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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. Category of Origin and Other Geographic Area

- 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.

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Example



How Companies can Create Secondary Brand Knowledge

3. Characteristics of the Brand

- Can directly affect the quality of the brand (e.g. all facets of customer experience related to the brand).
- Also leads to greater awareness, enhanced media visibility, growth of sales, retailers know their own brands, changes in consumer tastes.



How Companies can Create Secondary Brand Knowledge

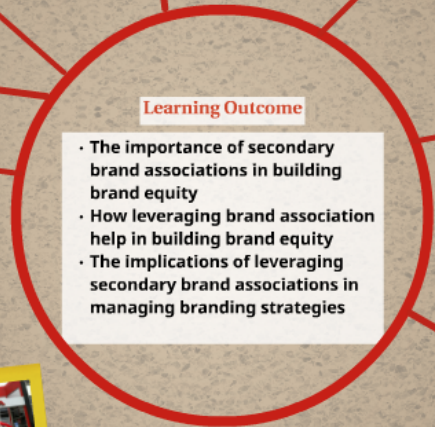
4. Co-branding

- Entering in and leverage associations by linking itself to other brands from the same or different company.
- Co-branding when two or more existing brands are combined into a new product or are marketed together in some fashion.

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.



How Companies can Create Secondary Brand Knowledge

7. Atmosphere

- Factors like their own set of associations that are linked to the brand to a marketing brand under certain conditions.
- Includes sensory perception associated with the brand and especially brand atmosphere, which are the combination of all components of creating and maintaining a brand.

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4. Celebrity Endorsement

- One of the most used and most effective ways to create secondary brand associations is by using a celebrity endorsement.
- However, it is not always the best way to create secondary brand associations.
- It can be used in a variety of ways, such as:
 - Using a celebrity's name in the brand name.
 - Using a celebrity's image in the brand name.
 - Using a celebrity's name in the brand name.
 - Using a celebrity's image in the brand name.



Reference

Steph, in 2004, "The brand association index: A conceptual model for measuring the strength of brand equity", *Journal of Brand Management*, 12, 2, pp. 138-153, Business Science Publishers, BSO Science, viewed 20 September 2014.

Steph, in 2002, "The brand association index: A conceptual model for measuring the strength of brand equity", *Journal of Brand Management*, 10, 2, pp. 138-153, Business Science Publishers, BSO Science, viewed 20 September 2014.

Note on LBO Capital Structure, Module Note

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How Companies can Create Secondary Brand Knowledge

2. Country of Origin and Other Geographic Issues

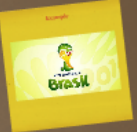
The country or geographic location from which it originates may also become linked to the brand and generate secondary associations.

- Many countries have become known for expertise in certain product categories or for competing a particular type of image.

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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 an associated together in some fashion.

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- 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

How Companies can Create Secondary Brand Knowledge

3. Events

Events have their own set of associations that may become linked to the brand, and enhance brand equity.

Sponsorship events increasing associated with the brand, and enhance brand equity.

Associations, shared with competitors, improve the strength, favorability and consistency of existing brand associations.

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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 provide purchase to a controversial, abstract or a long marketing history.

Marketers should carefully evaluate which and who celebrity endorsement offers and who offers the greatest value.

There must be logical fit between the brand and person.

All advertising programs should use the celebrity in a creative fashion that highlights the relevant associations and demonstrates their benefit.



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 08 September 2016.

Carver, M. 2002. Building brand equity. *International Journal of Market Researching*, 2, 3, p. 204. Business Source Complete. EBSCOhost, viewed 08 September 2014.

Note on LBO Capital Structure, Module Note

How secondary brand associations contribute to brand equity?

Brand Elements

**Marketing Program
Activities (4Ps)**

**Leveraging a related
secondary brand
association**

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How Companies can Create Secondary Brand Knowledge

7. Events

- **Events have their own set of associations that may become linked to a sponsoring brand under certain conditions.**
- **Sponsored events becoming associated to the brand and improving brand awareness, adding new associations, or improving the strength, favorability, and uniqueness of existing associations.**

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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.

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Unilever's Icon



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.

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Unilever's Icon