raise their awareness and leave a lasting impact.

Level 2- Brand meaning (Uncovering your brand's personality)

As customers become familiar with your brand, their curiosity piques and try to understand what your brand represents. They wonder about quality, reliability, and aesthetic appeal, as well as the calibre of customer service and whether you offer value for money. This is where brand meaning comes into play, and it encompasses two crucial aspects:

- **Brand performance:** When a brand consistently delivers on its promises and delivers top-notch performance, it will earn the trust and loyalty of its customers (think of brands like Apple, Google, and Starbucks).
- **Brand imagery:** The image that customers associate with your brand and the perception they have of it. For example, a sports bike brand may want to showcase its ruggedness, while a women's clothing line may try to appear soft and comforting. They must communicate effectively this messaging through targeted marketing efforts.

Level 3- Brand response (Gauging your brand's emotional impact)

The true test of a brand comes when customers have experienced it for themselves. If they love the product and it exceeds their expectations, they will feel a strong emotional connection to it and become brand advocates, spreading the word to friends, family, and social media followers.

But if the product falls short, their judgment of the brand will be negative and they will probably not make another purchase. They may even become brand detractors, criticizing it on social media platforms. So, it is crucial for companies to monitor customer reactions and emotions at this level to ensure positive feelings and build a strong, loyal brand following.

Level 4- Resonance (Cultivating unbreakable bonds)

At this level, customers have formed a deep and unbreakable emotional connection with a brand. They are the highly prized and rare breed of brand advocates, so dedicated to a brand that they would never consider switching to another one.

Reaching the pinnacle of brand resonance opens up a world of opportunities for a brand to leverage its customers' loyalties and attitudes. By breaking down the brand equity model into these four levels, marketers gain valuable insight into what their customers want and need, even before they make a purchase or are even aware of their

desire. It also helps companies understand the value and strengths of their brand and to identify areas for improvement.

This understanding allows them to tailor their marketing strategies and connect with customers on an emotional level, fostering lifelong loyalty and brand advocacy.

Aaker's brand equity model

According to Professor David Aaker, brand equity is a straightforward concept built on the foundation of recognition. Brands that are easily recognized and evoke quick emotional connections in customers are the ones that drive the most success — think McDonald's and its iconic golden arches and Ronald.

Aaker views brand equity as a combination of brand recognition, brand associations, and brand loyalty, all of which contribute to the value that a brand's products or services offered.

Aaker outlines five key elements to manage brand equity:

- **Brand awareness:** It talks about how well-known the brand is in the market. This component is the foundation of building brand equity.
- **Brand loyalty:** How dedicated are people to your brand? Loyalty is difficult for competitors to mimic, providing the brand with time to react to the existing or upcoming competition.
- **Quality perception:** Is the brand known or expected to offer high-quality products? Quality over features can give a product an advantage over others, but for a limited time only.
- **Brand associations:** What emotions do people experience when they see the brand? This includes their split-second cognitive reaction, how good the brand makes them feel, and other extensions or differentiators.
- **Proprietary rights:** Brands with more patents, IP, and trading partners have an advantage over their competition.

To reach brand equity, these components must be measurable and monitored through the right platforms. Branding must be consistent throughout the customer journey, allowing for data collection and analysis to improve customer loyalty and differentiate the brand from competitors.

The Aaker Model assists organisations in crafting a brand strategy that sets their brand apart from competitors and propels it forward, through the thoughtful selection and implementation of key brand components.

Brand equity examples

Here are top brand equity examples to learn from:

B2B brand equity example

Cisco is a technology company that provides networking and communication solutions to businesses, governments and other organizations around the world. They have significant brand awareness in the B2B market, as their products are well known for their quality, reliability, and innovation. The brand is associated with leadership and expertise in the technology industry, which makes it highly desirable for businesses looking to purchase networking solutions.

Cisco's brand loyalty is also very evident. Many businesses trust their products and services and rely on them for mission-critical operations, making it difficult for competitors to gain a foothold in the market. Also, Cisco has established long-standing partnerships with many organisations, further solidifying its position in the market.

In terms of brand associations, Cisco is associated with trust, innovation, and expertise in the technology industry. They have invested in research and development, and have a large portfolio of patents and proprietary technologies, which enhances their position in the market.

B2C brand equity example

Apple's brand equity is built upon a foundation of sleek design, user-friendly interfaces, and cutting-edge technology. Consumers widely recognize Apple products, such as the iPhone, iPad, and MacBook worldwide. The company's brand is strongly associated with innovation, creativity, and simplicity, making it a desirable choice for many consumers.

Apple has also built a powerful community of brand advocates and loyal customers globally. These customers are passionate about the brand and often promote it to friends and family, further strengthening Apple's brand equity. The company's successful marketing campaigns and product releases, as well as its focus on customer experience and satisfaction, have helped to solidify its brand equity.

Apple's brand equity has also allowed the company to expand into new markets and product categories, such as wearable technology like the Apple Watch and home automation, with roaring success. The brand's reputation and perceived value drive demand and differentiate it from competitors, contributing to the company's continued growth and success.

Summing up

Brand equity is a valuable asset that helps companies differentiate themselves from their competitors and build a strong reputation in the market. Understanding and applying brand equity models, such as Keller's CBBE model and Aaker's 5 components model, can help companies drive brand recognition and higher value.

