

**How Companies can Create Secondary Brand Knowledge**

**1. company**

Branding strategies are an important determinant of the strength of association from the brand to the company and any other existing brands.

Three main branding options exist for a new product :

- Create a new brand
- Adopt or modify an existing brand
- Combine an existing and a new brand

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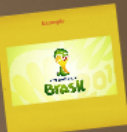
**How Companies can Create Secondary Brand Knowledge**

**2. Country of Origin and Other Geographic Issues**

The country or geographic location from which it originates may also become linked to the brand and generate secondary associations. Many countries have become known for expertise in certain product categories or for conveying a particular type of image.



Example



**How Companies can Create Secondary Brand Knowledge**

**4. Co-branding**

Existing brand leverage associations by linking itself to other brands from the same or different category. Co-branding when two or more existing brands are combined with a joint product or are marketed together in some fashion.

**How Companies can Create Secondary Brand Knowledge**

**3. Character of the Distribution**

Can already affect the equity of the brand they sell because of consumer associations related to the retail channel. Associations to product experience, pricing and service policy, quality of service, helps to give their own brand images in consumers' minds.

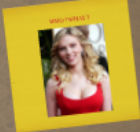


**How Companies can Create Secondary Brand Knowledge**

**5. Licensing**

Licensing creates contractual arrangements whereby firms can use the name, logos, characters, and so forth of other brands to market their own brands for some fixed fee.

- Renting another brand to contribute to the brand equity of its own product.



**Learning Outcome**

- The importance of secondary brand associations in building brand equity
- How leveraging brand association help in building brand equity
- The implications of leveraging secondary brand associations in managing branding strategies

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**How Companies can Create Secondary Brand Knowledge**

**2. Events**

Events have their own set of associations that may become linked to the brand, and enhance existing associations. Sponsoring events increases perceived associations to the brand, and enhances existing associations, already associated with the attributes, functionality and components of existing associations.



**4. Celebrity Endorsement**

Using well-known and admired people to promote products is a controversial phenomenon with a long marketing history.

Marketers should carefully evaluate which and why celebrity endorsements work, and which do not. There are many factors that determine the success and failure of such endorsements. Some programs should not use celebrity as a creative solution, but highlight the relevant associations and relationships that matter.



**Reference**

Uguz, H. 2004. The brand association base: A conceptual model for strategically leveraging partner brand equity. *Journal of Business Management*, 12, 3, pp. 184-205. Business Source Complete. EBSCOhost, viewed 28 September 2016.

Carver, M. 2002. Building brand equity. *International Journal of Market Research*, 2, 3, p. 204. Business Source Complete. EBSCOhost, viewed 28 September 2014.

# Marketing Plan Development

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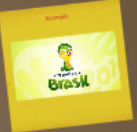
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**3. Character of the Products**

Can already affect the equity of the brand they sell because of consumer associations related to the retail status, reputation or product experience, pricing and overall quality, quantity of benefits, history (like their own brand image) in consumers' minds.



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**5. Licensing**

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**How Companies can Create Secondary Brand Knowledge**

**2. Events**

Events have their own set of associations that may become linked to the brand, and enhance reputation, awareness, demand, loyalty and improve the strength, favorability and consistency of existing associations.

**How secondary brand associations contribute to brand equity?**

Brand Elements      Marketing Program Activities (MPAs)

Leveraging a related secondary brand association

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**6. Celebrity Endorsement**

Using well-known and admired people to promote products is a controversial phenomenon with a long marketing history.

Marketers should carefully evaluate which and why celebrity endorsements work and which do not. There must be logical fit between the brand and person.

All advertising programs should add the celebrity as a creative feature that highlights the relevant associations and demonstrates their benefit.



Example

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## **Learning Outcome**

- **The importance of secondary brand associations in building brand equity**
- **How leveraging brand association help in building brand equity**
- **The implications of leveraging secondary brand associations in managing branding strategies**

## How secondary brand associations contribute to brand equity?

**Brand Elements**

**Marketing Program  
Activities (4Ps)**

**Leveraging a related  
secondary brand  
association**

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## **Leveraging a related secondary brand association**

- **A creating strong, favorable, and unique associations or positive responses if existing brand associations or responses are deficient in some way.**

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**Unilever**

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## Icons explained



### Sun

Our primary natural resource, the sun evokes Unilever's origins in Port Sunlight and can represent a number of our brands. Flora, Slim-Fast and Omo all use radiance to communicate their benefits.



### Hand

A symbol of sensitivity, care and need. It represents both skin and touch.

### Flower

Represents fragrance. When seen with the hand, it represents moisturisers or cream.



### Bee

Represents creation, pollination, hard work and bio-diversity. Bees symbolise both environmental challenges and opportunities.



### DNA

The double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.

**Unilever's Icon**

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### Fish

Represents food, sea or fresh water.



### Sparkle

Clean, healthy and sparkling with energy.



### Bird

A symbol of freedom. It suggests a relief from daily chores, and getting more out of life.



### Tea

A plant or an extract of a plant, such as tea. Also a symbol of growing and farming.



### Lips

Represent beauty, looking good and taste.



### Ice cream

A treat, pleasure and enjoyment.



### Recycle

Part of our commitment to sustainability.



### Particles

A reference to science, bubbles and fizz.

## Unilever's Icon

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