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IMC & Brand Management

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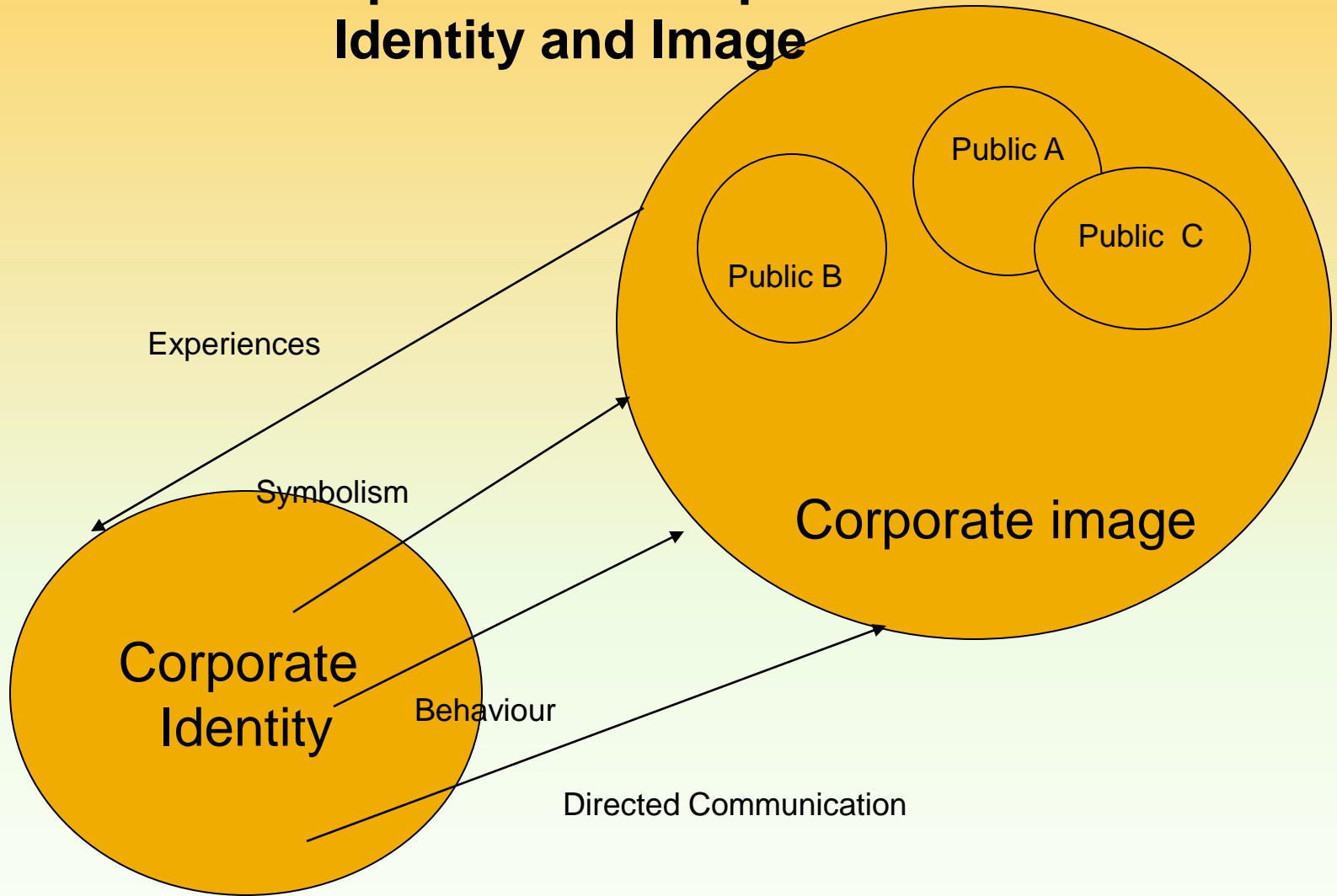
Topic: Brand Image

- **Learning objectives:**
- To understand the concept of brand image.
- To understand the importance of brand image.

Corporate image


- Corporate identity refers to the self-presentation of an organisation.
- The identity is relayed in various ways to the publics who interpret the organisation's behaviour, directed communication and symbolisms.
- The individual members of those publics then form an image of the organisation which is based on their interpretation of the identity.
- This might also be influenced by direct experiences they had with the organisation or by accounts of opinion leaders such as family, friends, the media, etc.


Relationship between Corporate Identity and Image




The importance of a favourable image

- *“A positive corporate image is a condition for a continuity and strategic success. It is no longer solely the field of attention of marketing, but a strategic instrument of top management”*
- CEO Dutch KLM, De Soet

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- **Brand image** is the current view of the customers about a brand.
 - It can be defined as a unique bundle of associations within the minds of target customers.
 - It signifies what the brand presently stands for. **It is a set of beliefs held about a specific brand.**

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- In short, it is nothing but the consumers' perception about the product.
 - It is the manner in which a specific brand is positioned in the market.
 - Brand image conveys emotional value and not just a mental image.
 - Brand image is nothing but an organization's character.

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- It is an accumulation of contact and observation by people external to an organization.
 - It should highlight an organization's mission and vision to all.
 - The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Reference Books

- Integrated Marketing Communication ; Tom Duncan; Tata McGraw
- Strategic Brand Management; Kevin Lane Keller; PHI