From Coca-Cola's strong brand personality to Apple's reputation for quality products, there are many examples of brands that hold a significant chunk of brand equity. Building brand equity takes time and effort, but the rewards are well worth it.

By creating a unique brand identity and consistently delivering a high-quality experience for customers, companies can increase brand awareness, customer loyalty, and perceived value.

Customer-based brand equity (CBBE)

Customer-based brand equity (CBBE) is built on the concept that to build a strong brand – it is important to understand how the customers think and feel about your product. For a customer to love your product, you must build pleasant experiences around your brand. If they experience positive thoughts, opinions, feelings, and perceptions about your product, then it signals positive brand equity.

Customer-based brand equity shows the power of a customer's attitude towards a brand, and how it can lead to the success or failure of a brand. It emphasizes laying a strong foundation that can create a positive attitude towards a brand.

Customer-based brand equity is built on five important elements: value, performance, trust, social image, and commitment. It is important to understand that these elements are in the minds of customers, and hence, brands should build strategies to build these permanently in the minds of customers. It should start by establishing a relationship with the customer's needs and the product offering. When a customer feels that the product is the best for his needs, the relationship starts. This can be built to be raising awareness about your product.

Once the customer knows about your product, it is important to deliver quality and reliable performance every time. This is important to get deep-rooted imprint about your brand in the customer's mind. Once this is achieved, it can be further enhanced by using attractive packing, excellent customer service, a colorful logo, and visual advertising.

The final stage is to create an emotional bond with the customers by giving special offers and

discounts. This increases emotional response, thereby creating a strong relationship with the brand.

KEY terms

1. Differential effect: brand equity arises from differences in consumer response. If no difference occurs, 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.

2. Brand knowledge: These differences in response are a result of consumers' knowledge about the brand, that is, what they have learnt, felt, seen and heard about the brand as a result of their experience over time. Therefore, even though strongly influenced by the marketing activity of the firm, brand equity ultimately depends on what exists in the consumers' mind.

3. Consumer response to marketing: customers who have differential responses to a brand that are reflected in perceptions and behavior related to all aspects of brand marketing, including their choice of a brand, recall of copy points from an ad, response to a sales promotion, and evaluation of a proposed brand extension.

Making a brand strong by Brand knowledge

Brand knowledge is the key to creating brand equity because it creates the differential effect that drives brand equity. What marketers need is then an understanding way to represent way to represent how brand knowledge exists in consumer memory,

Associative Network Memory Model is developed to help marketer to solve this problem. This model views memory as consisting of a network of nodes and connecting links, in which nodes represent stored information or concepts, and links represent the strength of association between the information and concept.

We can consider brand management has two components: brand awareness and brand image. Brand awareness is related to the strength of the brand under different conditions. It is necessary, but not always sufficient, step in building brand equity.

Brand image is consumers' perceptions about a brand, as reflected by the brand associations held in consumer memory. In other words, brand associations held in consumer memory. In other words, brand associations are the other informational nodes linked t the brand node in memory and contain the meaning of the brand for consumers. Association may reflect the characteristic of the product.

For example, Apple computers, if someone asked you that what came to your mind when you thought of Apple computers, what would you say? You might reply with associations, such as “user friendly”, “creativity” and used at many schools. Other brand like Mc Donald, for example, has its own marketing program that use to create brand associations in consumers' mind between its products and “quality”, “service”, “cleanliness”, and “value”. While coca cola, another example, has their marketing program that tries to link brand association in consumers' mind to “refreshment,” “taste”,” availability” and “affordable”.

Four Steps of brand building

- Ensure identification of the brand with customers and an association of the brand in customer's minds with a specific customer need.
- Firmly establish the totality of brand meaning in the minds of customers by strategically linking a mass of tangible and intangible brand associations with certain properties.
- Extract the proper customer responses to this brand identification and brand meaning

- Convert brand response to create an intense active loyalty relationship between customers and the brand.

Brand identity

Brand Salience Dimensions

Brand salience measures awareness of the brand awareness, for example, how often the brand is reminded under various situation and circumstances. To what extent is the brand top-of-mind and easily recalled or recognized? We have said that brand awareness refers to customers' ability to recall and recognize the brand under different conditions and to link the brand name and easily the brand is bringing to mind. We have said that brand awareness refers to customers' ability to recall and recognize the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. Salience forms the foundational building block in developing brand equity and provides three important functions. 1) Salience influences the strength of brand associations that make up the brand image and gives the brand meaning. 2) By creating high brand salience in term of need satisfied is very important as brand salience influence that the brand will be a member for the consideration set for consumer.3) When consumers want to buy "low involvement" product they may make their choices based on brand salience alone. Brand awareness thus gives the product an identity by linking brand elements to a product category and associated purchase and consumption. The depth of brand awareness measures how likely it is for a brand element to come to mind, and the ease with which it does so. A brand we easily recall has a deeper level of brand awareness that one that we recognize only when we see it. The breath of brand awareness measures the range of purchases and usage situations in which the brand element comes to mind and depends to large extent on the organisation of brand and product knowledge in memory.

Brand Meaning

Brand Performance Dimensions

Brand performance describes how well the product or service meets customers' more functional needs. How well does the brand rate on objective evaluation of quality? To what extent does the brand satisfy customer needs and wants in the product or service category?

