

WHAT IS A BRAND?



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“Brand is more than a logo or a tagline; it is a strategic endeavor”

Michelle Bonterre

6 Brand Awareness

Also referred to as recognition, brand awareness is the extent to which a consumer can correctly identify a particular product or service just by viewing the product or service's logo, tag line, packaging, messaging, or advertising campaign. Brand recognition can also be triggered via an audio cue, such as a jingle or theme song associated with a brand.

7 Brand Consistency

Consistency is the delivery of brand messaging in line with the brand identity, values, and strategy over time. Consistency means your target audience is being exposed to core messages, visual branding, and other brand elements repeatedly, which can help to solidify brand recognition.

8 Brand Loyalty

This refers to a consumers positive feelings towards a brand and their dedication to purchase the same product or service repeatedly, regardless of deficiencies, a competitor's actions or changes in the environment

THE POWER OF BRAND LOYALTY

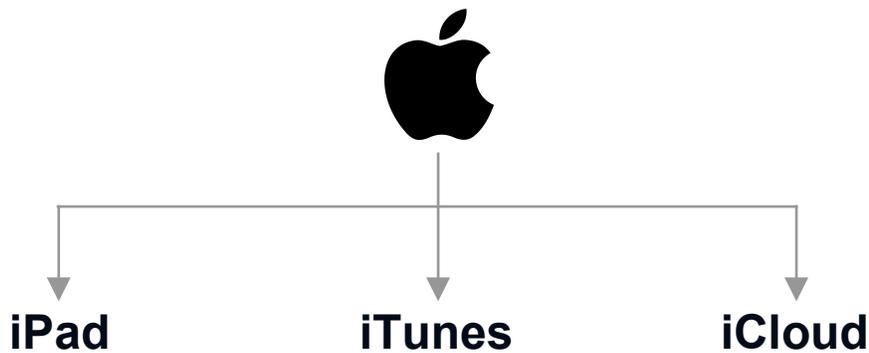
- 50% of loyal customers will **pay a 25% premium** before switching brands.
- Loyal customers **spend 33% more** than new customers.
- There's a **60-70% probability** of selling to a loyal customer, and only a 5-20% chance of selling to a new customer.
- Customers who have an emotional connection to a brand are **4 times more likely** to make a purchase.
- The most loyal 10% of customers **generate 50% of the revenue**.
- A 5% increase in customer retention can **increase profits by 30%**.
- A 5% increase in customer loyalty can **increase profits by 95%** over the customer's lifetime.

Endorsed Brand Architecture

This is characterized by marketing synergy between the product or division and the parent. The product or division has a clearly defined market presence, and benefits from the association, endorsement, and visibility of the parent.

EXAMPLES:

iPad + Apple
Residence Inn + Marriott
Polo + Ralph Lauren
Oreo + Nabisco
Navy Seals + Navy
Kellogg + Corn Flakes
Honda + Accord

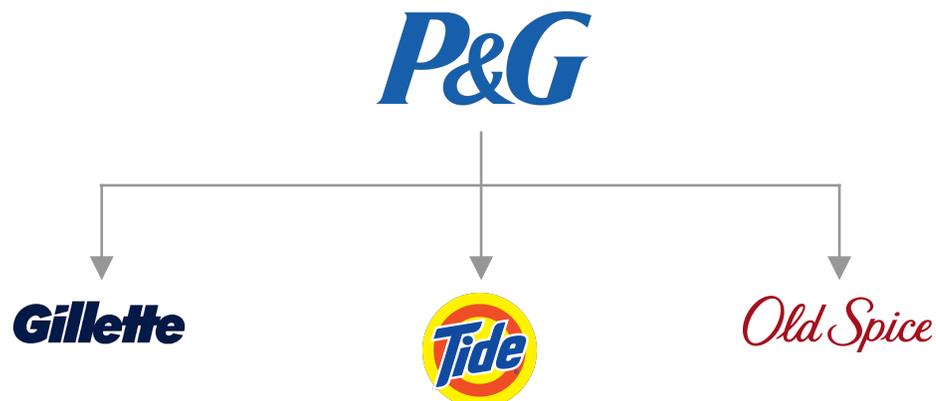


Pluralistic Brand Architecture

This structure is characterized by a series of well-known consumer brands. The names of the parent may be either invisible or inconsequential to the consumer.

EXAMPLES:

Gillette (P&G)
Godiva Chocolatier (Yildiz Holdings)
Hellmann's Mayonnaise (Unilever)
Kleenex (Kimberly Clark)
Elmers (Newell Brands)
Gerber (Nestle)



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