

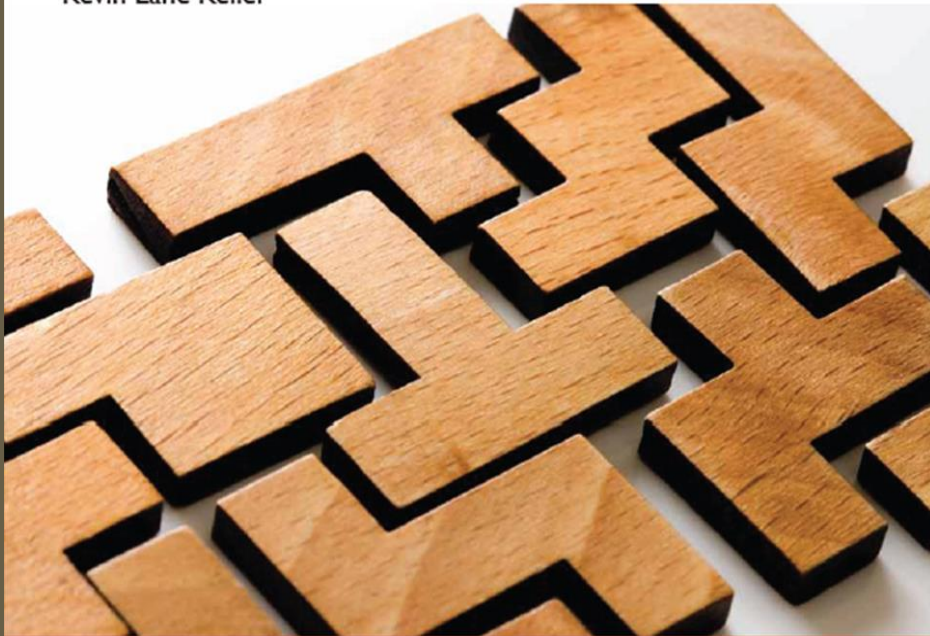
GLOBAL  
EDITION 

# Strategic Brand Management

*Building, Measuring, and Managing Brand Equity*

FOURTH EDITION

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ALWAYS LEARNING

PEARSON

## CHAPTER: 3 BRAND RESONANCE AND THE BRAND VALUE CHAIN

# Learning Objectives

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- Define brand resonance
- Describe the steps in building brand resonance
- Define the brand value chain
- Identify the stages in the brand value chain
- Contrast brand equity and customer equity

# Building A Strong Brand: The Four Steps of Brand Building

- Brand salience
- Brand performance
- Brand imagery
- Brand judgments
- Brand feelings
- Brand resonance
- Brand-building implications

# Figure 3.1 - Customer-Based Brand Equity Pyramid



# Brand Salience

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Breadth and Depth of Awareness

Product Category Structure

Strategic Implications

# Brand Performance

- Describes how well the brand:
  - ▣ Meets customers' more functional needs
  - ▣ Rate on objective assessments of quality
  - ▣ Satisfies utilitarian, aesthetic, and economic customer needs and wants in the product or service category

# Brand Imagery

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- User profile/imagery
- Purchase and usage situations/imagery
- Brand personality and values
- Brand history, heritage, and experiences

# Brand Judgements

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- Quality
- Credibility
- Consideration
- Superiority



# Brand Feelings

- Customers' emotional responses and reactions to the brand
- Relate to the social currency evoked by the brand
- Feelings can be:
  - Experiential and immediate, increasing in level of intensity
  - Private and enduring, increasing in level of gravity

