

Unit 1 : Introduction to Advertising

Sub:ABM

Unit 1 : Introduction to Advertising (20%)

- Definition
- Objectives
- Functions and Classification of Advertising
- The role of advertising in Marketing
- The role of advertising agencies

Definition

- According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."
- According to American Marketing Association "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor"

FEATURES OF ADVERTISING

1. Communication
2. Information
3. Persuasion
4. Profit Maximisation
5. Non-Personal Presentation
6. Identified Sponsor
7. Consumer Choice
8. Art, Science and Profession
9. Element of Marketing Mix
10. Element of Creativity

OBJECTIVES OF ADVERTISING

1. To introduce a new product by creating interest for it among the prospective customers.
2. To support personal selling programme. Advertising maybe used to open customers' doors for salesman.
3. To reach people inaccessible to salesman.
4. To enter a new market or attract a new group of customers.
5. To light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.
6. To enhance the goodwill of the enterprise by promising better quality products and services.
7. To improve dealer relations. Advertising supports the dealers in selling he product. Dealers are attracted towards a product which is advertised effectively.
8. To warn the public against imitation of an enterprise's products.

IMPORTANCE/FUNCTIONS OF ADVERTISING

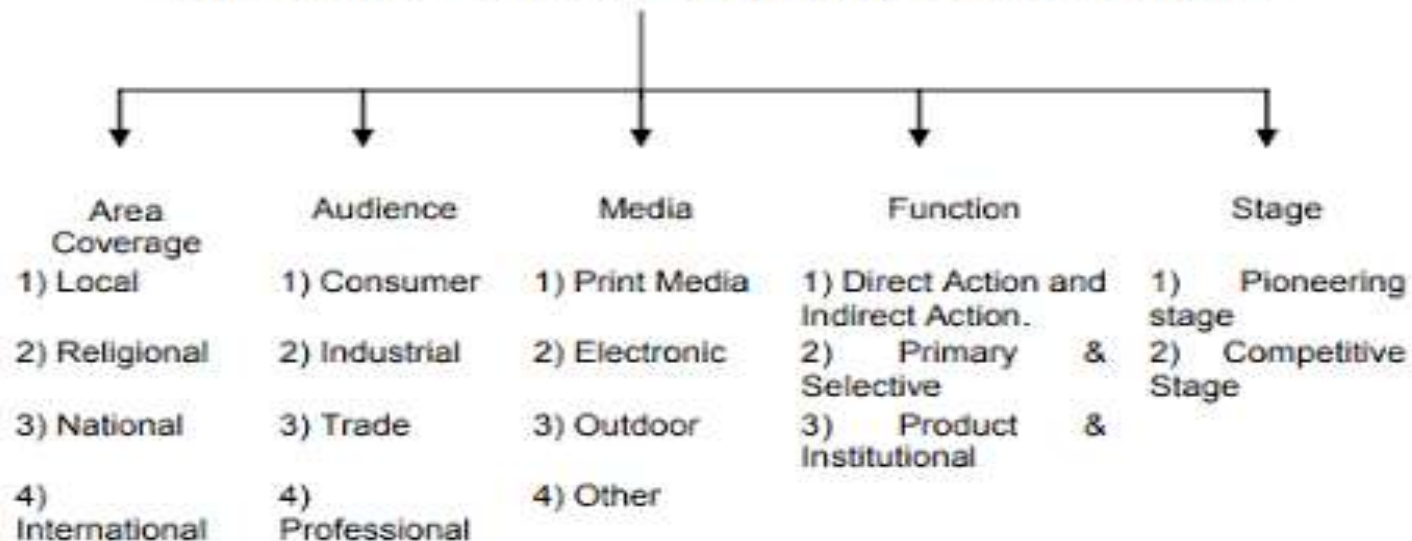
- Introduction of New Product :
- Promotion of Sales
- Motivate dealers to stock
- Helps dealers to liquidate stock
- Increase per capita consumption
- Defining quality
- Protect manufacturer's interest
- Helps to eliminate seasonal fluctuation
- Create demand for product
- Raises standard of living

IMPORTANCE/FUNCTIONS OF ADVERTISING

- Moral support to salesman
- Provide information
- Product improvement
- Sense of Security
- Helps in recruitment

Chart :

Classification of Advertising on the various basis



Stages

Area Coverage	Audience	Media	Functions	Ad. Stages
- Local-	Consumer-	Press-	Direct & Indirect	- Pioneering
- Regional	- Industrial	- Broadcasting	-Action-	Competitive
- National	- Trade	- Outdoor	-Primary & Selective	
	- Retentive			
- International	- Professional-	Others	- Product & PRA	

Classification

- I) Classification on The Basis of Area Coverage :
- On this basis advertising may be classified into the following four categories, viz.,
- (1) local,
 - (2) regional,
 - (3) national,
 - (4) international advertising.

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તેના ગુણોને લીધે હોય છે,
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Classification

- Classification on The Basis of Audience
- On this basis, advertising may be classified into the following four categories, viz.,
 - (1) consumer advertising,
 - (2) industrial advertising,
 - (3) trade advertising, and
 - (4) professional advertising.

Classification

- Classification on The Basis of Media On the basis, advertising may be-classified into the following four categories viz.,
 - (1) Print media advertising;
 - (2) electronic, or, broadcast media advertising;
 - (i) radio, (ii) television, (iii) motion pictures, (iv) video, and (v) the internet.
 - (3) outdoor media advertising.
 - (4) Other Media
 - posters, neon signs, transit, point of purchase (POP)
 - direct mail, handbills, calendars, diaries, cinema advertising

PERFECT GREENCARD PREVIEW SALE

25 - 26 DEC

FLAT 50% OFF

ON A WHOLE RANGE OF GOODS

FREE

DELIVERY SERVICE

'6000'

GUARANTEED FREE

EXCLUS & FINE OFFERS

pantaloon's

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SSI

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Convenience of digital transactions

Transact anytime, anywhere

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Classification

- Classification on The Basis of Function:

1. Direct Action and Indirect Action Advertising

Direct action advertising is undertaken to obtain immediate response or action on the part of target audience.

Examples include discount sales advertising, sale along with free gift offers, and mail-order coupon sales, etc.

1. Primary and Selective Advertising

Primary Advertising is undertaken by trade association or by cooperative groups. It is undertaken to create generic demand and for products and services

Product and Institutional Advertising :

Institutional advertising is undertaken to build name and goodwill of the organisation. It is also, know as corporate advertising or image advertising. It is mostly undertaken by large firms

Classification

- Classification on The Basis of Advertising Stages On this basis, advertising may be classified into the following three different categories, viz.,
 - (1) advertising at pioneering stage,
 - (2) advertising at competitive stage, and
 - (3) advertising at retentive stage.



The role of advertising in Marketing



Advertising agency

- An advertising agency is a company that offers services related to creating, planning, and executing advertising campaigns and promotions for its clients. The agency typically employs a team of professionals, including account managers, creatives, media planners, and researchers, who work together to develop effective marketing strategies to help clients reach their target audience.

Functions/Role of Advertising Agency

- **Market Research:** Conducting research on the market and target audience to determine consumer preferences, market trends, and competition. This helps in developing effective advertising strategies.
- **Creative Development:** Developing creative concepts, messaging, and visual designs for advertising campaigns, including television, print, radio, online, and outdoor media.
- **Media Planning and Buying:** Determining the best media channels to reach the target audience, negotiating advertising rates, and purchasing ad space.
- **Campaign Management:** Managing the execution of advertising campaigns, including coordinating with suppliers, tracking progress, and making adjustments as needed.
- **Public Relations:** Developing and implementing public relations campaigns to promote the client's brand and manage their reputation.
- **Branding and Identity:** Developing the brand identity, including logos, taglines, and brand guidelines, to ensure consistency across all advertising and marketing materials.
- **Digital Marketing:** Developing and implementing online advertising campaigns, including search engine optimization, social media marketing, email marketing, and display advertising.
- **Analytics and Reporting:** Measuring the success of advertising campaigns through analytics and reporting, and making recommendations for future campaigns based on the data.

Advertising agency

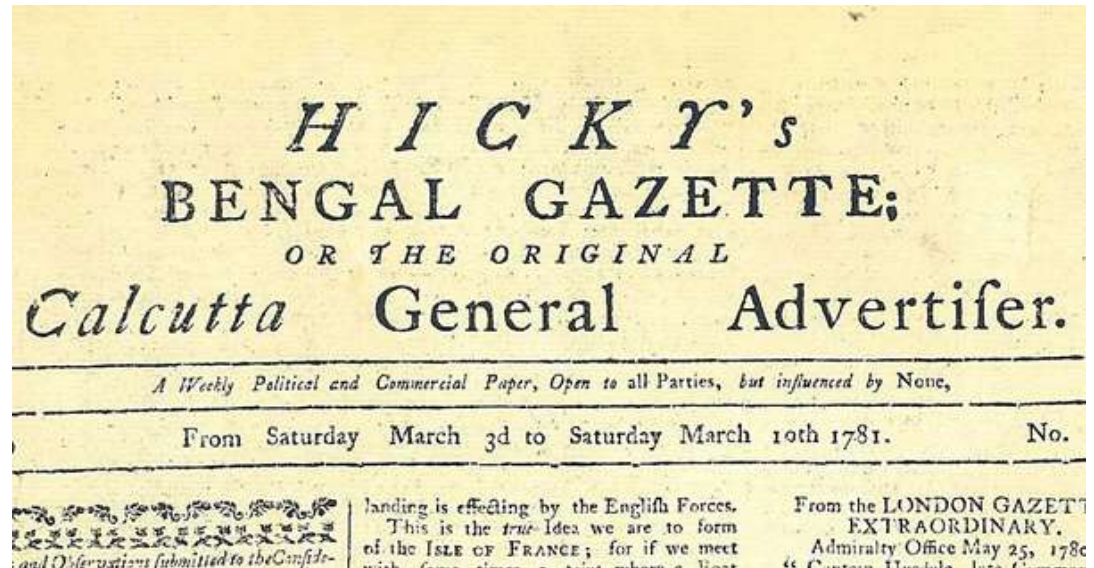
- The first advertising agency in India was B. Dattaram & Co., established in Mumbai in 1905. It was located in Girgaum, Mumbai. This agency is also the oldest one in India that still exists.
- While B. Dattaram & Co. was the first, other agencies like Gujarat Advertising and Allied Advertising emerged in the 1920s. The first international agency was J. Walter Thompson (JWT), established in 1926, which handled General Motors' Indian advertising. Early advertising focused on print media, with newspapers being the primary source of information.