Brand performance transcends the product's ingredients and features to include dimensions that differentiate the brand. Often, the strongest brand positioning relies on performance advantages of some kind, and it is rare that a brand can overcome severe

performance insufficiency. There are five important of attributes and benefits often underlie brand performance:

1. **Primary characteristic and secondary features.** Customer often have believed about the level at which the primary ingredients of the product operate (low, medium, high, or very high). They may also hold beliefs about special, perhaps even patented, features or secondary elements of a product that complement these primary characteristics.

2. **Product reliability, durability, and serviceability.** Reliability measures the consistency of performance over time and from purchase to purchase. Durability is the expected economic life of the product, and serviceability refers to the ease of servicing the product if it needs repair.

3. **Service effectiveness, efficiency, and empathy.** Customers often have performance related associations with the service interactions they have with brands. Along those lines, service effectiveness refers to how completely the brand satisfies customers' service requirements. Service efficiency refers to the manner in which these services are delivered in terms of speed, and responsiveness. Finally, service empathy refers to the extent to which service providers are seen as trusting, caring, and having the customer's interests in mind.

4. **Style and design.** Consumers may associations with a product that go beyond its functional aspects to more aesthetic considerations such as its size, shape and colour. Therefore, performance may also depend on sensory aspects, such as how a product looks and feels and perhaps even what it sounds or smells like.

5. **Price.** Finally, the pricing policy for the brand can create associations in consumers' minds to the relevant price tier or level for the brand in the category, as well as to its corresponding price volatility. In other words, the pricing strategy adopted for a brand can dictate how consumers categorise the price of the brand (low, medium, or high) and how firm or flexible that price is perceived to be, for example, frequently or infrequently discounted).

Brand performance thus surpasses the "ingredients" that make up the product or service to include aspects of the brand that augment these ingredients. Any of these different performance dimensions can serve as a means by which the brand is differentiated. Often, the strongest brand positioning involves performance advantages some kind, and it is rare that a brand can overcome severe insufficiency in this area.

Brand Imagery Dimensions

The other main type of brand meaning involves brand imagery. Brand imagery deals with the extrinsic proper ties of product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. Brand imagery is how people think about a brand abstractly rather than what they think the brand actually does. Therefore, imagery refers to more intangible aspects of the brand.

Many different kinds of intangibles can be linked to a brand, but four categories can be highlighted:

1. User profiles

One set of brand imagery associations involves the type of person or organisation who uses the brand. This imagery may result in a profit or mental image by customers of actual users or more ambition, idealized users. Associations of typical or idealized brand user may be based on descriptive demographic factors might include gender, age , race, and income. Psychographic factors might include attitudes toward like, careers and social issues. In a business-to-business setting, user imagery might relate to the size or type of the organisation. User imagery may focus on the characteristic of more than just one type of individual and centre on broader issues in terms of perceptions of a group as a whole. For example, customers may believe that a brand is used by many people and therefore view the brand as “popular” or a “market leader.”

2. Purchase & usage situations

A second set of association concerns the conditions under which the brand could or should be bought and used. Association of a typical purchase situation may be based on a number of different considerations, such as (1) type of channel (for example, specialty store, or direct through Internet or some other means) (2) Specific store (for example, Macy's, Foot Locker) and (3) ease of purchase and associated rewards, if any. Similarly, associations of a typical usage situation may be based on a number of different considerations, such as: (1) time of the day, week, month, or year when the brand is used (for example, formal or informal).

3. Personality & values

Brands may also take on personality traits and values similar to those of people. Brand personality is often related to the more descriptive usage imagery but involves much richer information. Five dimensions of brand personality that have been identified are (1) Sincerity (for example, honest and cheerful). (2) Excitement (for example, spirited and

imaginative). (3) Competence (ability and skill): for example, reliable, intelligent and successful). (4) Sophistication (complexity) (for example, upper class and charming); ruggedness (difficulty) (for example tough).

4. History, heritage (tradition) , and experiences

Brands may take on associations with their past and certain important events in the brand history. These types of associations may involve distinctly personal experience, or be related to the past behaviour and experiences of friends, family or others. Consequently, these types of associations may be fairly characteristic, although they sometimes show certain commonalties. Alternatively, these associations may be more public and broad- based and therefore will be shared to be large degree. In either case, associations with history, tradition and experiences involve more specific, real examples that go beyond the generalizations that makes up the usage's imagery.

Key criteria for Brand Meaning

A number of different types of associations related to performance and imagery may become linked to the brand. Regardless of the type of involved, the brand associations that make up the brand image and meaning can be characterized according to three important dimensions:

- 1) Strength; how strong is the brand identifies with a brand association?
- 2) Favorability: how important is the brand association to customers?
- 3) Uniqueness: how unique is the brand identified with the brand association?

Successful result in these three dimensions produce the most positive brand responses and increase brand loyalty, in order to create strong brand equity, consumer must evaluate the association favorably and they actually recall brand association and link it to the brand.

Brand response Judgment

Dimensions

Brand judgment focus upon customers' personal opinions and evaluation with regard to the brand. Brand judgement involves how consumer put together all the different performance and Margery associations for the brand to form different kind of opinions. Customers may make all types of judgments with respect to a brand, but in terms of creating a strong brand, four types of summary brand judgments are particularly important (and are cited in ascending order of importance):

1. Brand quality

There are host of attitudes that customers may hold toward brands, but most important relate in various ways to perceived quality of the brand. Other notable attitudes related to quality pertain to perceptions of value and satisfaction.

