

Branding

[Unique Product Value Proposition]



- brand awareness
- brand identity
- brand strength
- brand stature
- brand associations
- brand architecture:
 - family brand structure, individual brand names, private-label brands:
- brand competitors
- brand comprehension
- brand community
- brand counterfeiting
- brand image
- brand inertia
- brand licensing:
 - co-branding
- brand name
- brand personality
- brand position and positioning.
- brand extension:
 - brand leveraging, brand dilution
- brand relationships:
 - brand loyalty, brand love, brand switchers, brand loyalists.

brand

considerations

Directions

Discuss

- how brands are formed through communication & actions:
 - unique product value proposition
 - the various communication tools
 - how brands develop from a meta-narrative





branding

the marketing concept

The premise is that
organisations that best satisfy the
needs of their customers are best
placed to satisfy their own needs

best
satisfy

best
satisfy

branding



A marketing practitioner's objectives



3 financial objectives

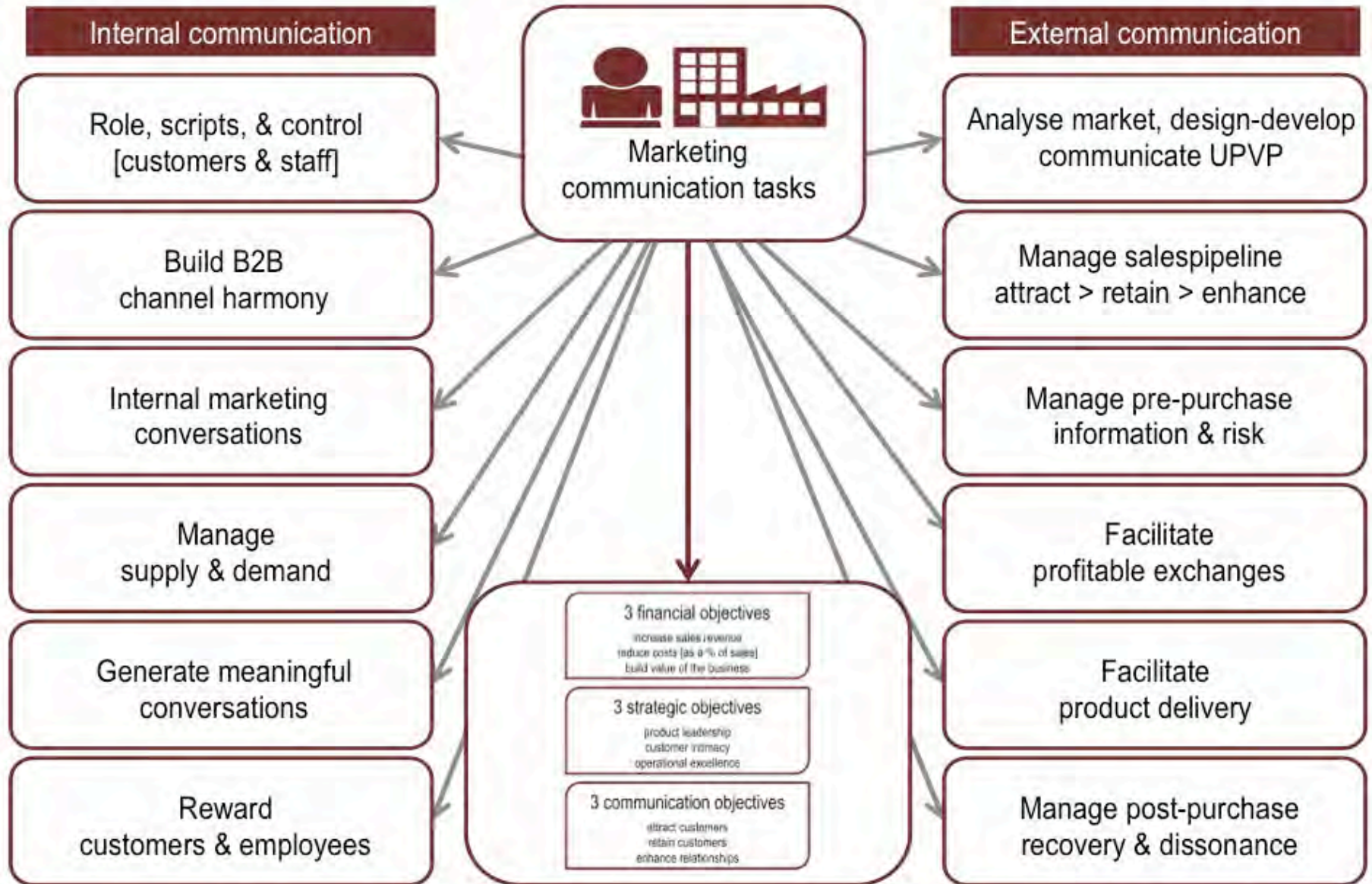
- increase sales revenue
- reduce costs [as a % of sales]
- build value of the business