Advertising agency

- **1. Ogilvy & Mather**
Key Accounts: Asian Paints, BP/Castrol, Cadbury, Gillette India, HLL, Hutchison Essar, IBM, Seagrams , SBI, Tata Motors
- 2. McCann Erickson India
Key Accounts: Coca-Cola , Hindustan Lever, Johnson & Johnson, LOreal , General Motors, Dabur, Intel, Marico , Mastercard, Microsoft, Nerolac, Perfetti, Tata Indicom, TVS Motors
- 3. Lowe Lintas
Key Accounts: Unilever, Idea Cellular, Britannia, LG, Maruti Udyog, ITC, Bajaj Auto, J&J , The Hindu
- 4.JWT
Key Accounts: Pepsico, DYC, Hero Honda Motors, Glaxo Smithkline, Frito Lays India, HPCL, Unilever Home & Personal Care, Ford
- 5.Leo Burnett
- **Key Accounts:** P&G , Coca-Cola , Heinz India, McDonalds , Bajaj Auto, Godfrey Phillips

History

The history of advertisement in India goes back to January 29, 1780, the first newspaper was published by James Augustus Hicky during the British Raj and was called "The Bengal Gazette" "Calcutta General Advertiser" or simply "Hicky's Gazette."



Out-of-home Advertising

- Billboards originated in ancient India, and a 'signboard' or 'billboard' estimated to be up to 8000 years old was discovered in the city of Dholavira.
- it's recorded that in the 1830s, a man named Jared Bell created some of the very first billboards.





History

- The first paid [radio advertising](#) was aired on WEAJ (WFAN) in New York on August 28, 1922.
- Talking about India All India Radio(AIR) also known as Vividh Bharati recorded its first slot of sponsored shows on 3rd May 1970. A huge array of excellent sponsored shows came to be aired, all building up tremendous listenership and revenue for AIR.

History

The first [television advertisement](#) was aired on July 1, 1941, and lasted nearly ten seconds. Produced by the Biow Company, the video promoted a Bulova Watch. The message was "America runs on Bulova time."

The first television advertising that appeared in India was on January 1 in the year 1976 for Gwalior Suitings.



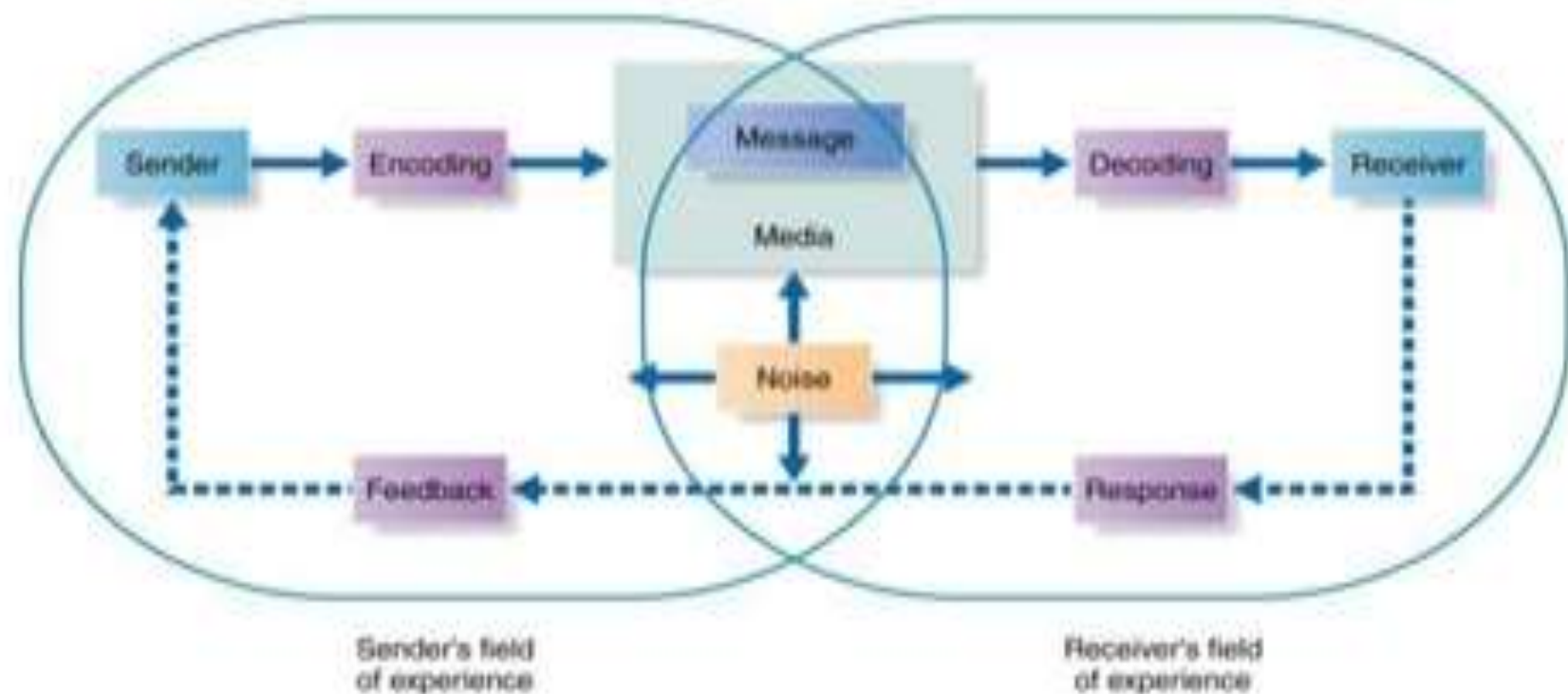
2. Understanding Communication Process

20 %

Understanding Communication Process

- Source
- Message and Channel Factor
- AIDA Model
- Hierarchy of Effect Model
- Innovation Adoption Model
- Elaboration likelihood model

Elements in the Communication Process



Communication

- Communication is an exchange of ideas, facts, opinions or emotions of two or more persons.
- Communication is a process of transmitting and receiving verbal and non-verbal messages. It is considered effective when it achieves the desired response or reaction from the receiver.

Communication

- **Source:** The source comes up with an idea and sends a message in order to share information with others. The source could be one other person or a group of people.
- **Encoding:** The way the information is described or translated into a message.
- **Message:** The idea, fact or opinion that the sender wants to communicate.
- **Communication channel:** The method of delivering the message.

Communication

- The channels of communication are many—written, spoken, verbal, non-verbal, mass media like TV, radio, newspapers, books, etc. Choosing the appropriate channel, one most suitable for the message as well as the receiver, is a complicated task. **The medium can be categorized in the following manner:**
- **i) Personal:**
- It involves direct interpersonal (face-to-face) contact with the target group.
- **ii) Non-Personal:**
- These are channels which convey message without any interpersonal contact between the sender and the receiver.
- **The non-personal channels of communication may further be broadly classified as follows:**
- **a) Print Media:**
Newspapers, magazines, direct mails, etc.
- **b) Electronic Media:**
Radio and Television.

Communication

- **Decoding:**

It is the process of transforming the sender's message back into thought.

- **Receiver:**

It is the target audience or customers who receive the message by way of reading, hearing, or seeing. A number of factors influence how the message is received. These include the clarity of message, the interest generated, the translation, the sound of words, and the visuals used in the message.

- **Noise:**

The unplanned distortions or interference of the message is termed as 'noise.' A message is subjected to a variety of external factors that distort or interfere, its reception.

Communication

- **Feedback:**

In order to assess the effectiveness of the marketing communication process, feedback from the customers is crucial. The time needed to assess the communication impact depends upon the type of promotion used. For instance, an immediate feedback can be obtained by personal selling, whereas it takes much longer time to assess the communication effectiveness in case of advertisements.

The Persuasion Matrix

Dependent variables: Steps in being persuaded	Independent variables: The communication components				
	Source	Message	Channel	Receiver	Destination
Message presentation			(2)		
Attention	(4)				
Comprehension				(1)	
Yielding		(3)			
Retention					
Behavior					

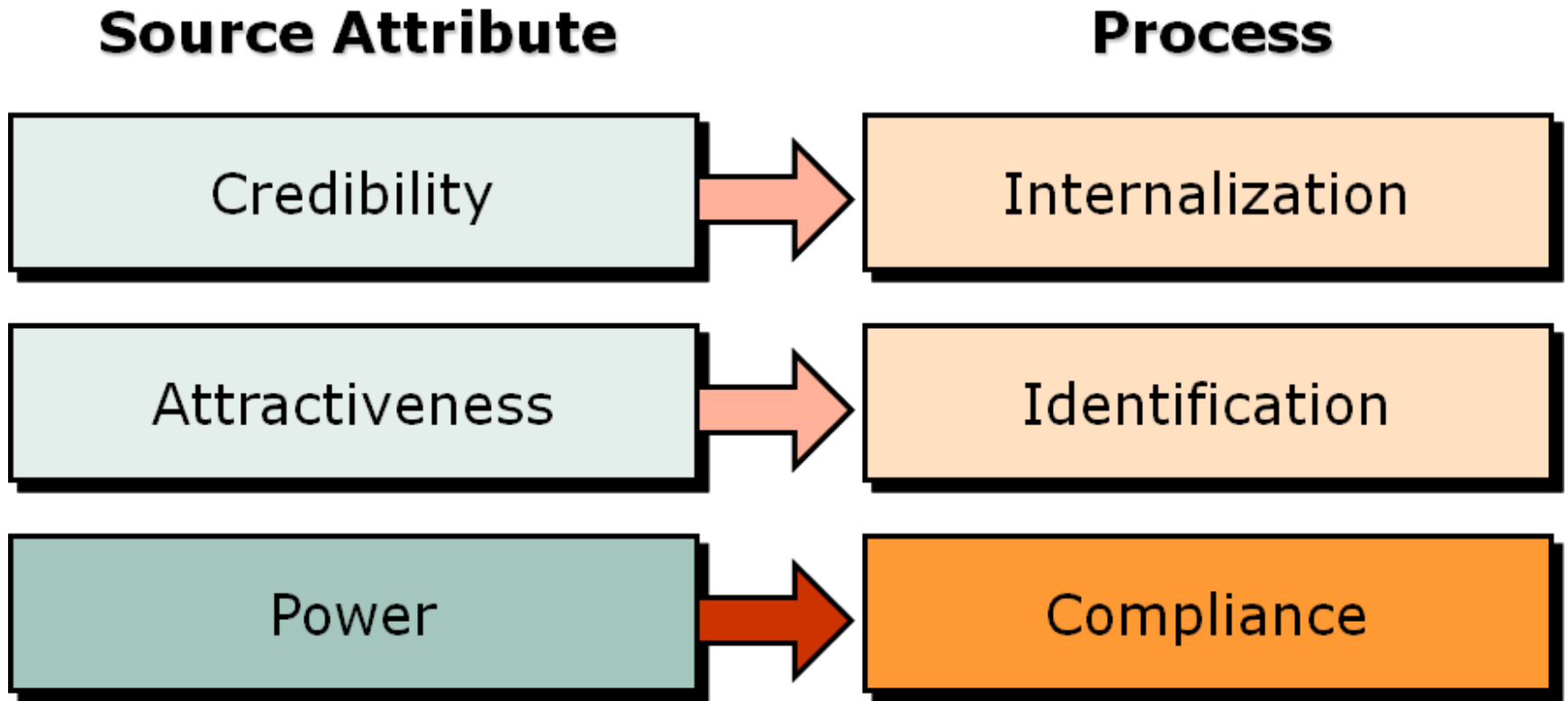
What is Persuasion?