2. Brand credibility (reliability)

Customer may form judgments that transcend specific brand quality concerns to consider broader issues related to the company or organisation making the product or providing the service associated with the brand. In other words, customers may form judgments with respect to the company behind the brand the brand. Brand credibility refers to the company or organisation behind the brand. Brand credibility refers to the extent to which the brand as a worthiness, and likability. In other words, to what extent to which the brand as a whole is seen as credible in terms of three dimensions – perceived expertise, trustworthiness, and likability. In other words, to what extent is the brand seen as: (1) innovative and market leader (brand expertise) ; (2) reliable and sensitive to the interests of customers (brand trustworthiness) : and (3) fun , interesting, and worth spending time with (brand likability).

3. Brand consideration

Bring out favorable brand attitudes and perceptions of reliability are important but may be insufficient if customers do not actually seriously consider the brand for possible purchase or usage. Consideration is more than only awareness, it suggests the possibility that consumer will actually buy the brand among a set of brand Consideration depends in part on how personally relevant customers find the brand, the extent to which they view the brand as being meaningful for themselves. Therefore, consumer often make an overall evaluation as to whether they have any personal interest in a brand and whether they should ever buy the brand. No matter how credible a brand may be, unless the brand has received serious consideration, and is think relevant, customers will always depend in large part on the extent to which strong and favorable brand associations can be created as part of brand image.

4. Brand superiority (power)

Superiority relates to extent to which customers view the band as unique as and better than other brands. In other words, do customers believe that the brand offers advantages that other brands do not offer? Superiority is absolutely important in term of building

strong customer relation and will depend on the number of unique brand associations that make up brand image.

Brand feeling dimension

Brand feelings are consumers' emotional response and reaction with respect to the brand. Brand feelings also relate to the social currency remind by the brand. What feeling is reminded by the marketing program for the brand? How does the brand affect consumer feeling about themselves and their relationship with other these types of feeling can be positive or nature? There are six important types of brand building feelings: **1. Warmth.** It refers to peaceful type of feelings- the extent to which the brand makes consumers feel a sense of peacefulness. Consumers may feel warm-hearted or friendly about the brand.

2. Fun. The feeling of fun is also positive types of feelings. Consumers may feel smiling, playful, cheerful, and happy about the brand.

3. Excitement. It relates to the extent to which the brand makes consumers feel that they are energized, and experiencing something special. Brands that make consumers have the feeling of excitement may result consumer feel cool and sexy.

4. Security. It is the feeling occur when the brand produces a feeling of safely, comfort. Also, consumer may have the security feeling when the brand can help to elimination of worries.

5. Social approval. This kind of feeling occurs when the brand results in consumers' feeling positively about the reactions for others to them, when consumers feel that others look favourably on their appearance and behaviour. This approval may result from others direct acknowledge of the consumer using the brand or, less clearly, from attributing the product itself to consumer. For example, the Mercedes is a brand that may signal social approval to consumer.

6. Self-respect. It the feeling when the brand makes consumers feel better about themselves, for examples, when consumers feel a sense of pride, achievement, or fulfilment.

Key criteria for brand responses

Brand response is something that is important that they are readily come to consumer mind when they think go the brand. brand judgments and feelings can favorably impact consumer behaviour only if consumer think of positive responses in their meet with the brands.

Brand relationships

Resonance (quality or meaning) Dimensions

Brand resonance refers to the nature of the relationship that customers have the brand and the extent to which they feel that they are familiar with the brand.

Brand resonance is characterized in term of intensity or the depth of the psychological bond that customers have with the brand as well as the level of activity engendered by this loyalty (for example repeat purchase rates, the extent to which customers seek out brand information, events, other loyal customer).

Specifically, brand resonance can be categorized in 4 categories:

1. Behaviour loyalty. Behavioral loyalty in terms of repeat purchases and the amount, or share, of category volume attributed to the brand. In other words, how often do customers purchase a brand and how much do they purchase? For outcome of profit result, the brand must generate sufficient purchases frequencies and volume.

2. Attitudinal attachment (addition) : Behavioral loyalty is necessary but not sufficient for resonance to occur. Some customers may buy out of necessity, for example, because the brand is the only product being stocked or reliability accessible, or the only one they can afford to buy. To create resonance, a strong personal attachment is also necessary. Consumers must go beyond simply having positive attitude to view the brand as being something special in a broader context. For example, customers with a great deal of attitudinal attachment to a brand may state that they “love” the brand, describe it as one of their favorite possessions, or view it as a “little pleasure” that they look forward to.

3. Sense of community. The brand may also take on broader meaning to the customer in terms of sense of community. Identification with a brand community may reflect an important social phenomenon whereby customers feel a relationship with other people linked with the brand. These connections may involve fellow brand user or customer, employees.

4. Active engagement (appointment and meeting). Perhaps the strongest confirmation of brand loyalty occurs when customers are willing to invest time, energy, or money into brand beyond those expended during consumption of the brand. For example, consumers may choose to join a club on a brand, receive updates, and exchange correspondence with other brand users. They may also choose to visit brand-related websites, participate in chat rooms. In this case, customers themselves become brand evangelists and ambassador on behalf of the brand, communicate about the brand, and strengthen the

brand ties of others. Strong attitudinal attachment or sense of community is typically necessary for active engagement with the brand to occur.

Key criteria for brand relationships

Brand relationships can usefully be characterized in terms of two dimension –intensity and activity. **Intensity** refers to the strength of the sense of community and attitudinal attachment and sense of community. **Activity** refers to how frequently the consumer buys and uses the brand, as well as engaged with other activities that are not related to purchase or consumption.

