

Brand equity management models

- Understand the brand equity management process
- Learn why the brand equity models are important for the companies
- Understand the role of different equity management models



In the marketing literature, different brand equity models had been introduced. The main reasons behind developing the models are to find out the answers to the questions like **what makes a brand strong and how to do it.**

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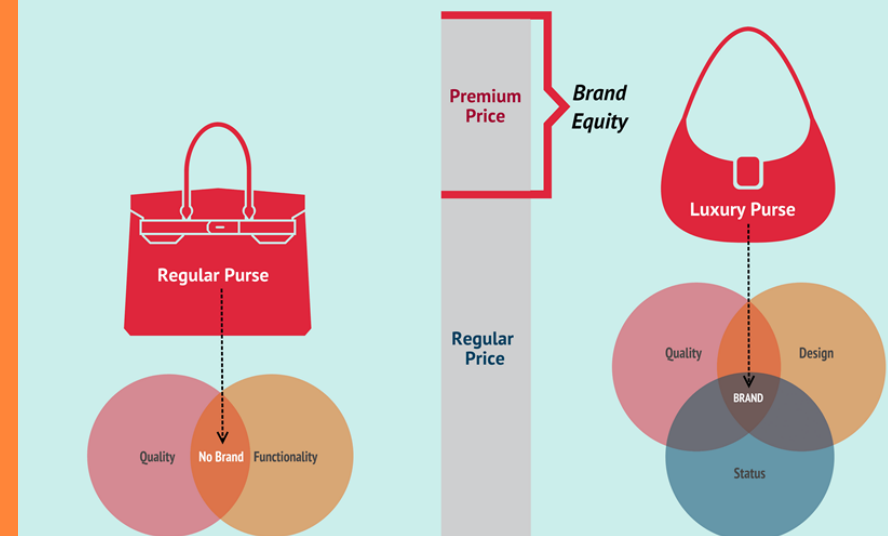


Many factors influence the strength of a particular brand. Understanding these factors can help with launching a new product effectively, or working out how to turn a struggling brand into a successful one.



What Is A Brand Equity?

The brand equity is the premium that a customer is willing to pay for a product that has all the objective characteristics of existing alternatives, thus, making it different in terms of perception. The premium on seemingly equal products and quality is attributable to its brand equity.



Brand Equity Models

Brand equity models are designed to establish the way in which brand value is created for a brand. Each of the brand equity models offers a deep insight into the brand value concept and the ways to evaluate it.

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Brand Equity Models

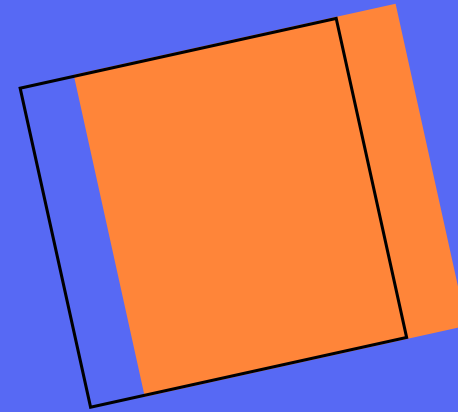
Which model the company should choose?
It is not an easy question.