- “a successful intentional effort at influencing another’s mental state through communication in a circumstance in which the [person being persuaded] has some measure of freedom”

The persuasion matrix

- The persuasion matrix helps marketers to see how each controllable element of the communication process interacts with the consumer's response process. The matrix has two sets of variables.
- Independent variables are the controllable components of the communication process while dependent variables are the steps a receiver goes through in being persuaded.

Source Attributes and Receiver Processing Modes



The persuasion matrix

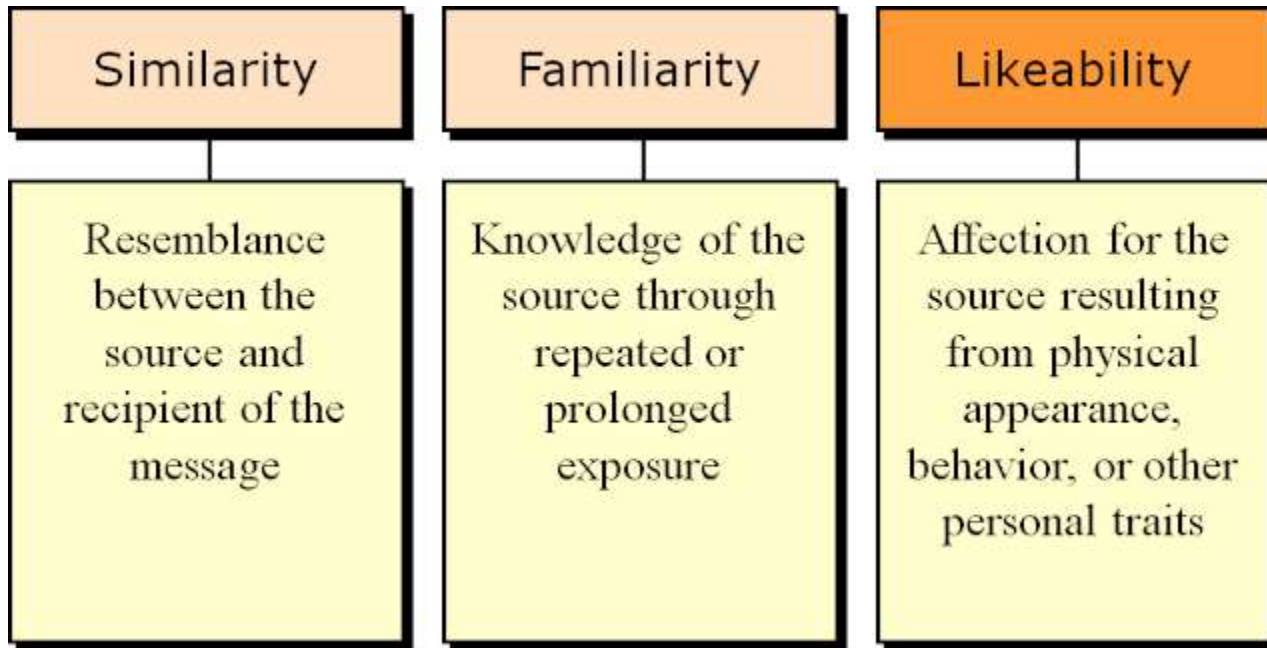
- **Source Credibility**

There are two important dimensions to source credibility, expertise and trustworthiness. Marketers recognize that expertise is extremely important and choose spokespersons who have knowledge, skill, or experience with a particular product or in a service area. Endorsements from individuals or groups recognized as experts, such as doctors or dentists are common in advertising. While expertise is important, the target audience must find the source believable. Trustworthiness relates to the source's objectivity, honesty, and believability.

Source Credibility

- The "sleeper effect" in advertising refers to a delayed increase in the persuasive impact of a message, even if the initial message source lacked credibility.
- BMW claimed the title of "The Ultimate Driving Machine" in all of their ads
- The sleeper effect is seen in repetitive advertisements, where initial excitement fades with repeated exposure, and viewers return to their original attitudes about the product. Another example is advertisements with disclaimers, where disclaimers act as discounting cues, causing initial skepticism.

Source Attractiveness



Risks of Using Celebrities

- Although celebrities can be effective in gaining attention and influencing consumers, there are some factors that must be considered before deciding to use them.

These are:

- **Overshadowing the product** – advertisers should select a celebrity spokesperson who will attract attention and enhance the sales message, but not overshadow the brand.
- **Overexposure** – consumers can become skeptical when a celebrity endorses too many products or companies and becomes overexposed.
- **Target audiences' receptivity** – it is important for marketers to select a celebrity endorser who matches and is well received by the advertiser's target audience.
- **Risk to the advertiser** – the advertiser needs to select an endorser who will not embarrass the company. Researching the celebrity's personal life and background to reduce this risk is becoming common.

Overshadowing the product

Mangoes are the Indian summer's redeeming factor. But when you think of Slice, you think of something else before you think of mangoes-Katrina Kaif. Her iconic AamSutra ad caused quite a stir, but was always a reminder that the wait was over and mango season was finally upon us.



Top 10 **Indian Celebrities** Who Endorsed The Most Brands

#	Celebrity	No. Of Brands
1	MS Dhoni	42
2	Amitabh Bachchan	41
3	Shahrukh Khan	34
4	Kareena Kapoor	31
5	Akshay Kumar	28
6	Kiara Advani	27
7	Madhuri Dixit	25
8	Sourav Ganguly	24
9	Ranveer Singh	21
10	Virat Kohli	21



Target audiences' receptivity





- **Aamir Khan and Snapdeal**
- Bollywood star [Aamir Khan's](#) promotion of [online marketplace](#) Snapdeal became among the biggest celebrity endorsement flops in India. The mess started when Aamir Khan spoke about increasing intolerance in India, and as a result, there was a social outcry. Most felt that his remarks were against their country, and subsequently, #BoycottSnapdeal became the hashtag on social media.
- While the actor had expressed his personal opinion only, his endorsement deal with Snapdeal took a toll on the brand. The online shopping platform soon dropped Khan and ended the campaign silently. This case shows how quickly an endorsement can turn sour from success as soon as a celebrity's personal opinions clash with the general opinion, leading to a poor celebrity endorsement example.

Source power

- Source power: The power of a source as a result of his or her ability to administer rewards and/or punishments to the receiver
- When source can administer rewards and punishments to receiver.
- Depends on source's perceived control, perceived concern, and perceived scrutiny.
- Compliance: Receiver accepts source's persuasive influence and acquiesces to source's position.
- To obtain favorable reaction or avoid punishment.
- Difficult to apply in advertising; more likely in personal communication.

Source power

- Source power depends on several factors:
- The source must be perceived as being able to administer positive or negative sanctions to the receiver (perceived control).
- The receiver must think the source cares about whether or not the receiver conforms (perceived concern).
- The receiver's estimate of the source's ability to observe conformity is also important (perceived scrutiny)

"I once met three guys named
pain, suffering, and sacrifice.
Now, we're inseparable.
We're best  friends."



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Message Structure

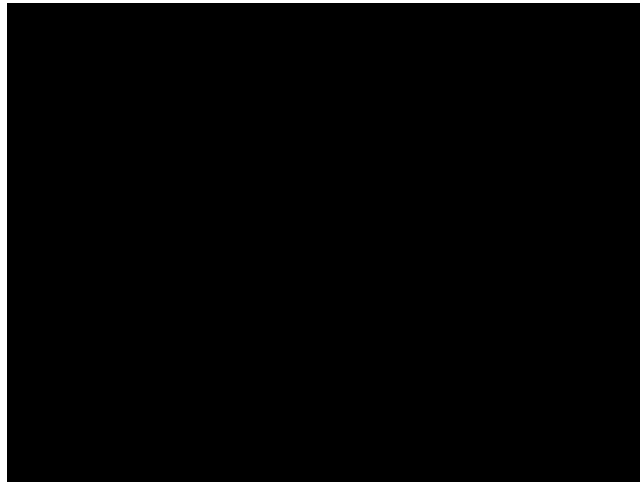
- Order of presentation (primacy vs. recency)
- Conclusion Drawing (open vs. closed end)
- Message sidedness (one vs. two-sided)
- Refutation
- Verbal vs. visual

Ariel – #ShareTheLoad Campaign

Concept: Questions gender roles in Indian households, asking why laundry is often only the woman's job.

Open-ended Message: Encourages men to share domestic responsibilities.

Why it's open-ended: Leaves the viewer with a question—"Is laundry only a woman's job?"—without prescribing exactly how to fix it.



Message Factor

- **Structure**
- Marketing communications usually consist of a number of message points that the communicator wants to get across. An important aspect of message strategy is knowing the best way to communicate these points and overcome any opposing viewpoints audience members may hold.

Order of Presentation

Presenting the strongest arguments at the beginning of the message assumes a **primacy effect** is operating, whereby information presented first is most effective.

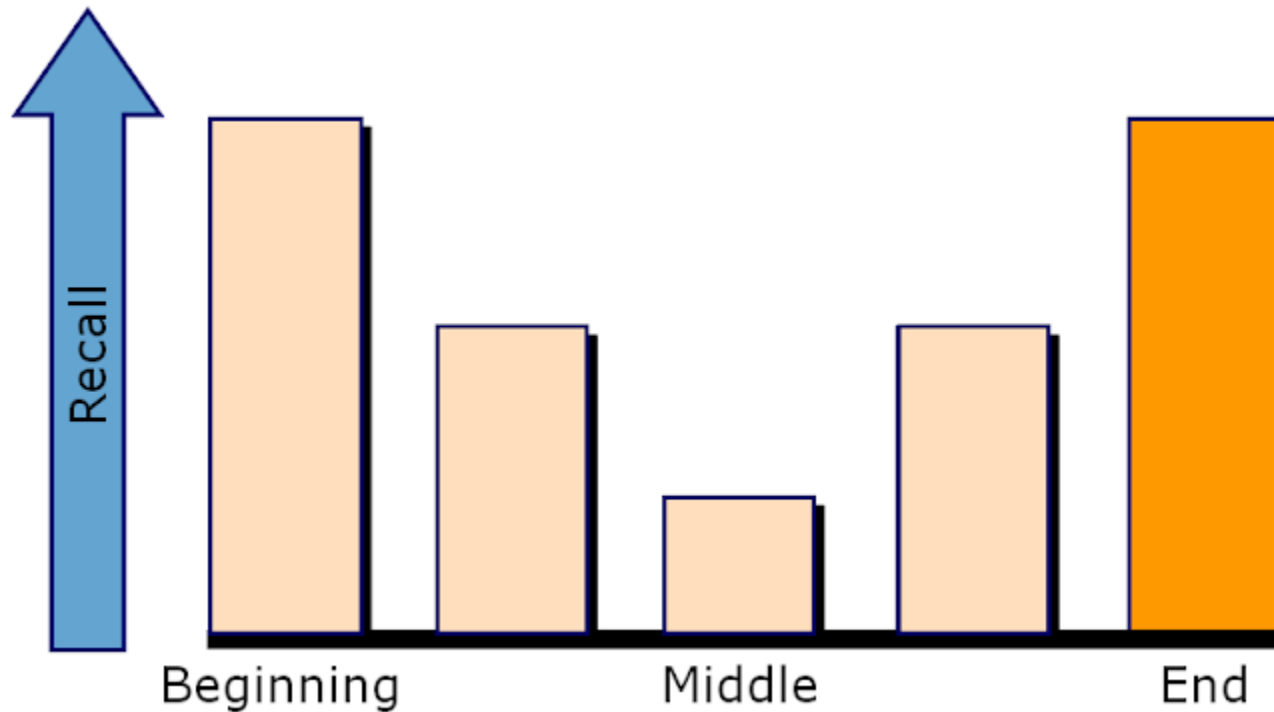
5 star Do nothing campaign

Putting the strong points at the end assumes a **recency effect**, whereby the last arguments presented are most persuasive effect.

