### Branding [Unique Product Value Proposition]



- brand awareness
- brand identity
- brand strengthbrand 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 loyals.

considerations

### Directions



#### Discuss

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

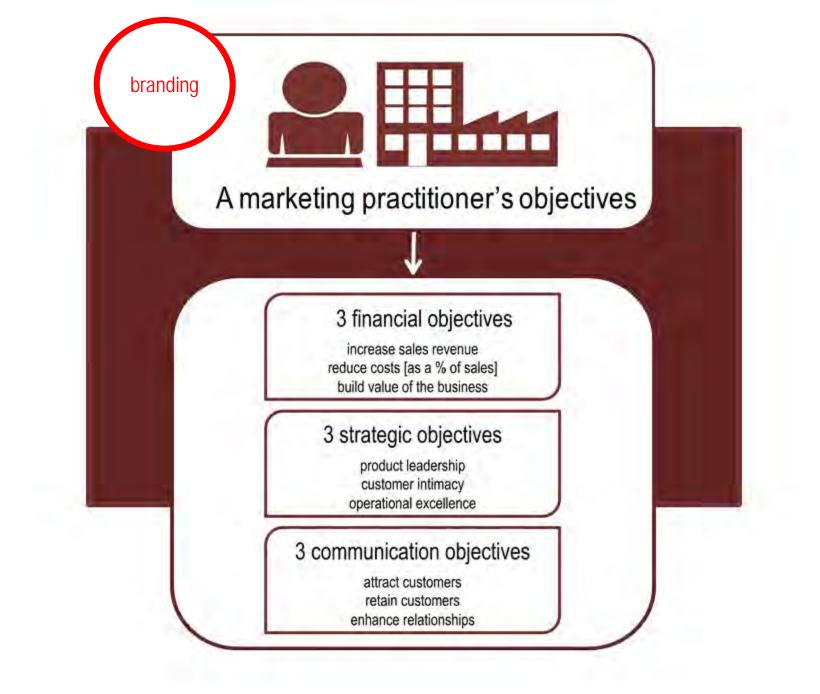
#### branding

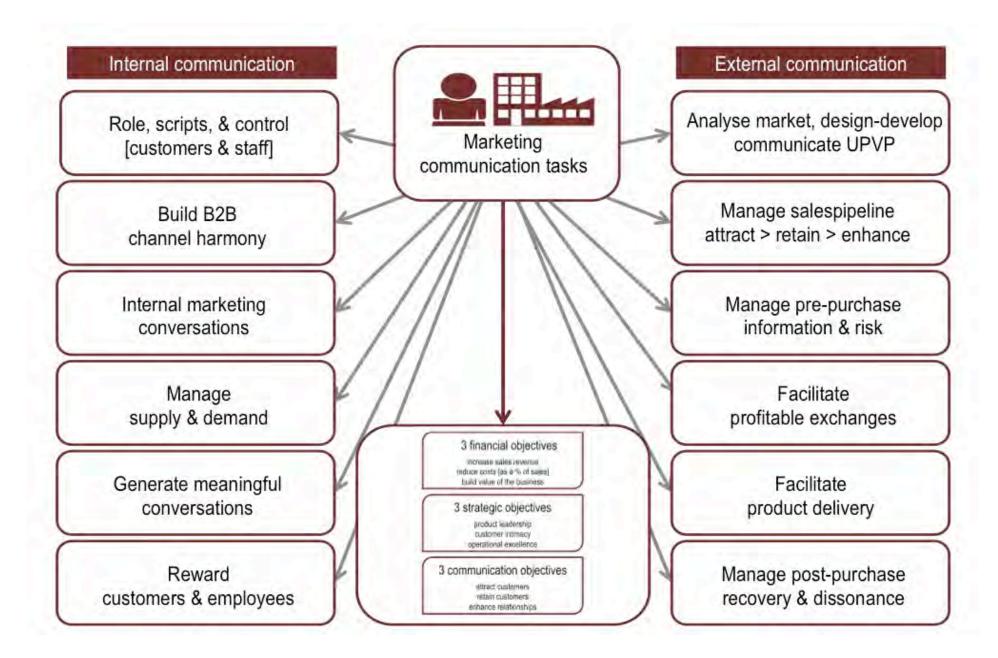


### the marketing concept

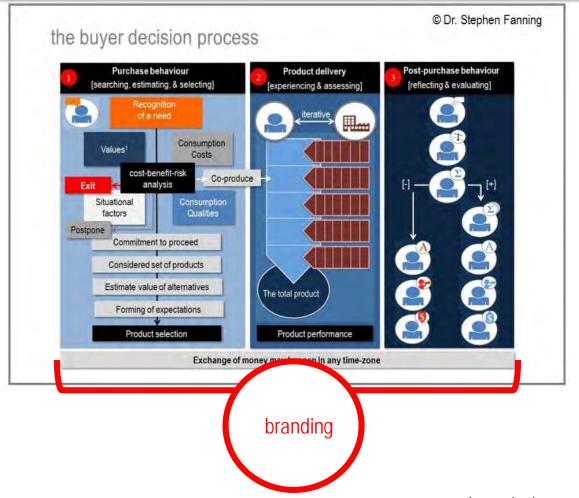
The premise is that

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

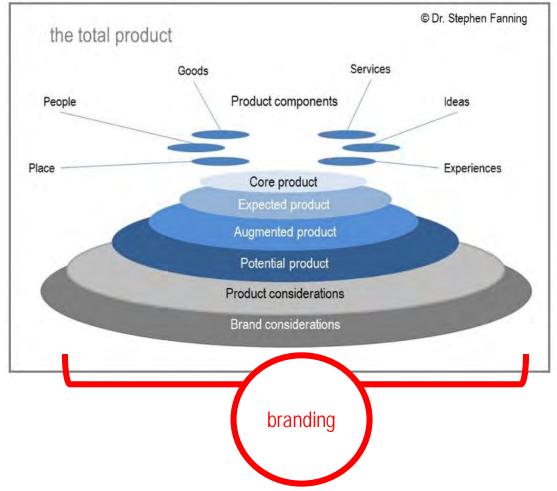




#### The buyer decision process branding occurs throughout the 3 time zones



#### The total product concept everything communicates a message



#### The circle of