3 strategic objectives

- product leadership
- customer intimacy
- operational excellence

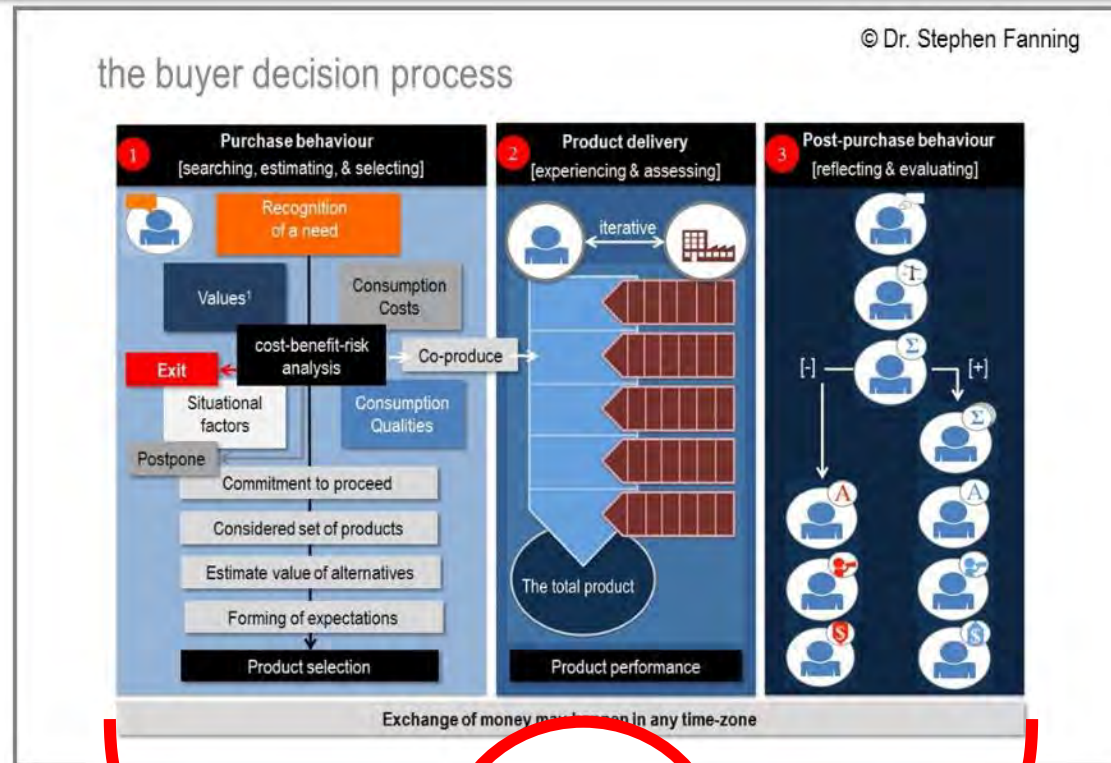
3 communication objectives

- attract customers
- retain customers
- enhance relationships



The buyer decision process

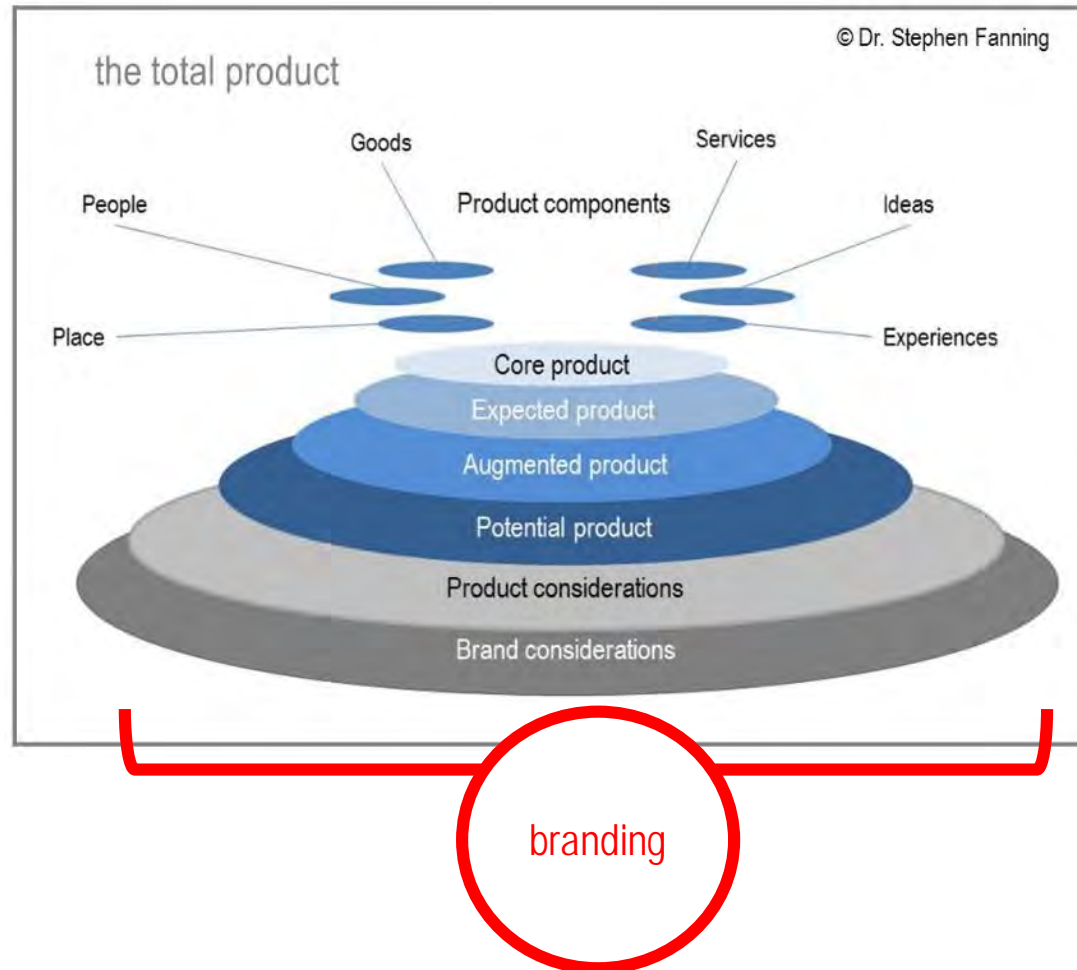
branding occurs throughout the 3 time zones