Conclusion Drawing

Marketing communicators must decide whether their messages should explicitly draw a firm conclusion or allow receivers to draw their own conclusions.

Recall and Presentation Order



PRIMACY EFFECT

The primacy effect refers to the psychological phenomenon whereby people remember the first thing in a sequence more than things that come after it.

EXAMPLES

- **Phone Numbers:** Often, we'll try to store a 9-digit phone number in short-term memory, but when we try to recall it, we'll only remember the first few numbers.
- **Shopping Lists:** Similarly, if we write a shopping list, it's more likely we'll remember the first one or two items, but the middle items might slip our minds.

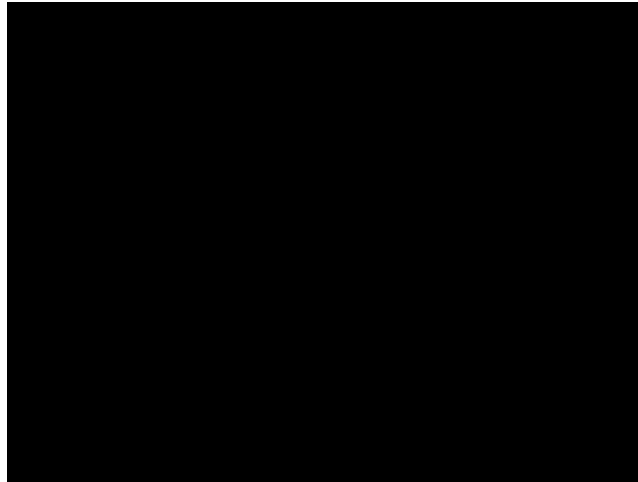
PRIMACY VS RECENCY EFFECTS

The primacy and recency effects are both parts of the serial position effect theory. Here are their simple definitions:

- **Primacy effect:** Recalling the first items better than the middle items.
- **Recency effect:** Recalling the last items better than the middle items.

Primacy effect

Recency effect



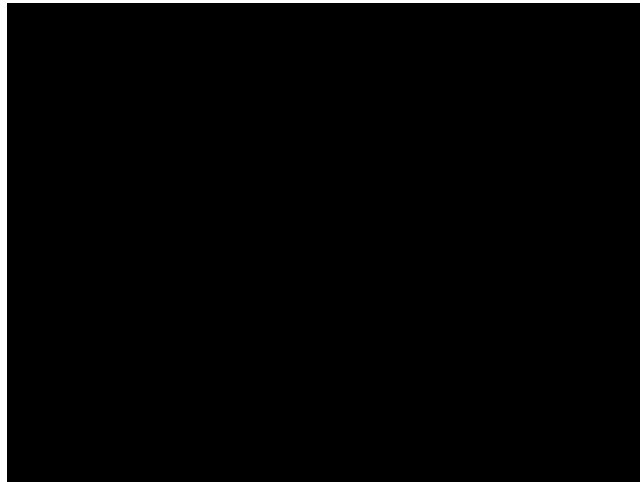
Conclusion Drawing

1. Surf Excel – “Daag Acche Hain”

Ad Message: Kids get dirty while doing something good (like helping someone), and Surf Excel will take care of the stains.

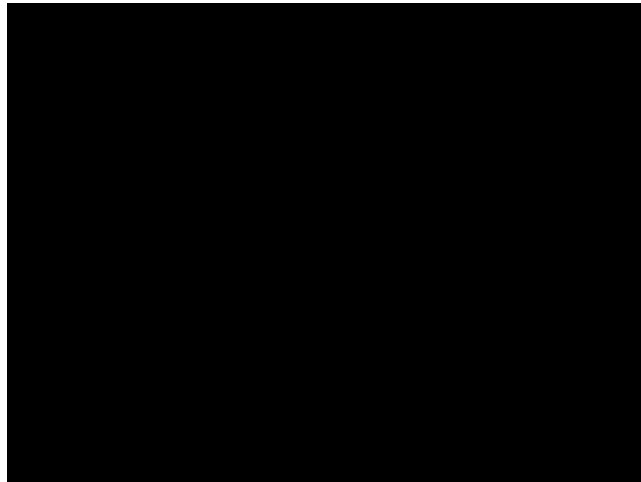
Conclusion Drawn: Dirt is good if it comes from good deeds, and Surf Excel will clean it easily.

Why it's conclusion-drawing: The tagline and visuals lead directly to the conclusion that Surf Excel supports mess made for good reasons, and that it's reliable in removing stains.



Message Sidedness

A one-sided message mentions only positive attributes or benefits. A two-sided message presents both good and bad points.



Refutation

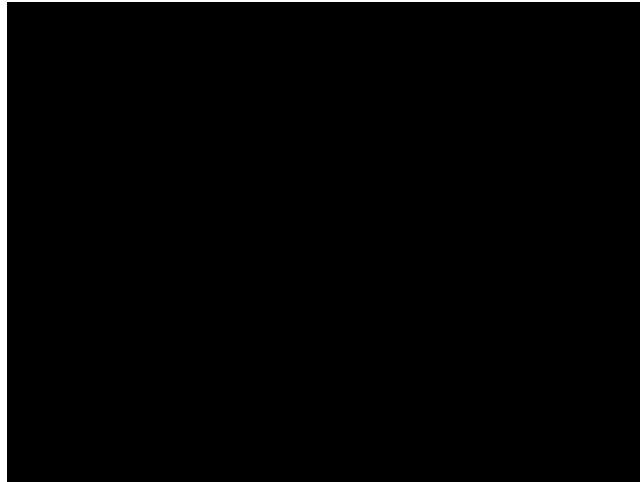
- Refutation An a special type of two-sided message known as a refutational appeal, the communicator presents both sides of an issue and then refutes the opposing viewpoint. Since refutational appeals tend to “inoculate” the target Audience against a competitor’s counterclaims, they are more effective than one-sided messages In making consumers resistant to an opposing message.

Refutation

Dove – “Stop the Beauty Test” (2021)

- **Refutation:** Challenges the deep-rooted cultural obsession with fair skin, slim bodies, and conventional beauty in arranged marriages.
- **Myth/Belief Refuted:** *Only fair, thin, long-haired girls are marriage material.*
- **Response:** Real women with diverse appearances are shown confidently rejecting those beauty standards.
- **Impact:** Positions Dove as a progressive, body-positive brand

Refutation



Appeals

Comparative Advertising

Comparative advertising is the practice of either directly or indirectly naming competitors in an ad and comparing one or more specific attributes.



Fear Appeals

Fear Appeals Fear is an emotional response to a threat that expresses, or at least implies, some sort of danger. Ads sometimes use fear appeals to evoke this emotional response and arouse individuals to take steps to remove the threat. Relationship between fear levels and message acceptance



Humour Appeals

Humour Appeals Humorous ads are often the best known and best remembered of all advertising messages. Advertisers use humour for many reasons. Humorous messages attract and hold consumers' attention. They enhance effectiveness by putting consumers in a positive mood, increasing their liking of the ad itself and their feeling toward the product or service. And humour can distract the receiver from counter arguing against the message.



Channel Factors

- **Personal versus Non personal Channels**
- There are a number of basic differences between personal and non personal communications channels.
- Information received from personal influence channels is generally more persuasive than information received via the mass media.
- **Effects of Alternative Mass Media**

The various mass media that advertisers use to transmit their messages differ in many ways, including the number and type of people they reach, costs, information processing requirements, and qualitative factors. Differences in Information Processing There are basic differences in the manner and rate at which information from various forms of media is transmitted and can be processed. Information from ads in print media, such as newspapers, magazines, or direct mail, is self paced; readers process the ad at their own rate and can study it as long as they desire. In contrast, information from the broadcast media of radio and television is externally paced; the transmission rate is controlled by the medium.

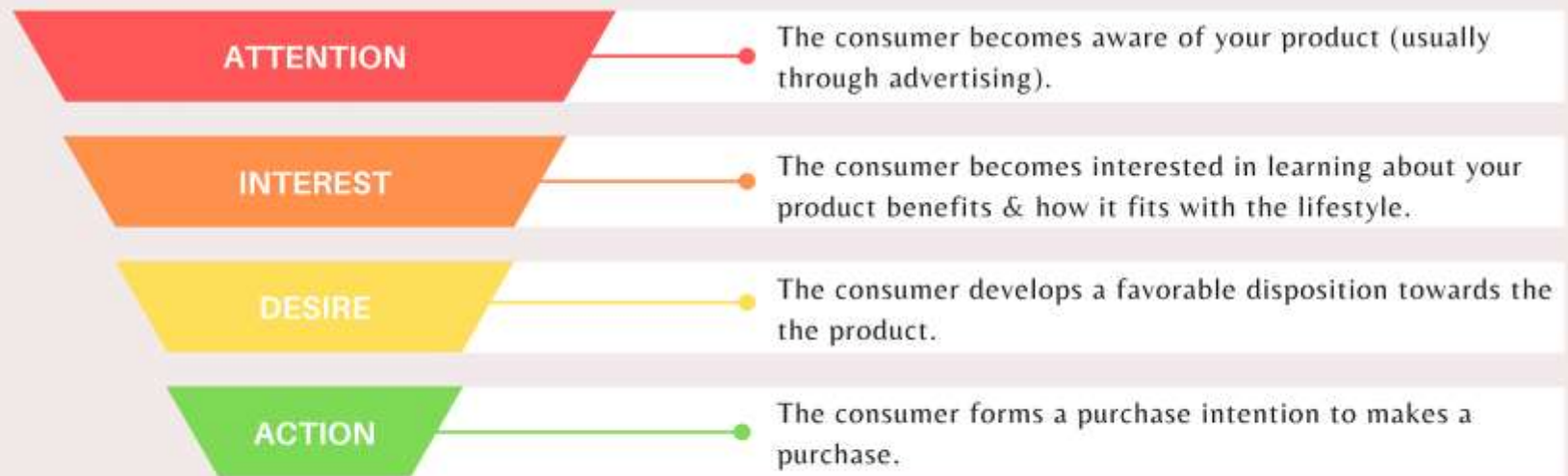
Channel Factors

- Effect of Context and Environment
- Qualitative Media effect
- Clutter

Response Hierarchy Models – Advertising response

- **Response Hierarchy Models** explain the [advertising response](#) process of consumers.
- Response Hierarchy Models provide clarity pertaining to the response that is elicited from a customer at different stages of his journey right from lack of awareness to purchasing the product.
- There are five Response Hierarchy Models that substantiate the behaviour of consumers across three stages of awareness namely; Cognitive Stage, Affective Stage and Behavioural Stage.