# Brand Resonance

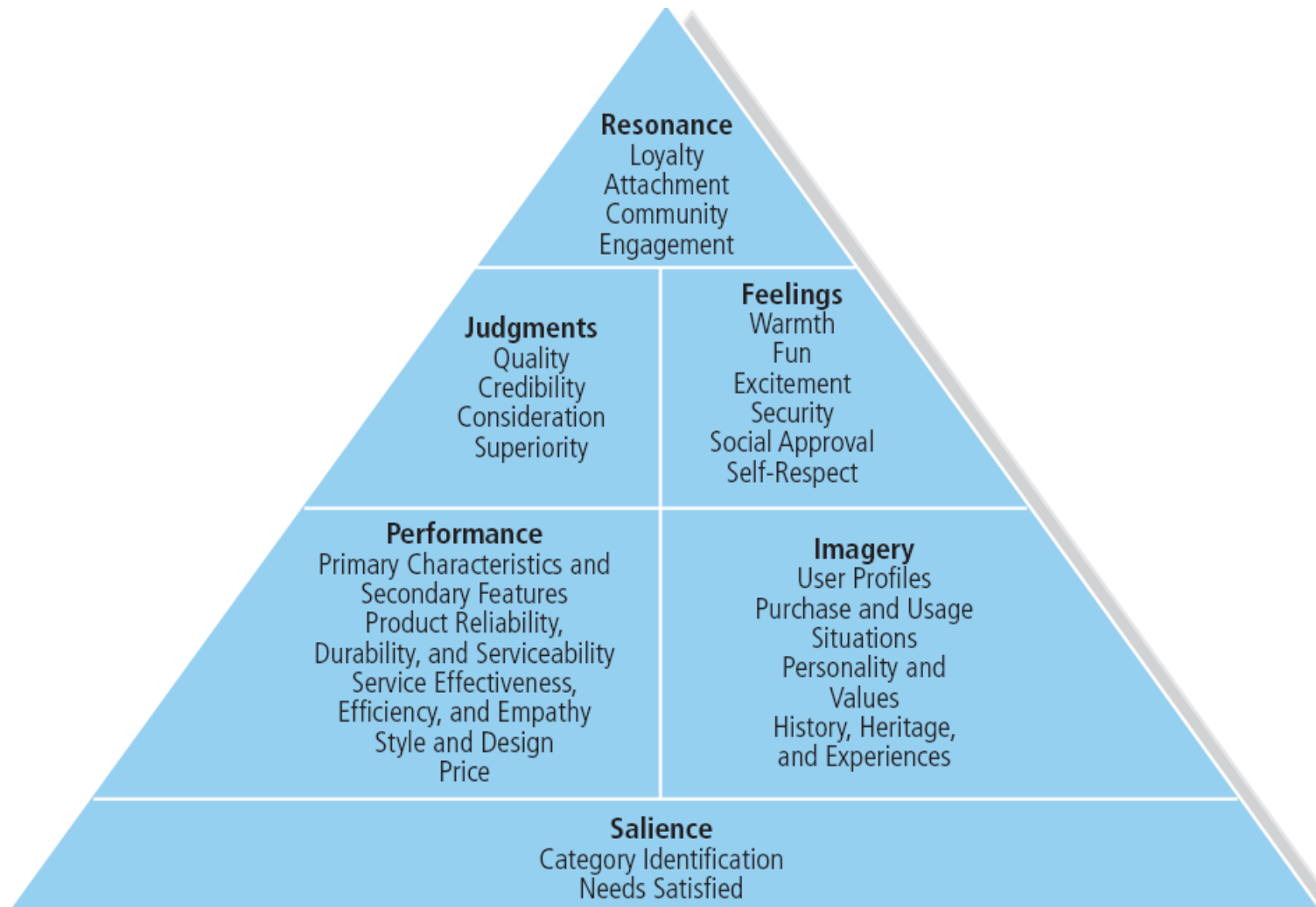
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- Behavioral loyalty
- Attitudinal attachment
- Sense of community
- Active engagement

