

**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

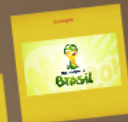
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**2. Country of Origin and Other Geographic Area**

- 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.



**Example**



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**3. Co-branding**

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



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**4. 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.



**4. Celebrity Endorsement**

- Using a well-known individual as a brand ambassador to promote a product or service.
- The celebrity's image and reputation are used to create a strong association with the brand.
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**Reference**

© 2014, The brand association is a psychological concept for identifying how people perceive a brand. (Journal of Brand Management, 15, 2, 101-110, 2007, Business Science Publishers, 1600 Oxford, Oxford, UK)

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

**Brand Elements**

**Marketing Program Activities (MPAs)**

**Leveraging a related secondary brand association**



**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

**WPP-Integrating Icons to Leverage Knowledge**

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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**