AIDA Model



The AIDA model

- The AIDA model was developed in 1898 by [E. St. Elmo Lewis](#) in an attempt to explain how personal selling works.
- In one of his advertising publications, Lewis suggested three principles to which an advertisement should adhere for it to be considered a successful advertisement:
 - *Attract attention*
 - *Maintain interest*
 - *Create desire*
- Later, he added a new phase called *get action*. Originally developed for **structuring sales negotiations**, Lewis' formula was soon applied in all areas of marketing.

The AIDA model

- This model is built on the assumption that every buyer experiences cognitive (thinking processes) and affective (feelings or emotional steps) processes, which eventually culminate in a behavioral outcome: the actual purchase.
- In some variants, *Attention* is replaced with *Awareness* and *Desire* with *Decision*.

The AIDA model

- Here's how each stage of the **AIDA model** works:
- **Attention** – Attract the consumer's attention to your product or service.
- **Interest** – Increase consumer interest in your product or service
- **Desire** – Make the consumer want your product or service.
- **Action** – Initiate an action for the consumer to buy your product or service.

The AIDA model

- **What Is Attention in AIDA?**
- Attention is the process of making potential customers aware of your business and the service or product you offer.
- One of the best approaches to attracting consumer attention is what's called "creative disruption" – breaking existing patterns of behavior through a highly creative message. This can be done in several ways:
- Placing advertisements in unexpected situations or locations. This is often referred to as guerrilla marketing.
- Creating shock in advertisements through provocative imagery.
- An intensely targeted message. This is also referred to as personalization.



The AIDA model

- **At this point, your main goal is to increase consumer interest levels in your product or service.**
- You can do this by creating a consistent brand voice and message that your target audience can relate to and sharing it through various marketing channels.
- **Which Marketing Strategies Can Be Attributed to the Interest Stage?**
- Here are some of the marketing strategies that can be attributed to the **interest stage**:
 - Email Marketing
 - Chatbot marketing
 - Retargeting campaigns
 - Social Media accounts
 - Webinars

The AIDA model

- The second and third steps of the AIDA model go together. As you are hopefully building interest in a product or service, it is important that you help customers realize why they “need” this product or service.
- Desire is when the consumer is already interested in your product or service, and you’re trying to make them desire it, moving their mindset from “I like it” to “I want it.”

The AIDA model

- The **desire (decision) stage** can be attributed to these marketing strategies:
- Testimonials
- Pricing
- Detailed presentation of product features
- Pricing pages
- Product comparison pages
- Reviews
- Live demos and tutorials
- Free trials

The AIDA model

- **Action is the process when the prospect decides to take the action necessary to become a customer. The purchasing process should finally take place at this stage.**
- Call-to-Action (CTA) buttons
- Special offers
- Follow-up email campaigns
- The last step of the AIDA model is getting your consumer to initiate action. The advertisement should end with a call to action – a statement that is designed to get an immediate response from the consumer. For example, Netflix uses persuasive text to convince the consumer to try their free trial. Netflix communicates how convenient their product is and highlights its value, then urges consumers to sign up for a free trial.

The AIDA model

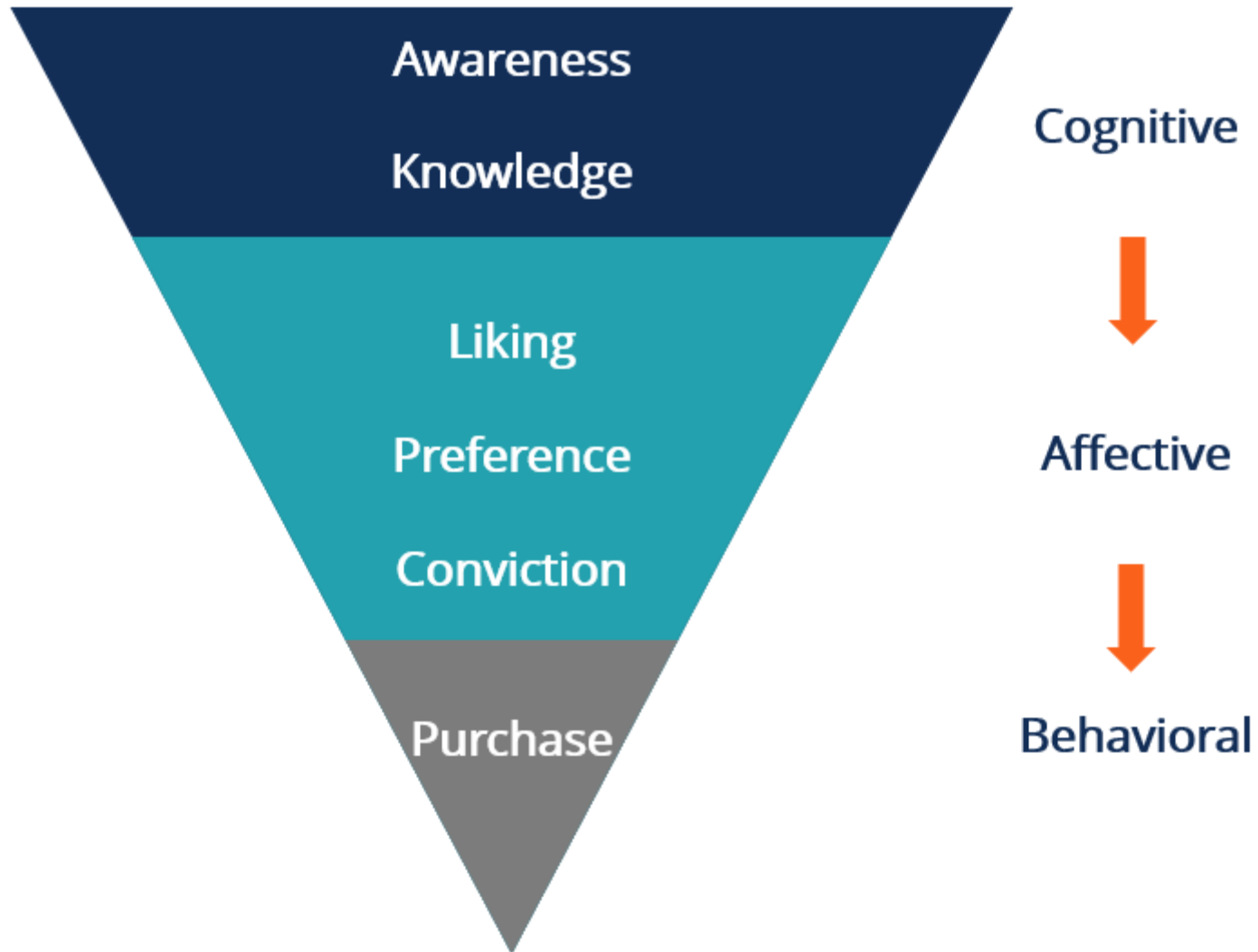
- Advantages
 - In depth knowledge of the market
 - Improved relationship with customers
 - Market Update
 - Engaged customer
 - Save time
- Limitations
 - Outdated model
 - Misses Many Components
 - Doesnot cover branding

Hierarchy of Effects Model

The Hierarchy of Effects Model is a framework marketers use to understand how consumers respond to advertising messages, moving from awareness to action. It outlines the steps a consumer takes, starting with brand awareness and eventually leading to purchasing a product or using a service.

The theory was first raised by Robert J. Lavidge and Gary. Steiner in their article entitled “[A Model for Predictive Measurements of Advertising Effectiveness](#),” which was published in 1961.

Hierarchy of Effects



The hierarchy of effects

The hierarchy of effects is based on behavioral psychology. It can be classified into three main behavior stages – cognitive, affective, and behavioral, regarding the human thought process. The cognitive stage, also known as “thinking,” contains the awareness and knowledge stages.

The affective stage is composed of the sub-stages of liking, preference, and conviction, which describes the impact on consumers’ “feeling” process. The final stage is the behavioral (doing) stage, reaching the ultimate goal of purchase.

Stages of Hierarchy of Effects

1. Awareness

Gaining consumer awareness is the starting point of the entire process. For example, if a consumer intends to purchase a smartphone, the marketing team of a phone brand must make that potential consumer aware of the brand's existence through its advertising. At the awareness stage, the consumer notices the brand but with very limited knowledge about it.

- Coca-Cola's "Share a Coke" Campaign: In 2011, Coca-Cola launched the "Share a Coke" campaign, replacing their iconic logo with popular names on their bottles and cans. The Hierarchy of Effects Model was evident in this campaign, as it started by creating awareness of the personalized products (Attention), raised interest by showcasing people sharing the beverage with their friends and family (Interest & Desire), and then led to consumers purchasing the products to share with their loved ones (Action). The campaign also encouraged user-generated content, thus promoting brand loyalty (Retention) and turning customers into advocates (Advocacy).

Knowledge

After recognizing a brand, consumers will begin to assess whether the product within that brand can fulfill their needs and how it compares to other items and companies. It's critical to make sure that customers are fully informed about the brand so that they may advance to the next stage.

This is the stage in which marketers anticipate consumers to learn more about the advertised goods. It might be through product packaging, retail advisors, or even the internet. It's a crucial milestone in an age when everything is done online. Consumers may obtain information or gain knowledge on any product simply by pressing a button.

The awareness and knowledge (or cognitive) phases are when a consumer is informed about a product or service, as well as how they process the information they have been given. It is critical for marketers to include brand information in this stage in a way that

Liking

At this point, the process has transferred from cognitive to emotional action. Consumers establish favorable opinions about a brand as a result of it providing emotional comforts. The smartphone user, for example, may appreciate the attractive design or find the phone's high-definition camera useful.

