

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 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.



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3. Character of the Distribution

Can already affect the equity of the brand they sell because of consumers' association with the retail outlet. Association to product categories, pricing and service quality, quality of service, reduces their own brand images in consumers' minds.

Example



Unilever
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Unilever's Leon
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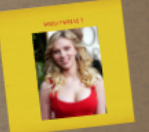
4. Co-branding

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.

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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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4. Celebrity Endorsement

Aiding new brands and established brands to provide perceived a continuous relationship with a long marketing history.

Marketers should carefully evaluate which and why celebrity endorsements. There must be logical fit between the brand and product.

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



Example



Matt & Deborah

How secondary brand associations contribute to brand equity?

Brand Elements

Marketing Program Activities (MPs)

Leveraging a related secondary brand association

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HONDA

Mubadala: Forging Development in Abu Dhabi

Robson
Uggah, H. 2004. The brand association base: A conceptual model for strategically leveraging partner brand equity. Journal of Business Management, 12, 3, pp. 164-176. Business Source Complete. EBSCOhost, viewed 08 September 2016.

Carver, M. 2002. Building brand equity. International Journal of Market Researching 3, 3, p. 304. Business Source Complete. EBSCOhost, viewed 08 September 2014.



Mubadala: Forging Development in Abu Dhabi

Learning Outcome

- **The importance of secondary brand associations in building brand equity**
- **How leveraging brand association help in building brand equity**
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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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