branding

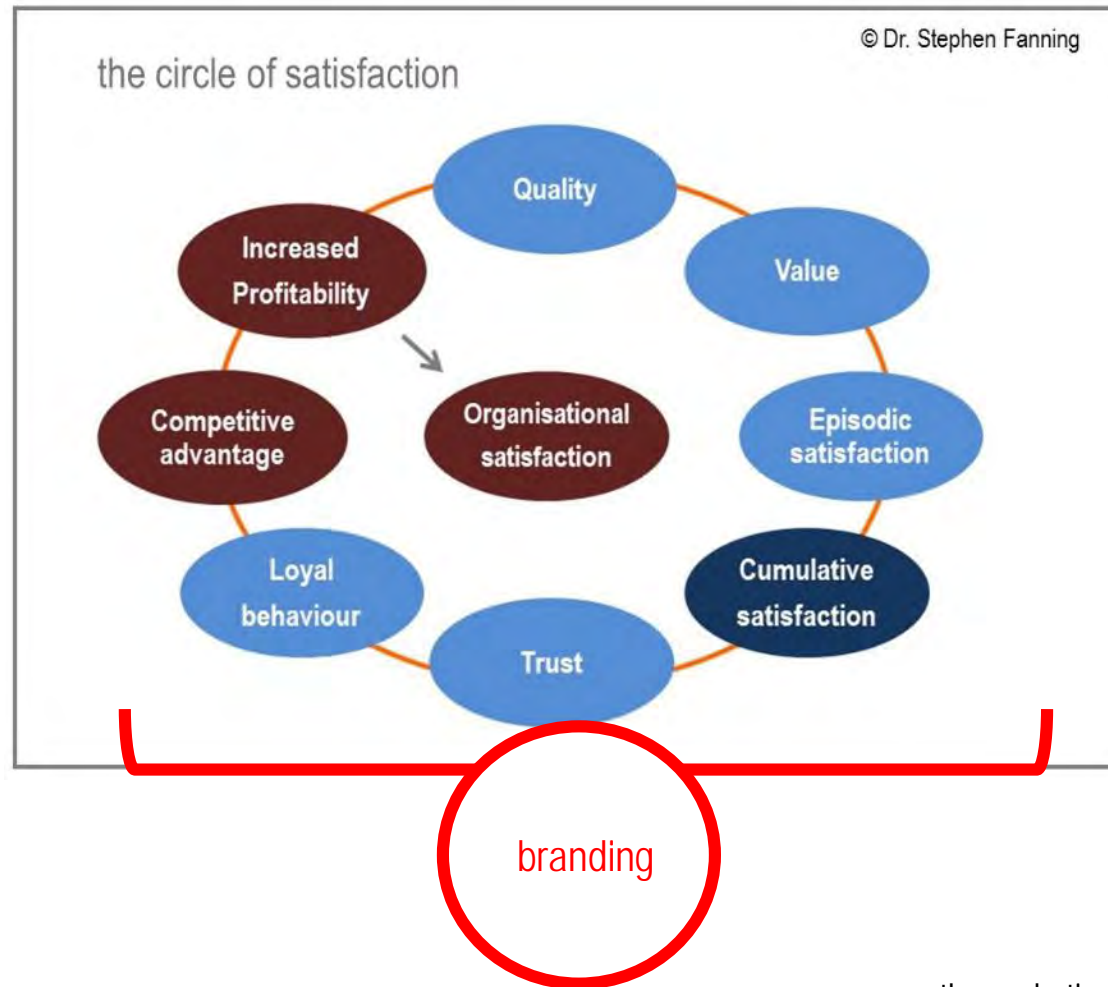
The total product concept

everything communicates a message



The circle of satisfaction

satisfaction² builds brand equity



Let's inspect the marketing definition

from a branding & communication perspective



Marketing is

Marketing is an iterative process where an organisation works with & adapts to the market & then through the process of communicating, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

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Marketing is an **iterative process** where an organisation works with & adapts to the market & then through the process of communicating, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

Marketing communication begins with an **understanding** of the customer

Marketing is

Marketing is an iterative process where an organisation works with & **adapts to the market** & then through the process of communicating, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

Marketing requires **listening** to the market

Marketing is

Marketing is an iterative process where an organisation works with & adapts to the market & then through the **process of communicating**, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

Communication is central to marketing

Marketing is

Marketing is an iterative process where an organisation works with & adapts to the market & then through the process of communicating, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

Marketing requires the communication of value

Marketing is

Marketing is an iterative process where an organisation works with & adapts to the market & then through the process of communicating, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, **channel partners, & society.**

marketing requires both
