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Paul Capital Partners: Secondary Limited Partnership Investing

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.

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 Areas

- 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





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