

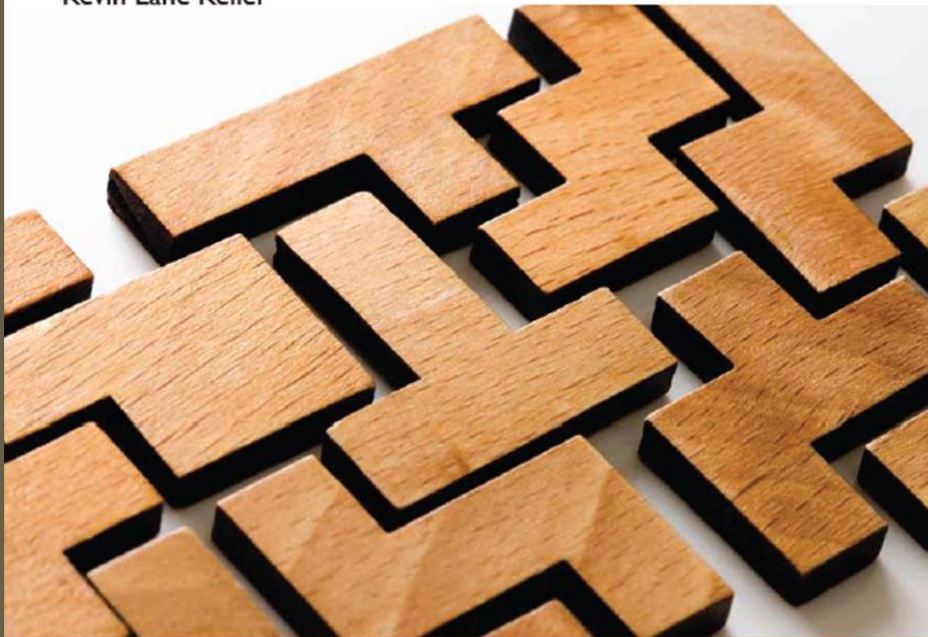
GLOBAL
EDITION 

Strategic Brand Management

Building, Measuring, and Managing Brand Equity

FOURTH EDITION

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ALWAYS LEARNING

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CHAPTER: 4 CHOOSING BRAND ELEMENTS TO BUILD BRAND EQUITY

Learning Objectives

- Identify the different types of brand elements
- List the general criteria for choosing brand elements
- Describe key tactics in choosing different brand elements
- Explain the rationale for “mixing and matching” brand elements
- Highlight some of the legal issues surrounding brand elements

Figure 4.1 - Criteria for Choosing Brand Elements

1. **Memorable**

Easily recognized
Easily recalled

2. **Meaningful**

Descriptive
Persuasive

3. **Likable**

Fun and interesting
Rich visual and verbal imagery
Aesthetically pleasing

4. **Transferable**

Within and across product categories
Across geographic boundaries and cultures

5. **Adaptable**

Flexible
Updatable

6. **Protectable**

Legally
Competitively

Types of Brand Elements

Brand Names

URLs

Logos and
Symbols

Characters

Slogans

Jingles

Packaging

Brand Names

- Captures the central theme or key associations of a product in a very compact and economical fashion
- Most difficult element for marketers to change
 - Closely tied to the product in the minds of consumers
- Naming guidelines
- Naming procedures

Uniform Resource Locators (URLs)

- Specify locations of pages on the Web
- Known as domain names
- Protect the brands from unauthorized use in other domain names
- Cybersquatting- Registering, trafficking in, or using a domain name with bad-faith to profit from:
 - ▣ The goodwill of a trademark belonging to someone else

Logos and Symbols

- Indicate origin, ownership, or association
- Range from corporate names or trademarks written in a distinctive form, to abstract designs that may:
 - Be completely unrelated to the corporate name or activities

Characters

- Special type of brand symbol
 - One that takes on human or real-life characteristics
- Introduced through advertising and can play a central role in ad campaigns and package designs

Slogans

- Short phrases that communicate descriptive or persuasive information about the brand
- Function as useful “hooks” or “handles” to help consumers grasp the meaning of a brand
- Indispensable means of summarizing and translating the intent of a marketing program

Jingles

- Musical messages written around the brand
- Have catchy hooks and choruses that become permanently registered in the minds of listeners
- Enhance brand awareness by repeating the brand name in clever and amusing ways

Packaging

- Activity of designing and producing containers or wrappers
- From the perspective of both the firm and consumers, packaging must:
 - ▣ Identify the brand
 - ▣ Convey descriptive and persuasive information
 - ▣ Facilitate product transportation and protection
 - ▣ Assist in at-home storage
 - ▣ Aid product consumption

To Sum up...

- Entire set of brand elements makes up the brand identity
- Cohesiveness of the brand identity depends on the extent to which the brand elements are consistent
- Each brand element plays a different role in building brand equity, so marketers should “mix and match” to maximize brand equity

Figure 4.8 - Critique of Brand Element Options

Criterion	Brand Element				
	Brand Names and URLs	Logos and Symbols	Characters	Slogans and Jingles	Packaging and Signage
Memorability	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition	Generally more useful for brand recognition	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition
Meaningfulness	Can reinforce almost any type of association, although sometimes only indirectly	Can reinforce almost any type of association, although sometimes only indirectly	Generally more useful for non-product-related imagery and brand personality	Can convey almost any type of association explicitly	Can convey almost any type of association explicitly
Likability	Can evoke much verbal imagery	Can provoke visual appeal	Can generate human qualities	Can evoke much verbal imagery	Can combine visual and verbal appeal
Transferability	Can be somewhat limited	Excellent	Can be somewhat limited	Can be somewhat limited	Good
Adaptability	Difficult	Can typically be redesigned	Can sometimes be redesigned	Can be modified	Can typically be redesigned
Protectability	Generally good, but with limits	Excellent	Excellent	Excellent	Can be closely copied



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