internal and external communication

The umbrella concept

A photograph of many dark blue umbrellas, with one bright red umbrella in the center. The umbrellas are arranged in a dense, overlapping pattern, creating a textured background. The red umbrella is the focal point, positioned slightly to the left of the center.

marketing is about
profitable exchange relationships

[internal – channel – consumer]

Branding has many dimensions



Think the 6 product components

Branding has many dimensions



Think the 6 product components think service, people, place, experience

Branding is a meta-narrative



The marketing communication objective is to communicate a meta-narrative* with the market

*big on-going iterative story – that creates a brand

Branding is a meta-narrative



Consumers use products
to create their meta-narrative with society

Branding has many dimensions



Everything sends a message

Everything sends a message



Everything sends a message



Everything sends a message

Only 7-24% of the message is verbal the balance is non-verbal



Everything sends a message



Everything sends a message



Communicating ideas – product value proposition



Communication runs through everything we do



Two days ago you paid full price

Communication runs through everything we do



SALE

UP TO 60% OFF

SELECTED STYLES

Tactics must not contradict strategy

Brand architecture

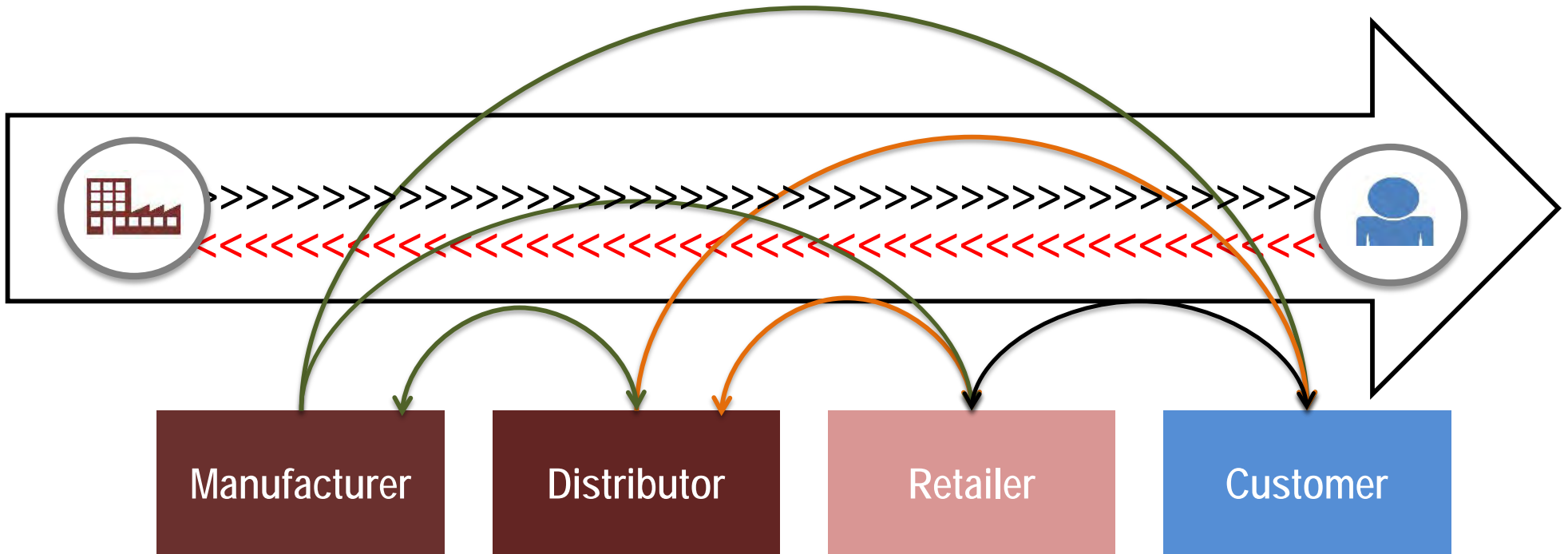
- ✓ Parent Brand [e.g., Unilever, Proctor and Gamble]
- ✓ Family Brand [e.g., Dove (Unilever), Gillette (P&G)]
- ✓ Individual Brand [e.g., Dove soap, Gillette fusion]
- ✓ Private Brands [e.g., Woolworths 'select']
- ✓ Cleanslate Brands [newly established co-created]
- ✓ Orphan Brands [remembered but no longer available]
- ✓ Trademark

