

# CHAPTER 4: CHOOSING BRAND ELEMENTS TO BUILD BRAND EQUITY

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# Building Customer-Based Brand Equity

- Brand knowledge structures depend on:
  - The initial choices for the brand elements
  - The supporting marketing program and the manner by which the brand is integrated into it
  - Other associations indirectly transferred to the brand by linking it to some other entities

# Criteria for Choosing Brand Elements

- Memorability
- Meaningfulness
- Likability
- Transferability
- Adaptability
- Protectability

Marketer's offensive strategy  
and build brand equity

Defensive role for leveraging  
and maintaining brand equity

# Memorability

- Brand elements should inherently be memorable and attention-getting, and therefore facilitate recall or recognition.
- For example, a brand of propane gas cylinders named Blue Rhino featuring a powder-blue animal mascot with a distinctive yellow flame is likely to stick in the minds of consumers.

# Meaningfulness

- Brand elements may take on all kinds of meaning, with either descriptive or persuasive content.
- Two particularly important criteria
  - General information about the nature of the product category
  - Specific information about particular attributes and benefits of the brand
- The first dimension is an important determinant of brand awareness and salience; the second, of brand image and positioning.

# Likability

- Do customers find the brand element aesthetically appealing?
- Descriptive and persuasive elements reduce the burden on marketing communications to build awareness.

# Transferability

- How useful is the brand element for line or category extensions?
- To what extent does the brand element add to brand equity across geographic boundaries and market segments?

# Adaptability

- The more adaptable and flexible the brand element, the easier it is to update it to changes in consumer values and opinions.
- For example, logos and characters can be given a new look or a new design to make them appear more modern and relevant.



# Protectability

- Marketers should:
  1. Choose brand elements that can be legally protected internationally.
  2. Formally register chosen brand elements with the appropriate legal bodies.
  3. Vigorously defend trademarks from unauthorized competitive infringement.

# Tactics for Brand Elements

- A variety of brand elements can be chosen that inherently enhance brand awareness or facilitate the formation of strong, favorable, and unique brand associations.
  - Brand names
  - URLs
  - Logos and symbols
  - Characters
  - Slogans
  - Packaging

# Brand Names

- Like any brand element, brand names must be chosen with the six general criteria of memorability, meaningfulness, likability, transferability, adaptability, and protectability in mind.

# Brand Naming Guidelines

## ■ Brand awareness

- Simplicity and ease of pronunciation and spelling
- Familiarity and meaningfulness
- Differentiated, distinctive, and uniqueness

## ■ Brand associations

- The explicit and implicit meanings consumers extract from it are important. In particular, the brand name can reinforce an important attribute or benefit association that makes up its product positioning.

# Brand Naming Procedures

- Define objectives
- Generate names
- Screen initial candidates
- Study candidate names
- Research the final candidates
- Select the final name

# URLs

- URLs (uniform resource locators) specify locations of pages on the web and are also commonly referred to as *domain names*.
- A company can either sue the current owner of the URL for copyright infringement, buy the name from the current owner, or register all conceivable variations of its brand as domain names ahead of time.

# Logos and Symbols

- Play a critical role in building brand equity and especially brand awareness
- Logos range from corporate names or trademarks (word marks with text only) written in a distinctive form, to entirely abstract designs that may be completely unrelated to the word mark, corporate name, or corporate activities

# Characters

- A special type of brand symbol—one that takes on human or real-life characteristics
- Some are animated like Pillsbury's Poppin' Fresh Doughboy, Peter Pan peanut butter's character, and numerous cereal characters such as Tony the Tiger, Cap'n Crunch, and Snap, Crackle & Pop.
- Others are live-action figures like Juan Valdez (Colombian coffee), the Maytag repairman, and Ronald McDonald. Notable newcomers include the AOL running man, the Budweiser frogs, and the AFLAC duck.



# Slogans

- Slogans are short phrases that communicate descriptive or persuasive information about the brand.
- Slogans are powerful branding devices because, like brand names, they are an extremely efficient, shorthand means to build brand equity

# Classic Slogans

- “Melts in your mouth, not in your hands” (M&M’s)
- “Sometimes you feel like a nut, sometimes you don’t” (Almond Joy/Mounds)
- “Where’s the beef?” (Wendy’s)
- “A mind is a terrible thing to waste” (United Negro College Fund)
- “Can you hear me now?” (Verizon)

Source: Monty Phan, “Celebrating Their Sweet Success,” *Newsday*, 21 September 2004, A43.

# Jingles

- Jingles are musical messages written around the brand. Typically composed by professional songwriters, they often have enough catchy hooks and choruses to become almost permanently registered in the minds of listeners —sometimes whether they want them to or not!
- Jingles are perhaps most valuable in enhancing brand awareness.

# Packaging

- From the perspective of both the firm and consumers, packaging must achieve a number of objectives:
  - Identify the brand
  - Convey descriptive and persuasive information
  - Facilitate product transportation and protection
  - Assist at-home storage
  - Aid product consumption

Susan B. Bassin, “Value-Added Packaging Cuts through Store Clutter,”  
*Marketing News*, 26 September 1988, 21.

# Packaging Can Influence Taste

- Our sense of taste and touch is very suggestible, and what we see on a package can lead us to taste what we think we are going to taste.

# Packaging Can Influence Value

- Long after we have bought a product, a package can still lead us to believe we bought it because it was a good value.

# Packaging Can Influence Consumption

- Studies of 48 different types of foods and personal care products have shown that people pour and consume between 18% and 32% more of a product as the size of the container doubles.

Valerie Folkes, Ingrid Martin and Kamal Gupta,  
“When to Say When: Effects of Supply on Usage,”  
*Journal of Consumer Research*, 20 December 1993, 467-477.

# Packaging Can Influence How a Person Uses a Product

- One strategy to increase use of mature products has been to encourage people to use the brand in new situations, like soup for breakfast, or new uses, like baking soda as a refrigerator deodorizer.
- An analysis of 26 products and 402 consumers showed that twice as many people learned about the new use from the package than from television ads.



# Putting It All Together

- The entire set of brand elements makes up the *brand identity*, the contribution of all brand elements to awareness and image.
- The cohesiveness of the brand identity depends on the extent to which the brand elements are consistent.