Brand essence (Brand mantra):

Brand essence, also known as a brand mantra, is a short statement that expresses the core of what that brand represents or the image it seeks to project. A brand essence statement is often just two to three words. Although formats can vary, the statement's tone is most important. A statement usually uses a series of adjectives to describe a brand and may or may not contain the brand name. The athletic apparel company Nike, for example, may use statements like "Authentic athletic performance" or "Nike is inspirational."

A brand essence expresses emotional and intangible associations that try to inspire a connection between the customer and a brand, which can take the form of the general sentiment that the brand inspires. A company's tag line is often its brand essence statement and, as such, integral to brand recognition.

Criteria for a brand essence statement include:

- A single-focused message.
- Differentiation of the brand from competitors.
- An evocation of customer experience with the brand.
- Consistent delivery.
- A representation of the reality of what a customer might feel.

Marketing teams put time and deliberation into selecting the terms used in a brand essence. A marketing team finds terms that describe sentiments experienced when using a product. Laddering is a process used to come up with a brand essence. When laddering, brands are typically examined and attributes are selected from what the brand's features imply. Attributes are considered the bottom rung of the ladder. The functional benefits that those attributes bring are examined for the second rung of the ladder. The third and final rung involves an examination of the emotions that the benefits bring to a customer.

The language in a brand essence reflects the particular company and its products and, as such varies a great deal from one company to another. Harley-Davidson might choose liberation as one of its terms whereas Palmolive might choose cleanliness. A business chooses a brand essence based on the consistent experience it delivers and the emotional response it evokes in its customers. Through this consistency and the emotional response, it seeks to interest new customers that are attracted to those qualities and to reinforce brand loyalty in existing customers. Marketers usually put considerable time into creating a new brand essence statement for rebranding efforts.

Brand Positioning

In today's market, the customer has a very wide choice of products. When it comes to brands, he chooses brands but he tends to compare the products of different brands. Products increase customer's choice whereas brands simplify decision making. To influence the customer's buying decision and to get hold of the competitor's market share, brand identity and positioning are essential.

Brand management works with these two fundamental tools, **brand identity** and **brand positioning**.

Brand Identity

It specifies that a brand has a goal that is different from the goals of other parallel brands in the same market segment and it has resistance to change. It is defined clearly and does not change over time.

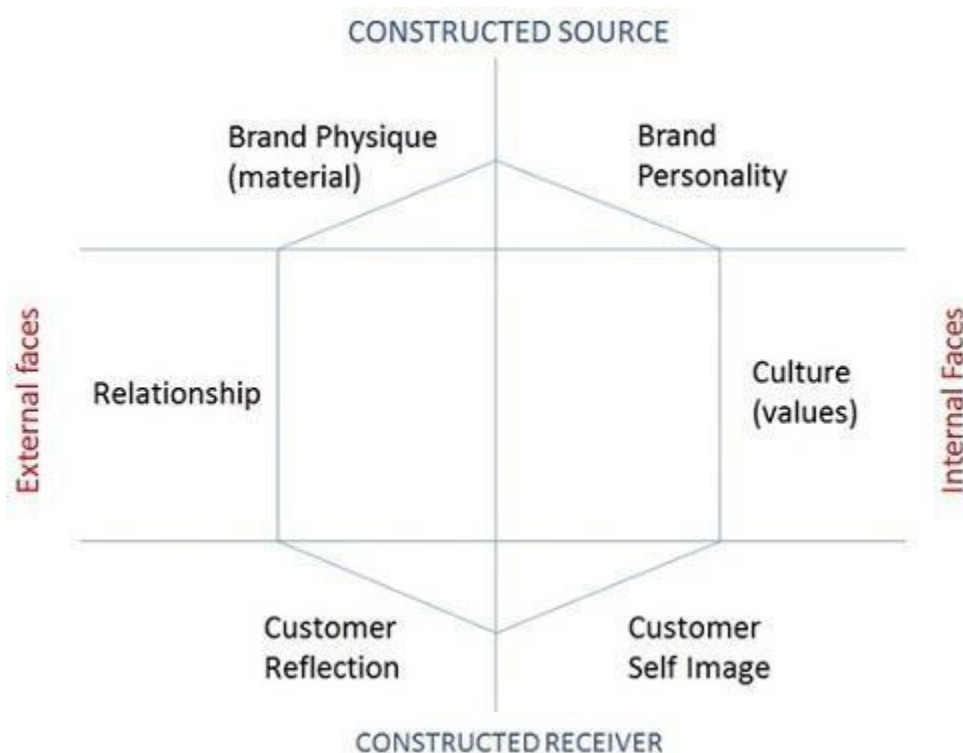
Brand identity is fixed in nature being tied to the fixed parameters such as brand's vision, objective, field of competence, and overall brand charter.

Brand Positioning

Brand positioning is emphasizing on the distinguishing characteristics of the brand, those that make the brand appealing to the consumers and stand out among its competitors. It specifies how the products of a brand penetrate the market to grow their market share while dealing with the competitor brands. Brand positioning is competition oriented and hence dynamic over a period of time.