Brand architecture [another perspective]

- ✓ Family [e.g., Unilever]
- ✓ Genus [e.g., Dove]
- ✓ Species [e.g., Dove soap]
- ✓ Variety [e.g., beauty cream bar]



botanical nomenclature



Push & Pull communication strategies are essential:

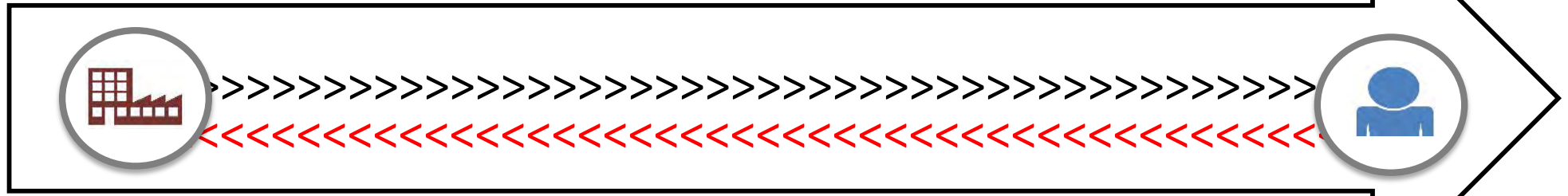
- ✓ Push the product through the channel to the end customer
- ✓ Pull the product through the channel thru customer demand
- ✓ Push & pull the product thru customer and channel relationships

Primary . Secondary . Tertiary demand

Demand type dictates communication strategy

Industry body/association

Primary demand is industry demand
[e.g. wine or automobile industry]



Manufacturer

Distributor

Retailer

Customer

Secondary demand for a product/brand

Tertiary demand is the retailer

Communication is **NOT** a one way process



Communication

- is not just transmitting
- is also listening
- Is shared meaning

(Bennett, 2003)

It's not just what the organisation transmits



It's also the collective attitude that is formed to the product and brand

the fundamentals of marketing
communication cannot be ignored



For example



Communication through a logo is important



Communicating through social media is important



Communicating through personal selling is important



Communicating provenance is important

L'OCCITANE
EN PROVENCE

Visit our Local Websites

Americas Asia & Middle East Europe Oceania

Welcome to Provence

Founded in 1976 by Olivier Baussan, L'OCCITANE is an international manufacturer and retailer of skincare, body care, fragrance and hair care. Sold in over 85 countries around the world, through a wide network of boutiques and strategic partners, L'OCCITANE creates high quality, efficient and sensorial products formulated with traceable, natural and active ingredients inspired by Provençal traditions and offering the experience of well-being.

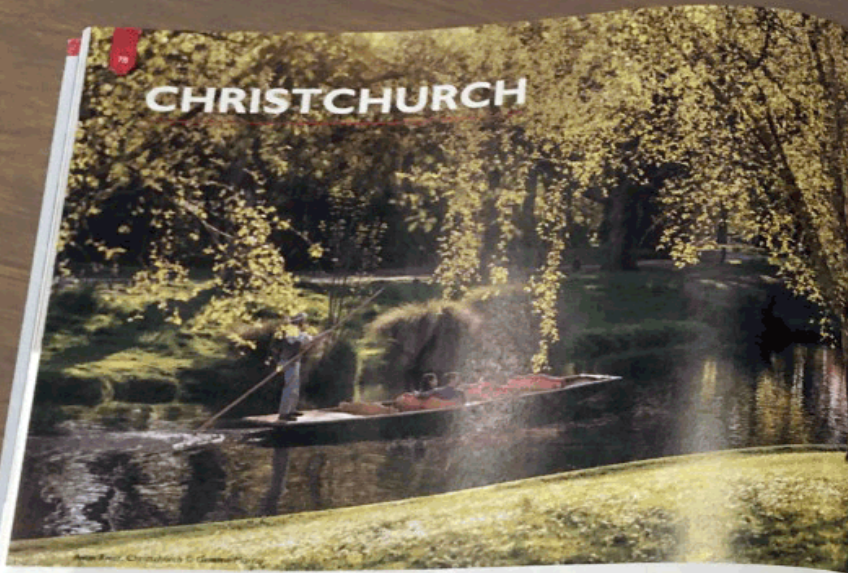


[FIND A BOUTIQUE NEAR YOU >](#)