satisfaction satisfaction<sup>2</sup> builds brand equity



#### Let's inspect the marketing definition

from a branding & communication perspective

#### keting is

Marketing is an iterative process where an organisation work 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 communication begins with an understanding of the customer

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 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 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 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

### 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



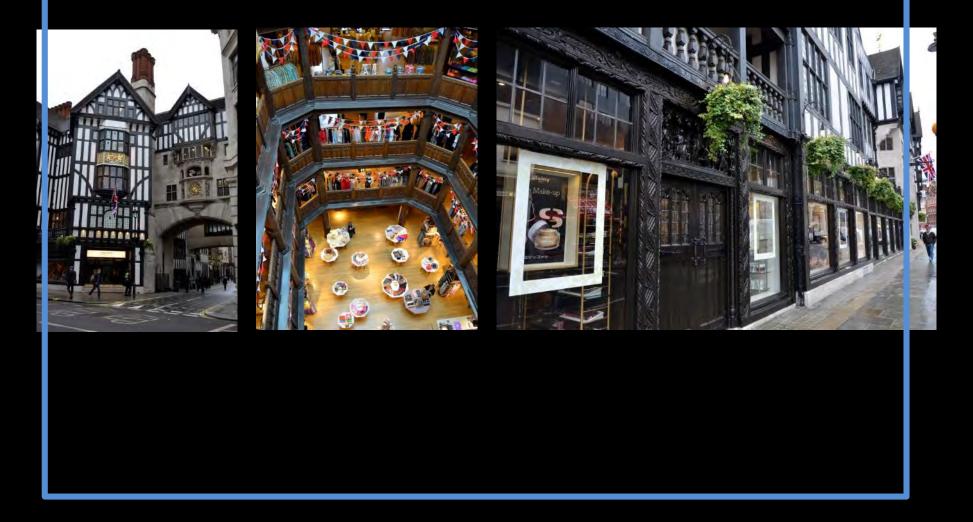
### Consumers use products to create their meta-narrative with society

