

Brand Models

Brand models are frameworks that help companies manage and position their brands effectively. They provide structured approaches to understanding and developing brand strategy. Here are some commonly used brand models in product and brand management:

1. Brand Identity Prism (Kapferer)

- **Physique:** The physical characteristics and primary features of the brand.
- **Personality:** The character of the brand as if it were a person.
- **Culture:** The values and principles upon which the brand is built.
- **Relationship:** The relationship between the brand and its customers.
- **Reflection:** The image of the consumer that the brand portrays.
- **Self-Image:** How customers see themselves when they use the brand.

2. Aaker's Brand Equity Model

- **Brand Loyalty:** Measures the attachment that a customer has to a brand.
- **Brand Awareness:** The extent to which customers can recall or recognize a brand.
- **Perceived Quality:** The customer's perception of the overall quality or superiority of the brand.
- **Brand Associations:** The attributes and qualities that customers associate with the brand.
- **Other Proprietary Brand Assets:** Includes patents, trademarks, and channel relationships.

3. Keller's Brand Equity Model (CBBE Model)

- **Brand Salience:** Ensures that the brand is easily recognizable and top-of-mind for consumers.
- **Brand Performance:** The functional needs that the brand meets.
- **Brand Imagery:** The extrinsic properties of the brand, including how it meets psychological and social needs.
- **Brand Judgments:** Customers' personal opinions and evaluations of the brand.
- **Brand Feelings:** The emotional responses and reactions to the brand.
- **Brand Resonance:** The level of identification and engagement customers have with the brand.

4. Brand Positioning Bullseye (Kotler)

- **Target Audience:** Defines the specific segment of the market the brand aims to capture.
- **Frame of Reference:** Establishes the category in which the brand competes.
- **Point of Difference:** Highlights the unique benefits and attributes of the brand.
- **Reasons to Believe:** Provides evidence and support for the brand's unique claims.

5. Brand Essence Wheel

- **Attributes:** Lists the tangible and intangible characteristics of the brand.
- **Benefits:** Identifies the functional and emotional benefits that the brand provides.
- **Values:** The core principles and values that the brand represents.
- **Personality:** The human characteristics associated with the brand.
- **Brand Essence:** The central, timeless essence or promise of the brand.

6. The BAV Model (BrandAsset® Valuator)

- **Differentiation:** Measures the brand's uniqueness and its ability to stand out.
- **Relevance:** Assesses the brand's ability to meet consumer needs and relevance to the target audience.
- **Esteem:** Gauges the respect and regard consumers have for the brand.
- **Knowledge:** The level of awareness and understanding consumers have of the brand.

7. The House of Brands and Branded House Models

- **House of Brands:** A structure where each brand is independent and carries its own identity (e.g., Procter & Gamble).
- **Branded House:** A structure where multiple sub-brands operate under a single umbrella brand (e.g., Virgin).

Example Application:

A luxury car brand might use Keller's CBBE model to build brand resonance by ensuring high brand salience through exclusive events and high-profile advertising. They focus on brand performance by emphasizing superior engineering and innovation. Brand imagery is crafted through associations with prestige and sophistication. Judgments are managed by consistently delivering exceptional customer service and product quality, while brand feelings are enhanced by creating an emotional connection through aspirational marketing campaigns.