Communicating through a web site is important

CHRISTCHURCH



As New Zealand's second-largest city, Christchurch offers a unique mix of the urban experience and creativity, combined with heritage, culture and invigorating activity. With an eclectic assortment of cafes, bars and restaurants dotted around the city, unique shopping malls, and fascinating museums, art spaces, and tram and gondola rides, there is certainly plenty to see and do.

Known as the 'Garden City' for its award-winning expanse of parks and gardens, Christchurch still retains its green heart. Hire a bike and pedal through Hagley Park for a lovely day out; take a leisurely joint ride down the picturesque Avon River; and jump back on the bike and up to Summit Rd for panoramic city views. While in the city, don't miss a visit to the International Antarctic Centre, showcasing the grandeur of the Antarctic through sound and light shows and interactive exhibits.



For full terms & conditions refer to page 121. All information on this page is to be used as a guide only.

NEW ZEALAND 2019/20

EXPERT TIP

After a visit to Christchurch's finest winery bar, The Last Word. The wine list is vast, selection of whisky amazing, & the bartenders really know their stuff!

— Mike Hensch

PROPERTY LIST

Ref	Property	Page
1	Breakfast on the Canal	82
2	See Christchurch	82
3	Christmas on the Park - Christchurch, a Christmas by Nelson	82
4	Heritage Christchurch Cathedral Square	83
5	Christchurch Cathedral Hotel	83
6	Peppers Clearwater Resort	83
7	Heritage Christchurch	83
8	The George Hotel	83

THINGS TO SEE & DO



Parts of the Complex of the Bresson Barracks, Otago City



The Rose Garden & Christchurch Botanic Gardens



Port Hills © ChristchurchNZ

Queue City

Learn about the aftermath of the earthquakes that hit Christchurch in September 2010 & February 2011. Gain an understanding of the inspirational response of emergency services. The regeneration & rebuilding of the city is shown in the rebuild section, & demonstrates the resilience & character of the community in Christchurch.

Christchurch Botanic Gardens

One of the largest city parks in the world, these superb gardens are known for the magnificent the Historic Tree Walk structure from the 1930s. Information centre for those who want to take a self-guided walk in the conservatory to discover tropical plants, cacti, & ferns on days more suited for indoors.

Port Hills

Located about 15 minutes out of Christchurch are the Port Hills. Great for a family day out, or getting the blood pumping, there's a variety of paths & tracks that take between 1 & 3 hours. Enjoy sweeping views of the city & the Southern Alps from any of the tracks, including the Bridle Path, Rapaki Track, Victoria Park - Harry Ell, Kennedy's Bush Track, or Ahuriri - Carter Rim. Sign of the Bellbird.

THE HOT LIST



TMR Restaurant & Bar

Since its share-plate menu conception in 2016, it has been awarded best restaurant in Christchurch, cementing itself as the home of social dining in Christchurch.



The Colombo

As one of Christchurch's most elite retail & entertainment precincts, The Colombo is home to Euro-style bars, restaurants, fashion, beauty & homewares stores.



Hello Sunday

Head out for brunch to Hello Sunday, located just south of the CBD. They have a delightful, innovative menu that is sure to start your day off just right.



The Dirty Land

Despite the name, this bar is far from dirty. Mood lighting, textural finishes, a sophisticated cocktail menu, & nuanced wine list is what will greet you when you enter this den of cool.

SUGGESTED PACKAGE



THE BEST OF CHRISTCHURCH

Jam-packed with the best the city has to offer, this package will show you the beautiful parks, gardens & quaint seaside suburbs, take you punting on the Avon, through the famous botanic gardens, have you exploring the city on the tram & whisk you into the air with the gondola; only to follow-up with a unique fine-dining experience at a restaurant set in a tram!