#### Branding has many dimensions





### Everything sends a message





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



Cole, K. (1993). Crystal clear communicipationarkesing conversion SW: Prestignent allinning





#### Communicating ideas – product value proposition



#### Communication runs through everything we do -



### Communication runs through everything we do

SELECTED STYLES



Two days ago you paid full price

### Brand architecture

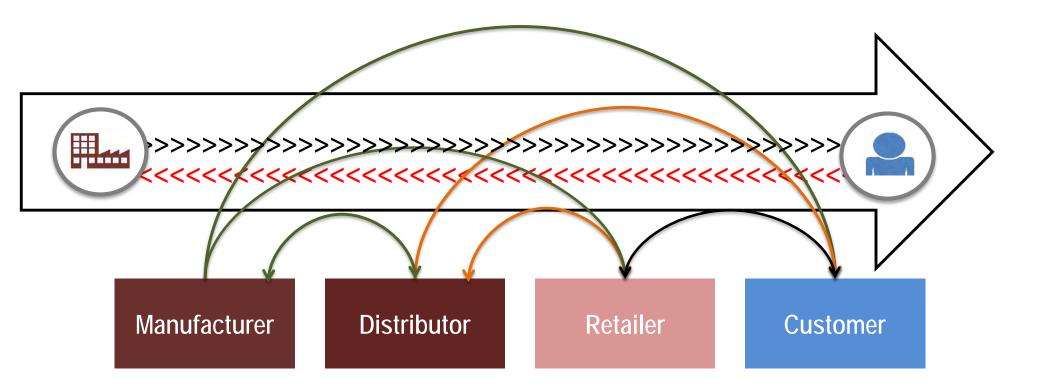
- ✓ Parent Brand [e.g., Unilever, Proctor and Gamble]
- ✓ Family Brand [e.g., Dove (Unilever), Gillette (P&G)]
- ✓ Individual Brand [e.g., Dove soap, Gillette fusion]
- ✓ Private Brands [e.g., Woolworths 'select']
- Cleanslate Brands [newly established co-created]
- Orphan Brands [remembered but no longer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



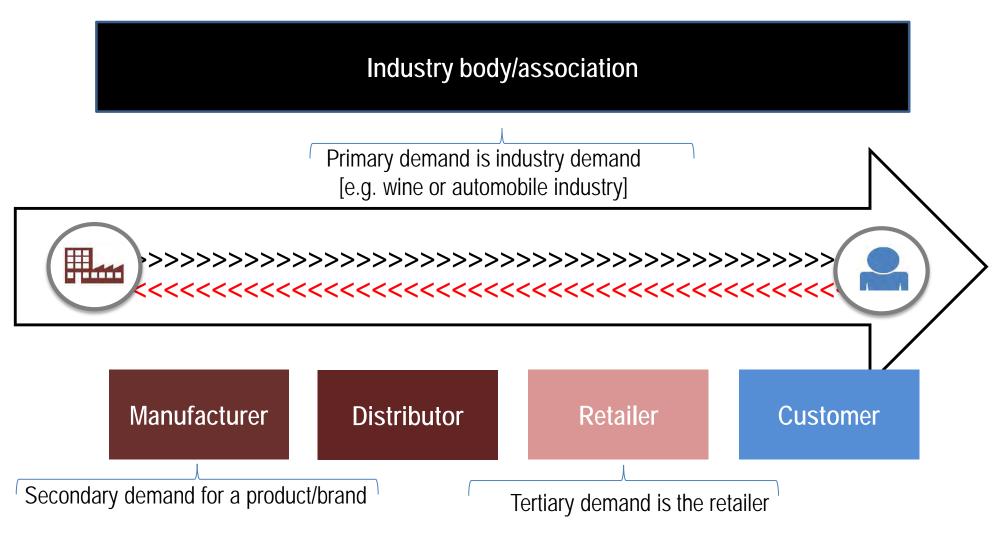


#### Push & Pull communication strategies are essential:

- 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



#### 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, www.themarketingconcept.com Dr. Stephen Fanning







# Communicating through social media is important

# Communicating through personal selling is important



1  $\square$ [m www.loccitane.com/a-true-story,29,1,2270,106327.htm L'OCCITANE Visit our Local Websites w Asia & Middle East Americas EN PROVENCE 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.