Six Faces of Brand Identity

Brand identity can be represented by six faces of a hexagon or a prism as shown below



- **Brand Physique** – It is the tangible and physical added value, as well as the backbone of a brand. It considers physical aspect of brand: How does it look, what does it do, the flagship product of the brand, which represents its qualities. For example, the dark color of Coke and colorless Sprite.
- **Brand Personality** – If a brand were a person, what kind of person it would be? Would it be sincere (TATA Salt), exciting (Perk), rugged (Woodland), sophisticated (Mercedes), elite (Versace)? The brand has personality which speaks for its products and services.

When a famous character, spokesperson, or a figurehead is used for branding, it gives the brand an instant personality.

- **Culture** – It is the set of values that governs and inspires the brand. Countries of origin, presence of brand over geographically diverse regions, changing society, etc., play an important role in building a brand’s culture.
- **Customer Self-Image**– It is what the brand is able to create in the customer’s mind and how the customers perceive about themselves after purchasing the product of a brand.
- **Customer Reflection**– It is the perception of a customer about the brand after using the brand. For example, “The Thunderbird I purchased is value for price. It is giving me pleasure of leisure riding. Thanks to Royale Enfield.”
- **Relationship**– Brands communicate, interact, transact with the consumer. It is the mode of conduct that defines the brand. This factor is vital for service brands. For example, banking where the cordial relationship develops faith in the customers when it comes to handling their money with respect.

Let us consider the example of brand identity prism for Garnier’s BB cream –



7 Steps to creating/Establishing a brand positioning strategy

Making an effective brand positioning strategy is a process that needs to be carefully mapped out. Here are seven essential steps to making this happen:

1. Assess your current brand positioning

2. Identify and research your competitors
3. Compare your positioning to your competition
4. Pinpoint what makes your brand unique
5. Create a brand positioning statement
6. Implement your new brand positioning
7. Evaluate your statement and measure success

01. Assess your current brand positioning

You can't know where to begin unless you know where you already stand. Unless you're a new brand waiting to launch, you already hold a position in the market. Your first challenge is to figure out what that is.

In order to do this, take a look at your existing customers and try and get a better understanding of who they are. Do they match your target market? What products or services do they like best? How do they interact with your brand and what do they think about your brand image?

If according to your clients, your brand position is not where you want it to be, it's a good time to review your brand voice, company goals and mission statement. And of course, the products or services you are offering.

02. Identify and research your competitors

Next, you want to pinpoint exactly who your competitors are and find those who are the most similar to your brand, share the same vision, or target the same audience.

Once you've identified them, it's time to do a deep-dive into market research. Assessing your competitor's strategy involves looking at what customers say about them, learning from their marketing tactics, and paying attention to how they behave on social networks. Another healthy strategy for researching how you compare to competitors is a SWOT analysis. This process will help you see where your brand shines and where it falls short.

Discovering a gap in the market that your brand is ready to fill and understanding how your clients perceive your competition is a key step towards formulating your own successful brand positioning strategy.

03. Compare your positioning to your competition

Now that you've painted a picture of what your competitors are offering, start to compare your brand with theirs. Take what you've learned about other brands in your industry, the target audience, and the market in general, and use it to write a brand positioning statement (or improve your current one).

After understanding your competitors' brand position in the market, you can figure out where your brand fits in. Next, think about what your strategy should be moving forward. Can you replace your competition in terms of your business's cost or level of convenience? Or should you focus on a type or brand positioning that your competitors can't match, like the quality of your customer service?

04. Pinpoint what makes your brand unique

Something that your competitor isn't great at might be exactly where you excel. For example, you might offer a product priced higher than your competition, but you know that your outstanding customer service team is something that other businesses in your industry lack. This is where you can position your brand to fill a hole in the market.

In a perfect scenario, your brand will hit all the right points. Meaning, you'll be able to position yourself as the more affordable product that also offers the highest quality, best service and most convenient solution. In reality, that most likely isn't the case. It's best to focus on one or two areas where your brand stands out. As your positioning strategy improves, then you can begin to integrate additional strategies to take your brand to the top.

05. Create a brand positioning statement

Your brand's positioning statement is a necessary document that cements your intentions and goals throughout the process.

There are a few critical points to remember when creating your brand positioning statement. Answering these questions will help ensure you touch on all of them:

- **Who is my target audience?** When writing your positioning statement, try and place yourself in the customer's shoes. Use language they would be familiar with and think about what they want to hear.
- **What is my unique position in the market?** Take a look at your competition and make sure you can articulate in a concise way how your brand is superior.
- **What's the greatest benefit of my brand?** No need to be modest here. Note exactly what the best thing is about your product or service and continuously highlight this to your customers.
- **How can I prove that benefit?** Once you've shone a light on your brand's advantages, be sure you can deliver. Whether it's offering a guarantee or using statistics to back up your claim, prove what you say about your brand is true.

Your brand positioning statement should address the main questions anticipated by potential customers in a clear, concise and engaging way. Here's an example of Amazon's brand positioning statement:

“For consumers who want to purchase a wide range of products online with quick delivery, Amazon provides a one-stop online shopping site. Amazon sets itself apart from other online retailers with its customer obsession, passion for innovation, and commitment to operational excellence”.

6. Implement your new brand positioning

Like any type of marketing plan, your brand positioning strategy needs strong implementation in order to succeed. In order to do this, you should ensure that all methods of communication with your clients reflect your brand's position statement. You might start by sharing your positioning statement with employees, stakeholders, and even clients. In the long term this may lead you to reevaluate the messaging, tone, and voice that you use on other

marketing materials, or on social channels. If it no longer aligns with your new positioning, then it's time to adjust it.