INCLUDES

- 3 nights accommodation at the 4.5-star Heritage Christchurch in a 1 Bedroom Suite
- Return shared transfers from Christchurch International Airport
- The Christchurch Grand Tour
- Christchurch Tramway Restaurant

Communicating through brochures is important

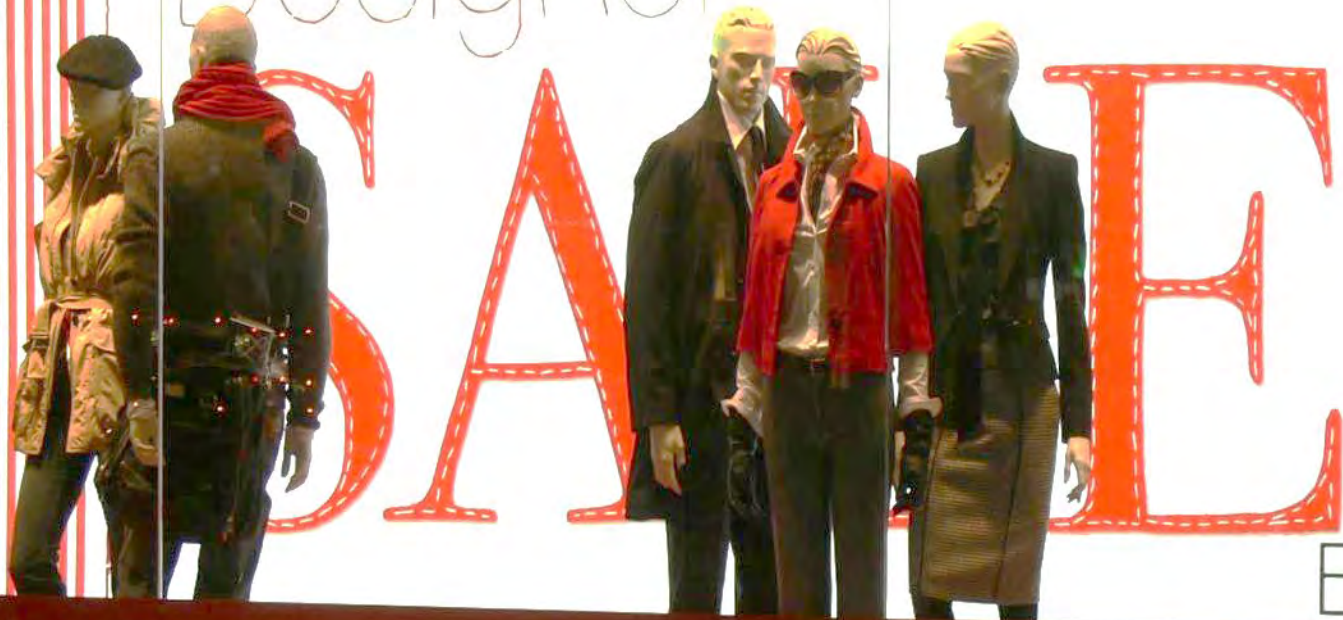


Communicating through packaging is important



Communicating through place is important

Designer



EXQUISIT

20% FINAL SALE ZUSÄTZLICH 20% FINAL SALE ZUSÄTZLICH 20% FINAL SALE ZUSÄTZLICH 20% FINAL SALE ZUSÄTZLICH 20%

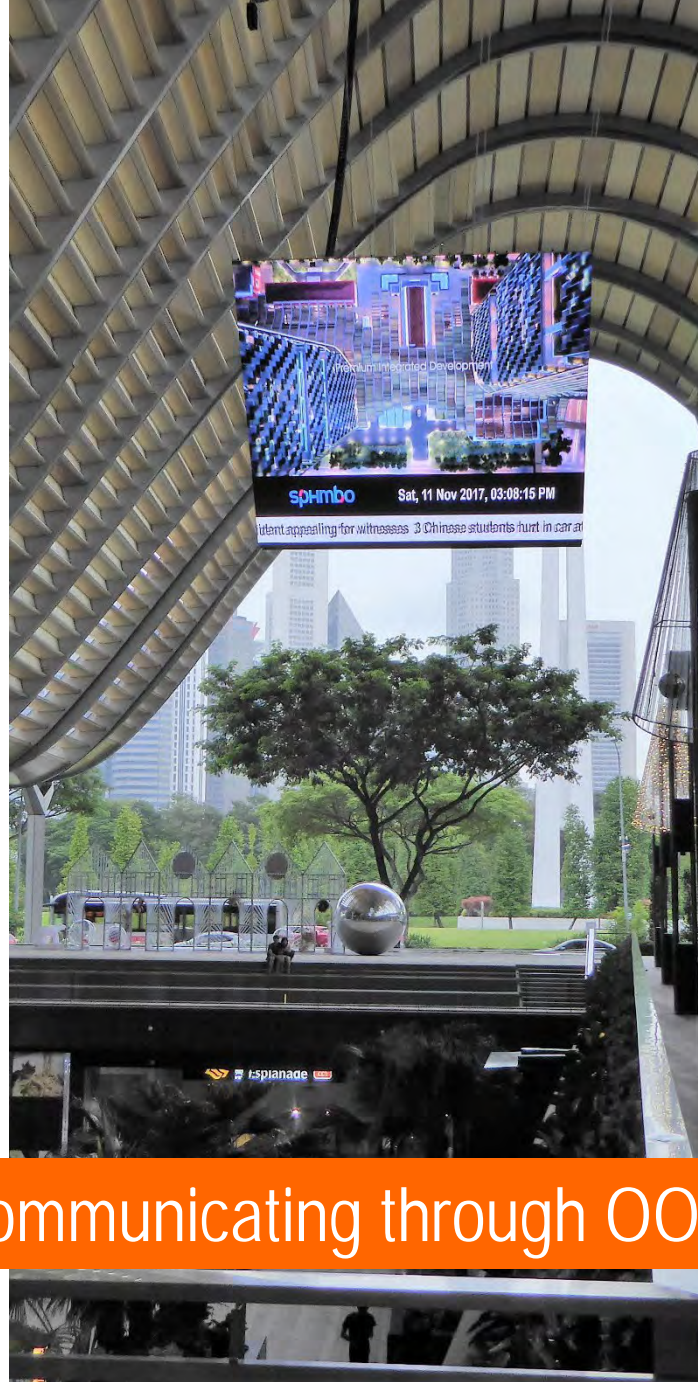
Communicating 'hurry' is important

MEN ARE FROM BARS,
WOMEN ARE EXTREMELY COMPLICATED.

LET'S GET A GUINNESS IN US.

CODY

Communicating the brand personality is important



Communicating through OOH is important



Christchurch as a shopping experience



Communicating the aggregate product is important



Flight	To / Via	Gate
K 975	Tehran	213
K 604	Karachi	220
K 853	Kuwait	215
K 203	New York	201
6530	Kochi (Cochin)	222
K 835	Bahrain	211
K 847	Doha	212
K 420	Perth	232
K 650	Colombo	202
5098	Nagoya	119
K 404	Singapore	223
K 011	London Gatwick	229
K 306	Beijing	231
E 5952	Incheon	227
K 544	Chennai	128
K 3903	Mauritius	203
K 007	London Heathrow	217
K 346	Kuala Lumpur	226
K 384	Hong Kong	221
K 302	Shanghai	214
EK 658	Male	224
EK 560	Kozhikode	219
EK 316	Osaka	125
EK 564	Bangalore	126
EK 624	Lahore	228
EK 8510	New Delhi	213
EK 332	Manila	123
EK 526	Hyderabad	220

flights proceed to gates 101 to 160

Time	Flight	To / Via	Gate
03:45	EK 582	Dhaka	