iPad 🤝



FIND A BOUTIQUE NEAR YOU >

- Europe

11:23 AM

Skincare, Bodycare, Fragrance I A True Story I L'OCCITANE en provence I Portal

Boutique Finder | Hotel Amenities | Factory Tours | L'OCCITANE Foundation | SPA L'OCCITANE | Investor Relations | 🞇 | 🚺 | 🔯

# Communicating through a web site is important

C

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www.themarketingconcept.com © Dr. Stephen Fanning

26%



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 mails, and fascinating museums, art spaces, and tram and gondola ndes, 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 tike and pedal through Hagley Park for a lovely day out take a leisurely punt 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 starting & constitution reflec to proge (2). All orderingtion on this proget is to be used on a goale wear



#### RC (Likes +120 Numb Hughy Part 0 Haday Golf Club 0 Smith Harley Park







#### 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 drong in Christchurch.

#### The Colombo

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



has to offer, this package will show you the beautiful parks, gardens & quant 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!

#### THINGS TO SEE & DO Quake City

#### Christchurch Botanic Gardens

Due of the targets city parks in the world, the superb gardens are known for the magnificant planted here in the 19th century Pela-of he Huboric Tree Walk brochure from the information centre for a self-guided who's who sour of the tree world. Spend sine in the conservationes to docover tropical plants, cacts & terms on days more purted for indocry.

#### Port Hills

Located about 15 minutes out of Orinstitueds 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 - Hany El, Kennedy's Buth Track, or Alhuria Cruter Rim Sign of the Bellbird.

#### Hello Sunday

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

#### The Dirty Land

 $(\mathbf{I})$ 

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

#### THE BEST OF CHRISTCHURCH

jam-packed with the best the oty INCLUDES

· 3 nights accommodation at the 45-star Heritage Owntchurch m a i Bedroom Sute · Return shared transfers from Christohumh

International Airport . The Christohurch Grand Tour Christchurch Tramway Restaurant

# Communicating through brochures is important



Communicating through packaging is important

# Communicating through place is important

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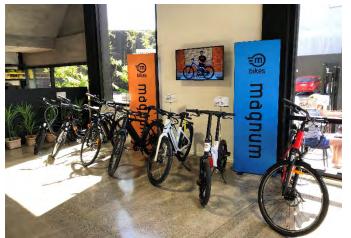