It's a stage when marketers must ensure that consumers like the product. They must make certain that the characteristics they advertise a specific product encourage the consumer to buy it.

Preference

Consumers appreciate elements that a brand has, while they may also appreciate qualities possessed by other brands. At the preference stage, a brand must distinguish itself from competing products and establish superiority over rivals.

It's possible that clients will like more than one product brand, and they might buy any of them. Advertisers must ensure that consumers devote their attention to their own products rather than competing products. To guarantee this, it is critical that marketers emphasize the benefits of their brand, especially its USP or unique selling points. This will let customers differentiate the product from the rest.

The liking and preference (or affective) stages of the purchase decision are when consumers form feelings about a company, so it is not an appropriate moment for marketers to focus on product features or technological capabilities. Instead, advertisers should target a consumer's values, emotions, self-esteem, or lifestyle in order to appeal to their ideals and beliefs.

Conviction

Conviction is the decision-making stage in which consumers' positive feelings for a brand become an assurance to purchase. At this time, consumers are able to assuage their uncertainties and become more convinced about a particular product.

At this point, advertisers should be able to arouse consumers' interest in the product being advertised. They can let prospective buyers try the product to encourage confidence. If the goods are food, they may distribute free samples so that people may taste them first. They should invite clients for a vehicle test drive if the service is offered on wheels. Here, consumers will be confident to make a final decision about the purchase of the products. Brands need to encourage the conviction of potential customers at this stage. rival products

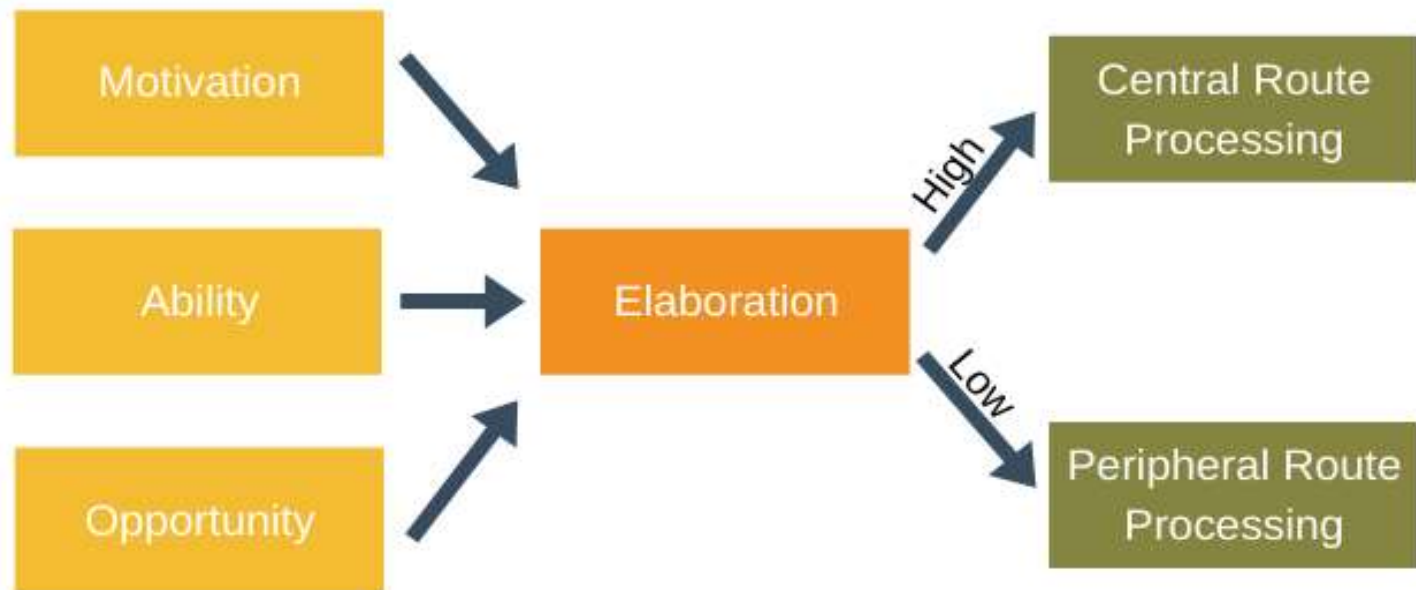
Purchase

At the pinnacle of the sales funnel, consumers make the decision to buy. It's critical to provide a positive purchasing experience to customers, such as providing pre-order alternatives, instructions on how to use it, or a warranty of after-sales assistance. Such measures might entice customers to make larger purchases or stay loyal to a brand for their next purchases as well.

This is the time when advertisers want consumers to buy their goods. The process should be straightforward and simple in order for customers to purchase the item. A sluggish website, for example, might discourage online shopping. A complicated payment procedure can also make consumers hesitant about purchasing a product.

The conviction and purchase (or conative) phase are focused on activities. It's when a marketer tries to force a potential client to take action on the information they've learned and developed an emotional bond with a brand by making a purchase. It may entail converting reservations about a product or service into action. In these phases, marketers should work to persuade potential consumers that they need a product or service, usually with the use of a test drive or sample item. Advertisers should also establish rapport with them by stressing the quality, usefulness, and popularity of their goods or services.

Elaboration Likelihood Model



Elaboration likelihood model

The elaboration likelihood model was developed by Richard E. Petty and John Cacioppo in 1980.

The elaboration likelihood model (ELM) is a theory of persuasion or attitude change that proposes that people can be persuaded in one of two ways.

What does elaboration mean in the context of the model? You can think of elaboration as referring to how much conscious thought you put into [making a decision](#). If you elaborate on something, then it means you are really thinking about it.

If you're highly interested in a topic and have the ability to think about your decision, then you will be likely to elaborate on your decision. In this case, persuasion will occur using what the model calls central route processing. You will examine and weigh up the information carefully before making your decision.

Elaboration likelihood model

Conversely, if the decision is less important to you or you have little time available to think about it, you won't invest much or any time elaborating on your decision. In this case, persuasion will occur using what the model calls peripheral route processing. You'll be influenced by associating the decision with positive or negative cues or by using cognitive cues.

To determine which route to use, the model says that three factors determine whether your elaboration is likely to be high.

These are:

Motivation

Ability

Opportunity

Elaboration likelihood model

1. Motivation

If you have a high desire to process the message you're receiving, then your motivation will be high.

For example, imagine the government announced new tax reliefs for recently married couples. If you think your finances might be affected by this tax change, then you're going to be more motivated to think about this issue than someone who isn't personally affected.

Elaboration likelihood model

2. Ability

Even if we want to elaborate, it can be difficult if we don't have the ability. This can happen when, for example, you're in a noisy environment, or when you don't have enough knowledge about a subject to be able to think deeply about it.

3. Opportunity

Having the opportunity means you have the time available to receive the message, process it, and then make your decision.

Elaboration likelihood model

Routes

1. Central Route Processing

Central route processing happens when elaboration is higher. Using central route processing, you'll listen carefully to the message and evaluate the pros and cons before making your decision.

Central route processing requires your conscious thought and critical thinking. To be able to process in this way, you must be motivated, have the ability, and the opportunity.

Through central route processing, you can form attitudes and even beliefs. Views formed through central route processing tend to be long-lasting. When you create an attitude or view in this way, you're less likely to change your mind about it later and more likely to behave in ways that match your new position.

Elaboration likelihood model

2. Peripheral Route Processing

When one or more of motivation, ability, or opportunity is missing or low, then you're more likely to process information via the peripheral route.

Using the peripheral route you're not consciously examining information, and you'll often make your decision based on:

- Positive or negative cues you've picked up.
- Rules of thumb.
- What you've seen others do.

In essence, you're trying to decide without investing any real thinking time.

Peripheral route processing is essential because you simply don't have time to consider every decision you make carefully. By making the minor decisions on auto-pilot using peripheral processing, you free up more time to think about the more significant decisions you need to make.

Elaboration likelihood model

Advantages

- The model gives you a framework by which you can assess how best to persuade someone.
- It is possible to use both the central route and peripheral route persuasion at the same time.

Disadvantages

- The model doesn't state when to use a particular form of persuasion, merely that the best model to use will be dependent on the elaboration level of the message recipient.
- More of a criticism than a disadvantage, but the model is based on the assumption that attitudes formed through central route processing will be stronger and harder to alter.
- When wishing to persuade a low elaborator, there is no indication of what's the best way to do this. Going back to our shampoo example, seeing your favorite celebrity might nudge you towards buying, but perhaps if you dislike the music in the ad it might nudge you away from buying.

Unit 3: Planning for Marketing Communication

(20%)

Unit 3: Planning for Marketing Communication

- Setting Marketing Communication Objectives,
- DAGMAR Approach for setting advertisement objectives
- Building the IMC Program: Using Creative Strategies in advertising, sales promotion, publicity and event sponsorship, Creative strategy in implementation and evaluation of marketing communication,
- Types of appeals and execution styles.

Setting Marketing Communication Objectives

- According to Kotler and Armstrong, Integrated Marketing Communications (IMC) is a concept in which a:
- “Company carefully integrates and coordinates its many communication channels—mass media advertising, personal selling, sales promotion, public relations, direct marketing, packaging, and others—to deliver a clear, consistent, and compelling message about the organization and its products.”

Setting Marketing Communication Objectives

- The Value of Objectives
 - Communication
 - Planning and Decision Making
 - Measurement and Evaluation of result
- Characteristics of Objectives
 - Concrete measurable task
 - Target Audience
 - Benchmark and degree of change sought
 - Time period

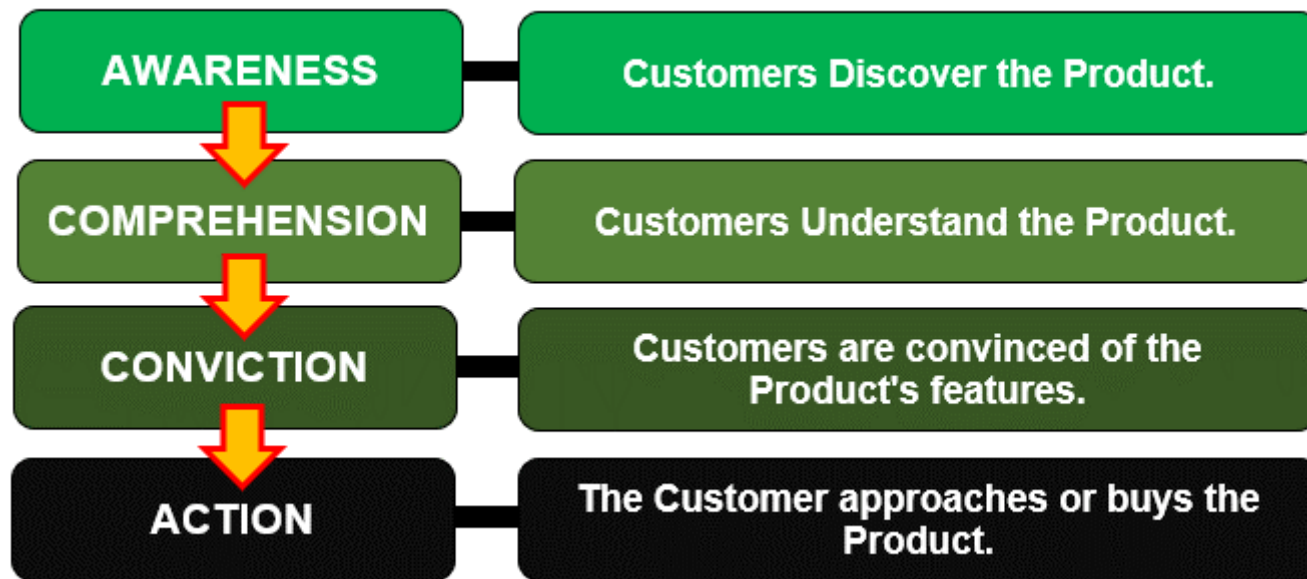
DAGMAR

- Introduced by marketing theorist, Russell H. Colley, in 1961, this model provides an analytical framework that quantitatively assesses the impacts of advertising. Russell Colley observed that although people were investing in advertising, they had to invest a lot of time in other marketing activities to get the ROI of advertising. This is because the ROI from advertising was unknown.