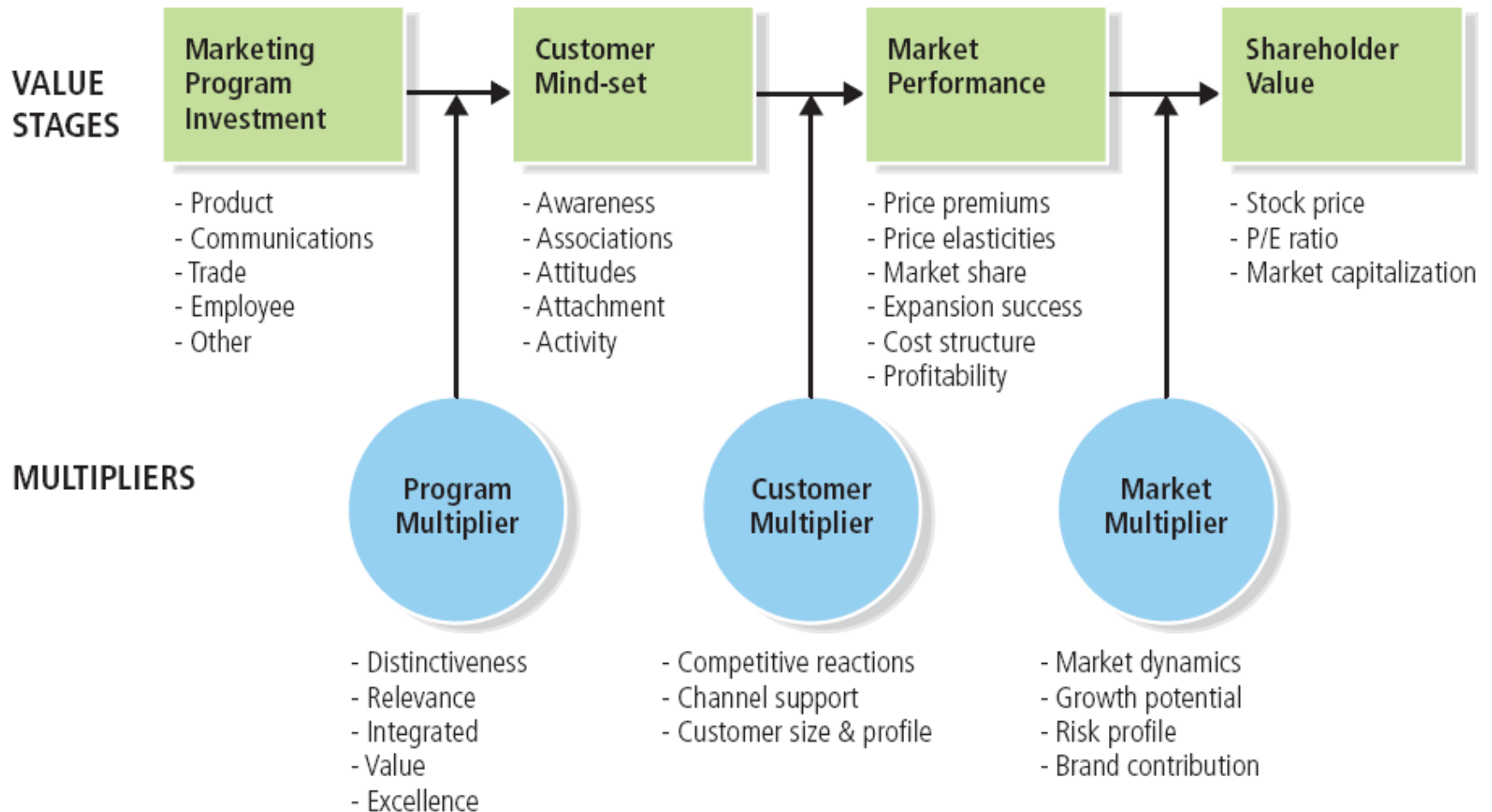
# Brand Building Implications

- Customers own the brand
- Don't take shortcuts with brands
- Brands should have a duality
- Brands should have richness
- Brand resonance provides important focus

# Figure 3.2 - Subdimensions of Brand Building Blocks



# Figure 3.5 - Brand Value Chain



# To Sum up...

- Implications of brand value chain
  - A necessary condition for value creation is a well-funded, well-designed, and well-implemented marketing program
  - Value creation requires more than the initial marketing investment
  - Allows to estimate shareholder value and the investor sentiment multiplier through investor analysis and interviews



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