# MEN ARE FROM BARS, WOMEN ARE EXTREMELY COMPLICATED.



### Communicating the brand personality is important







ATTRATURES ASSAULT



Christchurch as a shopping experience









# Communicating the aggregate product is important



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07:50       AT 9261 Casablanca       213       09:15 EK 783 Lagos       215         07:55 EK 017       Manchester       217       09:25 EK 097 Rome       123         07:55 EK 071 Tehran       211       09:30 EK 508 Munitai       123         08:00 EK 073 Paris       226       09:50 EK 092 London Heathow       220         08:00 EK 600 Karachi       120       09:55 EK 127 Vierna       222         08:05 EK 039 Birmingham       218       09:05 EK 412 Sydney       220         08:15 EK 107 Malta       000 EK 606 Karachi       120       09:55 EK 127 Vierna       222         08:20 EK 015 London Gatwick       203       10:00 EK 606 Karachi       220         08:25 EK 723 Addis Ababa       219       10:05 EK 380 Hong Kong       10:00 EK 406 Mebourte         08:25 EK 841 Doha       128       10:10 EK 413 Moscow       231         08:25 EK 862 Muscat       128       10:10 EK 413 Moscow       231         08:25 EK 862 Muscat       128       10:10 EK 516 New Deht       10:10 EK 516 New Deht         08:25 EK 201 New York       126       10:15 EK 281 Sap Pai/b       231		230	39:05 SEK 211 Houston 202
07:55       EK 017       Manchester       217       09:25       EK 097       Rome       123         07:55       EK 971       Tehran       211       09:30       EK 506       Numbas       125         08:00       EK 073       Paris       226       09:40       EK 372       Bangkok       125         08:00       EK 600       Karachi       120       09:50       EK 029       London Heathrow       200         08:05       EK 039       Birmingham       218       10:00       EK 412       Sydney       220         08:15       EK 107       Malta       10:00       EK 608       Karachi       203         08:20       EK 723       Addis Ababa       219       10:05       EK 309       Hong Korg         08:25       EK 841       Doha       128       10:10       EK 406       Mabourte         08:25       EK 841       Doha       128       10:05       EK 309       Hong Korg         08:25       EK 841       Doha       128       10:10       EK 516       New Deth         08:25       EK 862       Muscat       128       10:10       EK 516       New Deth         08:25       EK 862       Mu		221	39:05 EK 418 Auckland 227
07:55       EK 077       Maltchestel       217         07:55       EK 971       Tehran       211       09:30       EK 506       Munbai         08:00       EK 073       Paris       226       09:40       EK 372       Bangkok       125         08:00       EK 600       Karachi       120       09:50       EK 029       London Heathrow       200         08:05       EK 039       Birmingham       218       09:55       EK 412       Sydney       220         08:15       EK 107       Malta       10:00       EK 412       Sydney       220         08:20       EK 723       Addis Ababa       219       10:05       EK 380       Hong Korg         08:25       EK 841       Doha       128       10:10       EK 406       Małcourte         08:25       EK 841       Doha       219       10:05       EK 380       Hong Korg         08:25       EK 862       Muscat       128       10:10       EK 412       Sydney       231         08:25       EK 862       Muscat       128       10:10       EK 313       Moscow         08:25       EK 862       Muscat       128       10:10       EK 313       M		213	
08:00       EK 073       Paris       226       99:40       EK 372       Bangkok       125         08:00       EK 600       Karachi       120       99:50       EK 029       London Heathrow       220         08:05       EK 039       Birmingham       218       10:00       EK 412       Sydney       220         08:15       EK 107       Malta       10:00       EK 412       Sydney       220         08:20       EK 015       London Gatwick       203       10:00       EK 406       Kraschi         08:20       EK 723       Addis Ababa       219       10:05       EK 105       Alberta         08:25       EK 841       Doha       128       10:00       EK 406       Mestourne         08:25       EK 862       Muscat       128       10:10       EK 406       Mestourne         08:25       EK 862       Muscat       201       10:10       EK 133       Mestourne         08:25       EK 862       Muscat       201       10:15       EK 133       Mestourne         08:25       EK 201       New York       126       10:15       EK 281       Sa) Paub       231 <td>07:55 EE EK 017 Manchester</td> <td>217</td> <td></td>	07:55 EE EK 017 Manchester	217	
08:00       EK 073       Paris       226       940       EK 572       Dargott       20         08:00       EK 600       Karachi       120       950       EK 029       London Heathrow       200         08:05       EK 039       Birmingham       218       10:00       EK 412       Sydnay       220         08:05       EK 107       Malta       10:00       EK 412       Sydnay       220         08:15       EK 015       London Gatwick       203       10:00       EK 608       Karachi         08:20       EK 723       Addis Ababa       219       10:05       EK 380       Hong Korg         08:25       EK 841       Doha       128       10:10       EK 412       New Dehl         08:25       EK 841       Doha       10:05       EK 380       Hong Korg         08:25       EK 862       Muscat       128       10:10       EK 416       New Dehl         08:25       EK 862       Muscat       128       10:10       EK 313       Moscow         08:25       EK 201       New York       126       10:15       EK 281       Sal Paulo       231         08:25       EK 201       New York       126	07:55 EK 971 Tehran	211	09:30 EK 508 Mumbai
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223 10.15 EK 837 Bahrain 223	09/20 E EK 201 1101	128	10.15 EF 20 Lawrenting 11
	Editoria Contraction	223	10:15 EK /05

### Communicating time and place is important