DAGMAR

- Its name is an acronym for the principle it follows:
- **Define Advertising Goals for Measured Advertising Results.**
- To do it efficiently, this Model highlights the **4 Phases that all Purchasing Processes go through:**
 - **Awareness.**
 - **Comprehension.**
 - **Conviction.**
 - **Action.**
- Also known, as the **ACCA Steps.**

DAGMAR



DAGMAR

1. Awareness: The Client **Discovers** the Product.

- Before this Stage, the Client didn't know that this product existed.

2. Comprehension: In this Stage, the Customer **Understands the Product**.

- Its properties, price, main characteristics, etc.

3. Conviction: The Customer is **Convinced by the Product**.

- Its characteristics meet all the desired requirements.

4. Action: In the last Stage, the Customer **Buys the Product**.

- Or, in the worst-case scenario, Approaches it, but doesn't buy it.

Advantages

- Target Audience
 - Primary Market
 - Secondary Market

Concrete and Measurable

Specified Timeframe And Benchmarks

Written Goal

Objectives of DAGMAR Approach

- Persuade a prospect to visit a showroom and ask for a demonstration.
- Build up the morale of the company's sales force.
- Facilitate sales by correcting false impression, misinformation and other obstacles.
- Announce a special reason for 'buying now' (price, discount, premium and so on).
- Make the brand identity known and easily recognizable.
- Provide information or implant attitude regarding benefits and superior features

Objectives of DAGMAR Approach

- Growth in Market Share
- Improve Sales turnover
- Perform complete selling function
- Stimulate impulse sales
- Remind customer to buy
- Create awareness
- Create desire
- Competitive strategy

Building IMC programme

- **Step 1: Know your target audience**

As a general rule, there is no “general audience”. You always want to communicate with a specific audience to make the most effective use of your resources.

- Segmenting specific audiences into groups based on characteristics will help you identify who are most likely to purchase or utilize your products and services.

- **Step 2: Develop a situation analysis**

Commonly referred to as a SWOT Analysis, this is basically a structured method of evaluating the internal strengths and weaknesses, and external opportunities and threats that can impact your brand.

- A situation analysis can provide much insight into both internal and external conditions that can lead to a more effective marketing communications strategy.

- **Step 3: Determining marketing communication objectives**

In this step, you basically want to document what you want to accomplish with your IMC strategy. Objectives should be measurable if you truly want to map your campaign's effectiveness at the end of your plan's term.

Building IMC programme

- **Step 4: Determining your budget**
Having a realistic idea on what you have to work with is important as it will shape the tactics you develop in the next step. Once you determine your overall budget, you will want to come back to this after completing step five to further refine your budget allocations.
- **Step 5: Strategies and tactics**
Looking back at the objectives you created in step three, you will want to develop strategies which are ideas on how you will accomplish those objectives. Tactics are specific actions on how you plan to execute a strategy.
- **Step 6: Evaluation and measurement**
Almost as important as the plan as a whole, you want to outline a method of how you will evaluate the effectiveness of your IMC strategy. Sometimes elements of your plan will not work. It's important to know what did or didn't, try to understand why, and make note for future planning.

Using creative strategies in advertising, sales promotion, publicity Events/Sponsorship

- **creativity**, the ability to make or otherwise bring into existence something new, whether a new solution to a problem, a new method or device, or a new artistic object or form.

Creative strategy development

- Advertising Objectives
- Information to creative people
- Target Audience
- Copy and Layout Design
- Credibility or Back-up Claim
- Allocation to creative task
- Creative Strategy and tactics

Process of developing advertising message

- The following are the **steps involved in the process of advertising**:
- **Step 1 - Briefing:** The advertiser needs to brief about the product or the service which has to be advertised and doing the SWOT analysis of the company and the product
- **Step 2 - Knowing the Objective:** One should first know the objective or the purpose of advertising. i.e. what message is to be delivered to the audience?
- **Step 3 - Research:** This step involves finding out the market behavior, knowing the competitors, what type of advertising they are using, what is the response of the consumers, availability of the resources needed in the process, etc.

Process of developing advertising message

- **Step 4 - Target Audience:** The next step is to identify the target consumers most likely to buy the product. The target should be appropriately identified without any confusion. For e.g. if the product is a health drink for growing kids, then the target customers will be the parents who are going to buy it and not the kids who are going to drink it.
- **Step 5 - Media Selection:** Now that the target audience is identified, one should select an appropriate media for advertising so that the customers who are to be informed about the product and are willing to buy are successfully reached.
- **Step 6 - Setting the Budget:** Then the advertising budget has to be planned so that there is no short of funds or excess of funds during the process of advertising and also there are no losses to the company.

Process of developing advertising message

- **Step 7 - Designing and Creating the Ad:** First the design that is the outline of ad on papers is made by the copywriters of the agency, then the actual creation of ad is done with help of the art directors and the creative personnel of the agency.
- **Step 8 - Perfection:** Then the created ad is re-examined and the ad is redefined to make it perfect to enter the market.
- **Step 9 - Place and Time of Ad:** The next step is to decide where and when the ad will be shown.

The place will be decided according to the target customers where the ad is most visible clearly to them. The finalization of time on which the ad will be telecasted or shown on the selected media will be done by the traffic department of the agency.

Process of developing advertising message

- **Step 10 - Execution:** Finally the advertise is released with perfect creation, perfect placement and perfect timing in the market.
- **Step 11 - Performance:** The last step is to judge the performance of the ad in terms of the response from the customers, whether they are satisfied with the ad and the product, did the ad reached all the targeted people, was the advertise capable enough to compete with the other players, etc. Every point is studied properly and changes are made, if any.

Advertising Appeals

- Informational Appeals
- Emotional Appeals
- Combinational Appeals

Advertising execution

- **Straight-sell or factual message.**

One of the most basic types of creative executions is the straight-sell or factual message. This type of ad relies on a straightforward presentation of information concerning the product or service

- For example, the ad for the Gillette Mach3 sensitive razor uses a very clear and creative execution to communicate the products features and benefits.



- In a variation of the straight sell, scientific or technical evidence is presented in the ad to support performances or efficacy claims.

FINANCIAL EXPRESS

**3 OUT OF 4 INDIANS
ARE UNDERINSURED.
NOT YOU, OBVIOUSLY.**

You're the Financial Express reader.
The 1 in 4.
The kind with a back-up plan for your back-up plan.

Your hospital bill? Never exceeding your cover.
Your life insurance falling short? No way.
That sneaky co-pay clause? Not outsmarting you.

So no, you don't need us telling you what your policy might be missing.
Even if it only takes **60 seconds**.

In fact, this ad probably belongs in that other newspaper.
Because you've got it all figured out.
Right?

Inka Insurance Report



Don't Scan. Unless.

inka

Get The Insurance That Gets You.

www.inkasure.com

Inka® is a registered service mark of Kanakaswathi Insurance Pvt. Ltd., registered as insurance corporate agent with IRDAI, Registration No. CAN014, Ckt - 10000002000PFC000004.
Registered office - 8th Floor, Healy Industrial Area, Gokhale Road, 500012, South India. Contact: Bangalore-0870014. Free Insurance Report to an Insurance team analysis report.

- Demonstration.
Demonstration advertising is designed to illustrate the key advantages of the products and service by showing it in actual use or in some staged situation



- “Testimonial” Technique. This strategy makes use of a well-known or obscure customer to promote the merits or advantages of a brand’s goods. To demonstrate the quality of Nike basketball shoes, a professional basketball player, for instance, may don a pair of Nike basketball shoes.



Advertising execution

- Humor appeal - Humor can bring relief to what might otherwise be a mundane and expected ad



Advertising execution

- Slice of life. A widely used advertising format, particularly for packaged-goods product, it is the slice-of-life execution, which is generally based on a problem-solution approach.



Advertising execution

- Animation. An advertising execution approach that has become popular in recent years is animation



Advertising execution

- Comparison. Brand comparison can also be the basis for the advertising execution



Advertising execution

- Dramatization



- Fantasy
- Personality symbol



CREATIVE TACTICS FOR PRINT ADVERTISING

- Headlines

The headline refers to the words in the leading position of the advertisement — those that are likely to be read first or are positioned to draw the most attention.

Direct Headlines

Indirect Headlines

Headlines

Direct



Indirect



CREATIVE TACTICS FOR PRINT ADVERTISING

Subheads



Bodycopy

- The body copy supports the main idea and is what ultimately persuades a person to buy a product or service. This text goes into the details of the product and explains why the product or service will benefit the customers.

CREATIVE TACTICS FOR PRINT ADVERTISING

Visual Elements

This image shows a Burger King advertisement with several elements highlighted by red and blue boxes and labels:

- Visuals:** A large image of a woman's face looking at a Burger King burger.
- Slogan & Logo:** The text "IT JUST TASTES BETTER" and the Burger King logo.
- Headline:** The text "IT'LL BLOW YOUR MIND AWAY" in large, bold, white letters.
- Sub-headline:** The text "BK SUPER SEVEN INCHER" in a red box.
- Body copy:** Small text at the bottom right, including a price tag of "\$6.25" and a "NEW" label.