04:00	EK 504	Mumbai	121
04:10	EK 520	Trivandrum	216
04:25	SA 7159	Johannesburg	127
04:30	EK 356	Jakarta	201
04:40	EK 510	New Delhi	218
07:10	EK 981	Sana'a	
07:25	EK 901	Amman	122
07:30	EK 035	Newcastle	231
07:35	EK 957	Beirut	228
07:40	EK 785	Accra	
07:45	EK 001	London Heathrow	230
07:50	EK 025	Glasgow	221
07:50	AT 9261	Casablanca	213
07:55	EK 017	Manchester	217
07:55	EK 971	Tehran	211
08:00	EK 073	Paris	226
08:00	EK 600	Karachi	120
08:05	EK 039	Birmingham	218
08:15	EK 107	Malta	
08:20	EK 015	London Gatwick	203
08:20	EK 723	Addis Ababa	219
08:25	EK 841	Doha	128
08:25	EK 862	Muscat	201
08:30	EK 201	New York	126
08:30	EK 837	Bahrain	223
	SA 7157	Cape Town	

Time	Flight	To / Via	Gate
08:40	EK 055	Dusseldorf	212
08:40	EK 432	Auckland	212
08:45	EK 087	Zurich	214
08:45	EK 225	San Francisco	232
08:45	EK 707	Seychelles	225
08:50	EK 927	Cairo	118
08:55	EK 077	Nice	216
09:00	EK 059	Hamburg	121
09:00	EK 747	Tunis / Carthage	224
09:05	EK 049	Munich	127
09:05	EK 093	Milan/Malpensa	119
09:05	EK 211	Houston	202
09:05	EK 418	Auckland	227
09:15	EK 783	Lagos	215
09:25	EK 097	Rome	123
09:30	EK 506	Mumbai	125
09:40	EK 372	Bangkok	230
09:50	EK 029	London Heathrow	222
09:55	EK 127	Vienna	220
10:00	EK 412	Sydney	223
10:00	EK 606	Karachi	
10:05	EK 105	Athens	
10:05	EK 380	Hong Kong	
10:10	EK 406	Melbourne	
10:10	EK 516	New Delhi	
10:10	EK 133	Moscow	231
10:15	EK 281	Sao Paulo	228
10:15	EK 763	Johannesburg	228

all other flights proceed to gates 101 to 160

Communicating time and place is important



Rule #1 call a professional