7. Evaluate your statement and measure success

Finally, the last step is going over your statement after implementation and seeing if it's successful. Take a look at the four following areas of your branding and see if your status has improved:

- **Visibility:** Does your audience identify your products or brand better than they used to? Listen to what clients are saying in reviews or on social media to gauge if they find your brand more relevant.
- **Uniqueness:** One of your goals of brand positioning was to differentiate yourself from your competitors. Now that you've revealed your new positioning, have you accomplished this?
- **Ask your customers:** You can conduct surveys to see how effective your strategy was. Ask if they've noticed any changes or differences in your marketing campaigns or overall branding, or if their thoughts or feelings towards your brand have changed in either direction over time.
- **Measure marketing campaigns:** Since your brand positioning strategy should influence your marketing campaigns, you'll want to measure growth. Do you notice more conversions, higher sales, and an increased rate of engagement after implementation? If not, something in your positioning strategy isn't resonating with your clients.

What are Brand Positioning Guidelines?

Brand positioning guidelines are statements that describe what your business does, what makes it unique in its market, and how your business differentiates from competitors. The general goal of these guidelines is to establish how a customer will view your brand in a busy market.

Without brand positioning guidelines in place, you won't have a clear direction on how your brand will communicate, what problems it will address, or what target audience pain points it will aim to fix.

Why are Brand Positioning Guidelines Important?

Brand positioning guidelines are an essential part of any branding or marketing strategy. They are used to differentiate brands from their competitors and grab the attention of the business's target customers.

Without proper brand positioning, your brand will not stand out in its market. You'll also struggle to create a marketing strategy that is unique or represents the specific benefits that a customer could gain from your brand.

Effective brand positioning will also ensure all of your marketing messages are consistent, that they speak to the same pain points, and that the brand has a clear direction of focus in its communications.

Brand Positioning Guidelines

Before implementing any marketing tactics or trying to attract your target audience, it's important to strategically position your brand within its market. Let's break down some of the key elements to help you achieve this.

Establish Your Target Audience

You'll need to have a clear idea of who your target customer is and what pain points they have. This is necessary for understanding how you can strategically position your brand in the market to match their desires.

There could be multiple audience segments within your target market - each with its own unique interests. Try to establish clear target audience personas and be as specific as possible about who they are and what interests and motivates them.

Know What Problem You're Solving

An essential part of developing brand positioning guidelines is understanding what problem your brand is addressing. Your guidelines should address this problem and reveal what solution you offer.

This goes back to understanding your target audience and their pain points. This should align with the problem and solution your brand positioning guidelines address. Laying this out will help your target customers see the benefits of your organisation.

Set a Brand Promise

The brand promise closely aligns with the brand's purpose, or the benefits the brand offers its audience. What does your brand intend to do and how will it achieve this? This is a fundamental part of developing brand positioning guidelines.

The key thing about developing your brand promise is establishing something distinctive about your brand. This involves coming up with a unique promise that appeals to your target audience and makes sense for the kind of solutions your brand is addressing. Try to define and articulate this promise as clearly as possible.

Develop a Brand Purpose

Brand positioning guidelines point out more than just what your brand offers and how it operates. These guidelines should also consider why your brand exists beyond just making a profit. This is known as your brand purpose.

Establishing this adds more authenticity to your brand and helps to add a more unique spin to how your brand is positioned in its market.

Conclusion

Developing strong brand positioning guidelines will help your brand stand apart in a noisy market, grab the attention of your customers, and display more value to your audience. If a brand doesn't establish how it's unique and why it stands out from the competition, then it will struggle to attract customers.

So, before you start marketing your business, make sure you understand what makes it unique and what areas you want to focus your brand messaging around. This will help all of your brand communications to make a far greater impact.

Building a strong Brand

What is brand building?

How people perceive your business is your brand. The brand building process is about creating a unique image for your business. It starts with a strategy to define your brand's relationship with its customers and how it will get there over time. A brand building strategy will help you be consistent in communication and experience across environments and assets, such as print and packaging, customer service, or social media.

6 Simple steps to build a successful brand

There are different ways you can build a strong brand. But here are six steps to get you started on a successful brand building journey:

Step 1: Determine Your Target Audience

The first thing you need to know when building a brand building strategy is your target audience. You can determine your audience based on age, location, interests, etc. This will help you define what you communicate, where, and how, so your audience can deeply relate to your brand. Depending on your target audience and their needs and aspirations, you can create a brand persona that resonates with them. Over time, your brand will need to evolve with your target audience to stay relevant.

- Pro tip: Start with smaller, specific sets of target audiences. As your brand awareness and loyalty grow, you can expand your audience base to include more diverse groups.

Step 2: Define your brand mission

Your mission and vision statements describe why your brand exists and what it is passionate about. The brand mission is what you promise to do and how you will add value for your audience. It also dictates how you execute your brand strategy daily. It will guide your branding process across channels. All this should help you achieve your brand vision – what you want to be for your audience.

Step 3: Research your competition

Every brand has its unique selling point (USP). Analyze your competition and find out what works for them, what does not, and where your brand can do better than them. The brand building process should focus on that differentiating factor. This will help you define what can set your business apart and use it to your advantage in branding and marketing. Competitive analysis is a continuous process that helps you:

- Define and refine your USP
- Improve your products and services
- Encourage research and development (R&D)
- Benchmark your branding and pricing strategies
- Identify business opportunities and threats

Step 4: Create a strong value proposition

You have studied your markets, competition, and audiences. Use this knowledge to clearly define what your brand offers and why your audiences should only choose you – what makes your brand unique and valuable. Include this value proposition in your marketing communication across channels to create a successful brand. For example, PayU's scalable and robust platform makes it one of India's best payment solutions providers.