Layout



creative tactics in TV advertising

- Video
- Music
- Audio
 - Spokesperson
 - Dialogue/conversation
 - Voice over
- Planning and production of TV commercials
 - Planning the commercial Script
- PreProduction
- Production
- PostProduction

EXAMPLE TV COMMERCIAL SCRIPT

Shooting Location: Football Field Tunnel
 Director(s): Ron Winderman
 Actor(s): Joe Greene, Kid, Background fans
 Editor(s): Sally Theis
 Login: ETA616_____

Video	Audio
Camera up on grim Greene, limping slowly down tunnel from field toward locker room; words "Mean Joe Greene" superimposed on picture. Because he is alone, game must still be going on with Greene out of it, due to injury.	Kid [sound on film (SOF)]: Mr. Greene! Mr. Greene!
Cut to kid (white, about age nine) standing in tunnel, bottle of Coke in hand.	Greene [SOF]: Yeah?
Cut to Greene, scowling.	Kid [SOF]: You need some help?
Cut to kid.	Greene [SOF]: Uh-uh.
Cut to Greene.	Kid [SOF]: I just want you to know: I think--you're the greatest.
Cut to kid.	Greene [SOF]: Yeah, sure.
Cut to Greene, grimacing.	Kid [SOF]: Want my Coke? It's Okay. You can have it.
Cut to kid, offering bottle.	
Cut to Greene, sighing, He takes it, drinks, greedily.	Greene [SOF]: Okay. Thanks.
Cut to kid, who hesitates, waiting for autograph or sign of recognition from his hero.	As much swells under dialogue, lyric is heard: A Coke and a smile/makes me feel good/makes me feel nice
Finally kid turns to leave, reluctantly.	

Unit 4 Brand & Brand Management

15 %

Unit 4 Brand & Brand Management

- What is Brand ?
- Importance and Scope of Brand
- Branding Challenges and Opportunities
- Strategic Brand management Process

Brand & Brand Management

- The American Marketing Association (AMA) defines a brand as a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers,"
- Brand management is the application of marketing strategies and techniques to a specific product, product line, or brand to increase its perceived value and build brand equity

Importance of Brand

Benefits to customer

- Identification of source product
- Delegation of responsibility to product maker
- Risk Reduction
- Search cost reducer
- Creation of trust, bond or pact
- Act as a Symbolic device
- Signal of quality

Importance of Brand

- Benefits to Manufacturer
- Means of Identification to simplify handling or tracing
- Means of legally protecting unique feature
- Indicator of quality level to satisfied customers
- Means of equipping products with unique associations
- Source of competitive advantage
- Source of financial return

Scope of branding

The scope of branding extends to-

- 1) Commodities, e.g. Parle-G biscuits, Tata Tea
- 2) Physical goods: Business to business goods
 - High –tech goods
 - Services – Hilton hotels, British airways, etc.
 - Retailers & Distributors (brick mortar – Distributors with physical location – as well as e-commerce) – Walmart, Shoppers Stop, Big Bazaar, Amazon, Flipkart, etc.
- 3) Online product and services
- 4) Places – tourist spots, destinations. For example, countries like Australia, Indonesia have their own tag lines and promotion strategies to attract tourists.
- 5) People and Organisation– Roger Federer, Sharapova, Messi, etc.
- 6) Ideas and causes– red cross, UNICEF, etc.
- 7) Sports, events, arts and entertainment – English Premier League, Disney parks, Miss Universe, etc.

BRANDING CHALLENGES AND OPPORTUNITIES

1

**SAVVY
CUSTOMERS**

2

**BRAND
PROLIFERATION**

3

**MEDIA
FRAGMENTATION**

4

**INCREASED
COMPETITION**

5

**INCREASED
COSTS**

6

**GREATER
ACCOUNTABILITY**

Challenges of brand management

Savvy Customers

- With the advancement of technology and the internet has made consumers and business more experienced with marketing and more knowledgeable about how it works.
- Many believe that it is more difficult to persuade consumers with traditional communications than it was in years gone by. One of the key challenges in today's marketing environment is the vast number of sources of information consumers may consult.

Brand Proliferation

- Another important change in the branding environment is the proliferation of new brands and products, by the rise in line and brand extensions. As a result, a brand name may now be identified with a number of different products of varying degrees of similarity.
- Procter & Gamble's original Crest toothpaste has been joined by a series of line extensions such as Crest Mint, Crest for kids, Crest Baking Soda, Crest Multi care Advanced Cleaning.

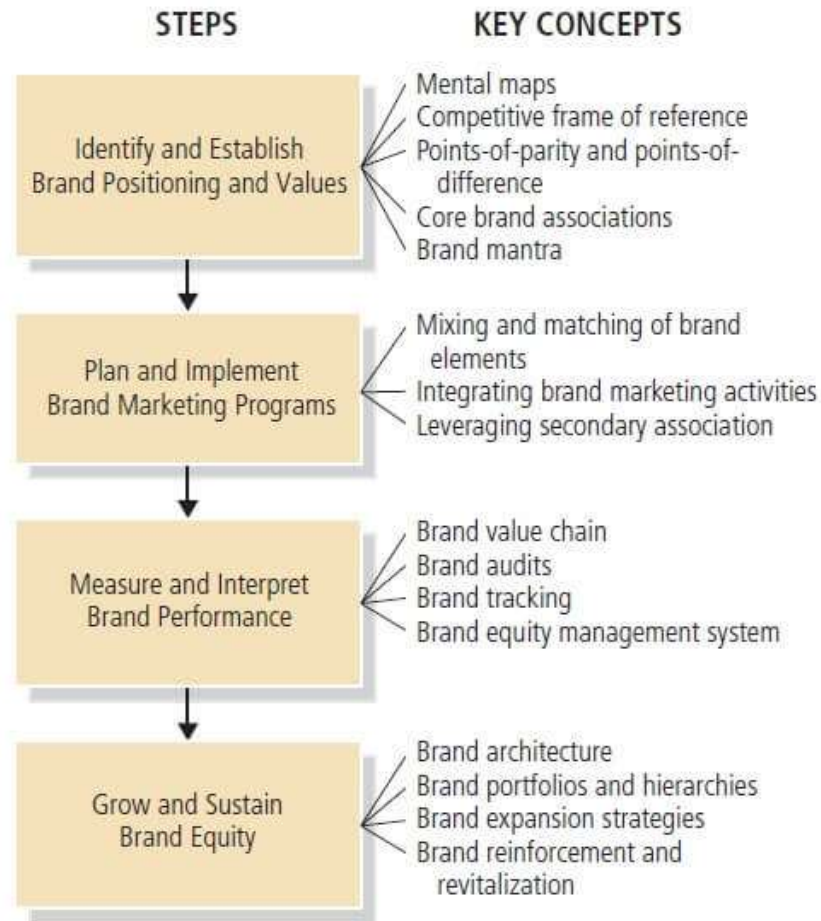
Challenges of brand management

- **Media Fragmentation**
- Another impact in the marketing environment is the fragmentation or erosion of traditional advertising media and the rise of interactive and nontraditional media, promotion, and other communication alternatives.
- In its place, marketers are spending more on nontraditional forms of communication and on new and emerging forms of communication such as
 - interactive digital media
 - sports and event sponsorship
 - in-store advertising
 - mini-billboards in transit vehicles
 - parking meters, and other locations
 - product placement in movies

Challenges of brand management

- **Increased Competition**
- Both supply-side and demand-side factors have contributed to the increase in competitive intensity. A marketer has been forced to use so many discount and other incentives in the competitive environment.
- **Increased Costs**
- As the competition is increasing, the cost of introducing a new product has also increased. It makes it difficult to match the investment and level of support that brands were able to receive in previous years.
- **Greater Accountability**
- Stock analysts value strong and consistent earnings reports as an indication of the long-term financial health of a firm. As a result, marketing managers may find themselves in the dilemma of having to make decisions with short-term benefits but long-term costs.
- Moreover, many of these same managers have experienced rapid job turn over and promotions and may not anticipate being in their current positions for very long.

Strategic Brand Management Process



Strategic Brand Management Process

Identify and Establish Brand Positioning and Values

- The first step of the strategic brand management process starts with a clear and concise understanding of what the brand is to represent and how it should be positioned with respect to competitors.
- **Mental Map**
- A **mental map** is a visual depiction or point-of-view perception of the various associations linked to the brand in the consumer's mind.
- **Points of difference**
- It convinces consumers about the attributes or benefits that consumers strongly associate with a brand and believe that they could not find the same in a competitor's brand.
- **Points of parity**
- A product offering that is largely similar to the offerings of like competitors, leading consumers to believe that brand is "good enough" to be included in the category.
- **Brand Mantra**
- **Brand mantra** is a short, three to five-word phrase that captures the irrefutable essence or spirit, of the brand positioning. It's similar to the brand essence or the core brand promise also known as the Brand DNA.

Plan and Implement Brand Marketing Programs

- Building brand equity requires creating a brand that consumers are acceptable aware of and with which they have favourable, strong and unique brand associations.
- Mixing and matching of brand elements
- **Brand elements**, also known as brand identities, are those trademark that serves to identify and differentiate the brand from its competitors. Different brand elements here are brand names, URLs, logos, symbols, logos, images, packaging, slogans, etc.

Plan and Implement Brand Marketing Programs

- Integrating brand marketing activities
- Marketing program activities and product, price, distribution, and marketing communication strategies make the biggest contributions and can create strong, unique and favourable brand associations in a variety of ways.
- **Leveraging Secondary Associations**
- Marketer tries to associate a brand with certain source factors such as countries, characters, sporting or cultural events in the mind of the consumer and leveraging these associations for the brand to improve its brand equity.

Measure and Interpret Brand Performance

- To understand the effects of brand marketing programs, it is important to measure and interpret brand performance.
- **Brand Audit**
- **Brand Audit** is a comprehensive examination of the brand and uncovers its sources of equity to suggest ways to improve and leverage it.
- **Brand inventory** (supply side): A current comprehensive profile of how all the products and services sold by a company are branded and marketed.

Brand exploratory (demand side): Provides detailed information as to how consumers perceive the brand.

- **Brand tracking studies**
- Collect information from the customer about brand performance on a number of key dimensions marketers can identify in the brand audit or other means.
- **Brand Value chain**
- A **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 helps to better understand the financial impacts of brand marketing investments and expenditures.

Measure and Interpret Brand Performance

Brand Equity Measurement System

A Marketer's tools or set of research procedures designed to provide, accurate, actionable and timely information to make the best possible tactical decisions in the short and long run.

Brand equity charter:

Brand equity report

Brand equity responsibilities:

Growing and Sustaining Brand Equity

- The next step involves growing and sustaining brand equity. Maintaining and expanding brand equity can be quite challenging.

Defining the brand Architecture

- Captures the branding relationship between the various products /services offered by the firm using the tools of a brand-product matrix, brand hierarchy and brand portfolio.

Brand portfolio

Brand hierarchy

Managing Brand Equity over time

- Marketer's ability to take a long -term perspective as well as a short-term perspective of marketing decisions as they will affect the success of future marketing programs.

Reinforcing Brands:

Revitalizing Brands:

Managing Brand Equity over Geographic boundaries, Market segments and Cultures