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IMC & Brand Management

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Purpose Only



Unit-5

Topic: Consumer Based Brand Equity

Learning objectives:

To understand the concept of consumer based brand equity.

- **Customer-Based Brand Equity (CBBE)**
(definition, Keller p. 60) CBBE is formally defined as: “The differential effect that **brand** knowledge has on **consumer** response to the marketing of that **brand**”.

Relationship of Customer Equity to Brand Equity

- Customers drive the success of brands but brands are the necessary touchpoint that firms have to connect with their customers.
- Customer-based brand equity maintains that brands create value by eliciting differential customer response to marketing activities.
- The higher price premiums and increased levels of loyalty engendered by brands generate incremental cash flows.

Brand Mantras

- A brand mantra is the articulation of the heart and soul of the brand. They are short, three- to five-word phrases that capture the essence or spirit of the brand positioning. Brand mantras can provide guidance about what products to introduce under a brand, what ad campaigns to use, where, and how to sell the brand.

Brand Mantra Criteria:

- **Communicate:** Should state what is unique about the brand.
- **Simplify:** It should be memorable; short, crisp, and vivid in meaning.
- **Inspire:** It should be personally meaningful and relevant.



Brand Mantra

Designing the Brand Mantra

	Emotional Modifier	Descriptive Modifier	Brand Functions
	Authentic	Athletic	Performance
	Fun	Family	Entertainment
	Fun	Family	Food



Assessment questions:

1. Find out the brand equities of top 5 brands through internet?

Reference Books

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