Step 5: Set your brand markers and guidelines

Brand building is all about making your business recognizable and memorable. And it is done by playing on the human senses, particularly with visuals and sounds. Think Coca-Cola logo or Nokia jingle. Creating such unique and remarkable markers will create a special place for your brand in your audience's minds. Once you have done that, document how your brand will be represented across channels. These guidelines will ensure consistency and quality.

Step 6: Market your brand

The last step is to tell the world about your brand! Set a definitive marketing strategy and create noise on channels your audiences frequent to grab their attention. Using your brand guidelines and marketing strategy, you can communicate with your audiences in relatable and engaging ways.

Apply your branding in every piece of communication, from packaging to stationary and website to marketing collateral. Identify new channels such as email, web, and affiliates to promote your brand.

Conclusion

Brand building is an ongoing process; you need to revisit it every now and then to ensure your branding is maintained consistently. The process requires expertise, and it is best to get professional help to get the best out of your efforts. You can learn more about branding in our blog on the [importance of brand guidelines](#).

What are brand values?

Brand values are the key principles guiding how a company operates—including where it sources its products, how items are delivered to customers, and the way employees are treated. Brand values define precisely how a company operates, achieves its [mission statement](#), and earns money.

Brand values help guide your company through any decision you may make, through this, you can stay consistent through internal and external company communication, product development and brand ethos.

Successful brand values portray exactly how the company really thinks and behaves rather than what they believe they do or how they wish to. Customers are likely to buy into a brand over others if they truly believe what they stand for and if they share some of their own core beliefs with them too.

The Five Step Process to Establishing Brand Values

Now you understand the framework for creating successful brand values, let's look at the actual process of creating your own.

1. Discover What Matters To You

Getting started with defining your brand values is the hardest part.

First things first, you need to move past “honest, reliable, and trustworthy.”

Put them straight in the bin.

They sound positive but they say nothing about you and your business. They're a dime-a-dozen, and customers have seen it all before.

If you really want to create brand values that give you a foundation for growth, then you need to be different to all the other companies.

Perhaps you're sick of seeing the same thing in your industry so you're really going to disrupt the market.

Or maybe, you're a true pioneer in the way you use technology in an antiquated field.

They're much better starts to creating unique brand values than "being honest."

2. Know What Your Customers Believe In

There's rarely success in a business without an income stream.

So it's important that you know your customers, and what they value.

If they value "keeping earth as pollution free as possible" and your CEO is driving around in a 10L Hummvee, and saying he values keeping earth pollution free too, then you're going to have a problem.

You need to align the value of your target audience to the value your business provides.

The most powerful brand values align to existing problems in a marketplace. Rather than trying to storytell to your customers to change their minds, find out what they already believe, and work backwards from there.

Just like with small business advertising, you want to be more pulling than pushing!

You might even find that your target audience and your business aren't a good match.

That seems like a big problem. But it allows you to kick on, and reposition yourself, or redefine your target audience.

3. Know What Your Competitors Are Offering Up

Your competitors can play a key role when it comes to defining your brand values.

You don't want your brand values to be the same as your competitors. Otherwise, you could end up driving your customers towards them.

Differentiation is a key benefit of unique brand values.

By analysing your competitors, you might find a gap in the market that you can move into.

Or, you might find the marketplace is saturated for what you were planning to do.

Again, sounds disastrous, but you should be able to quickly reposition and use a unique set of brand values that offers something different.

4. Make Sure You Can Live and Breathe Your Brand Values

You need to live up to your brand values. You need to stand for something.

You can do this one of two ways.

1. Identify what it is you firmly believe in, and go “all in” on that
2. Find out what your customers already think about you, and “double down” on that

For example:

If your customers appreciate your “direct, getting to the point” approach to conversations, then your brand value could be:

- Straight shooting, always direct
- ...or if your brand is slightly bolder, “no bullshit”

Then you need to live and breathe that.

In this situation, you wouldn’t sugar coat anything. You’ll always tell it how it is.

If you can’t stand behind your brand values proudly, then they’re not right.

5. Stay Consistent

While your brand identity may change, and your brand might go through a whole rebranding process, your values should stay as consistent as possible.

To do this, you need to simplify everything you can. You don't want sweeping statements. You want short punchy sentences.

From the way you communicate, to your website, to you

6. Marketing and advertising

Marketing helps you to move from brand awareness and recognition to understanding, alignment and loyalty from your customers.

According to the original definition, brand value chains start with marketing is the first step to realizing brand value, since it establishes the brand in the mind of the customer.

7. Ambassadorship and sponsoring

Whether it's sports stars, social media influencers, or musicians, aligning with a well-known individual or group is a well-established form of brand-building. It not only raises awareness and recognition of your brand, but it can also be linked with brand purpose, where your company's ethical and social values are enhanced and amplified by your choice of ambassador.

8. Customer experience

Providing great customer experiences is a powerful way to boost brand equity. As much as quality products and services, customers increasingly expect a good experience from brands, and research has shown that many are willing to pay more and choose brands ahead of their competitors when they've enjoyed a positive experience.