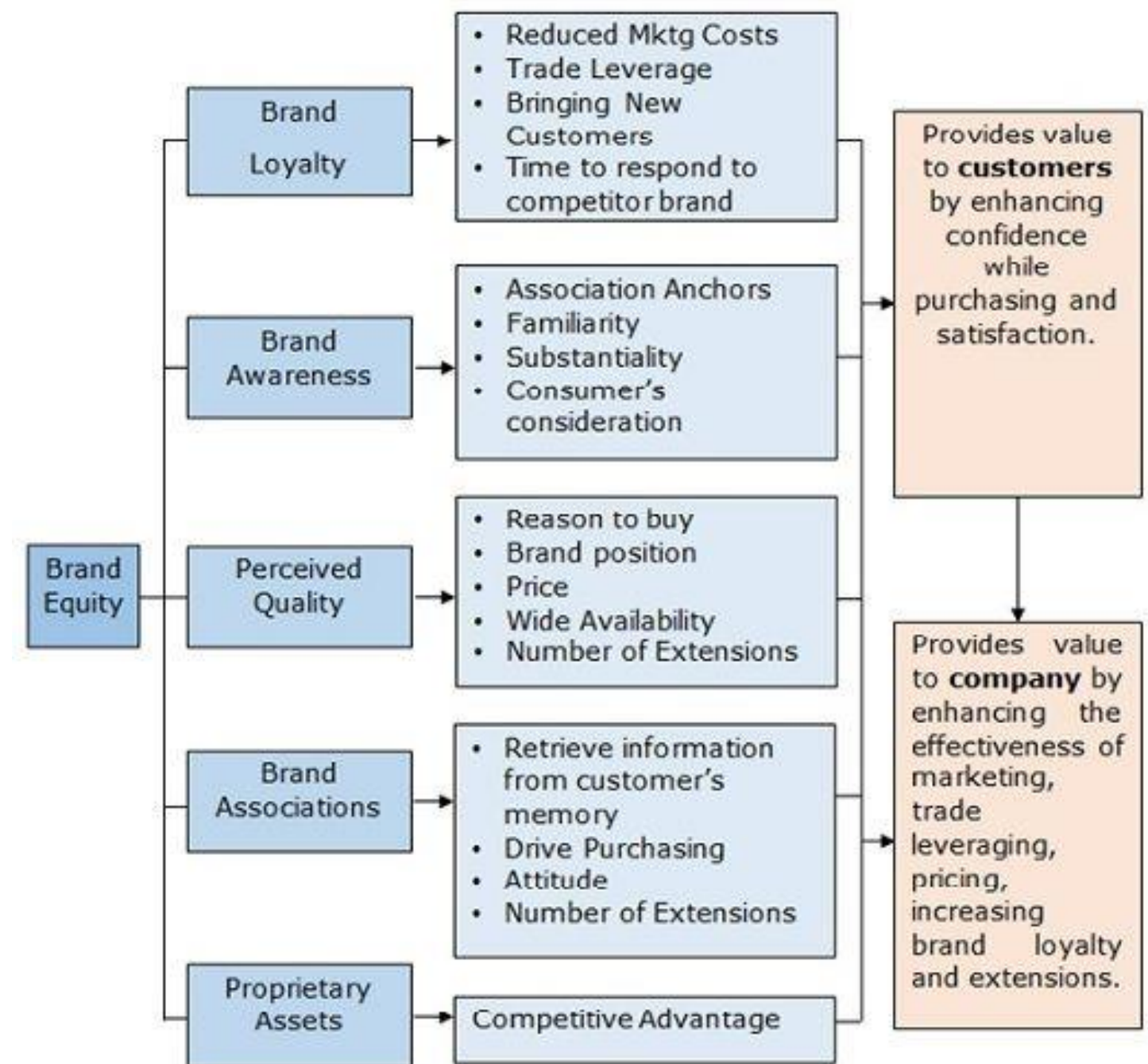
In the following section, **three models** will be presented:

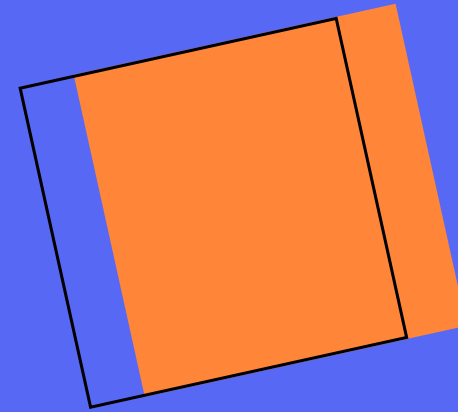
- Aaker's classical model,
- Keller's model
- and D. Holt one which in different ways explains the process of brand building.





The model introduced by D. Aaker, it's all about recognition. He explains four different brand topics: awareness, loyalty, perceived quality, and brand associations.

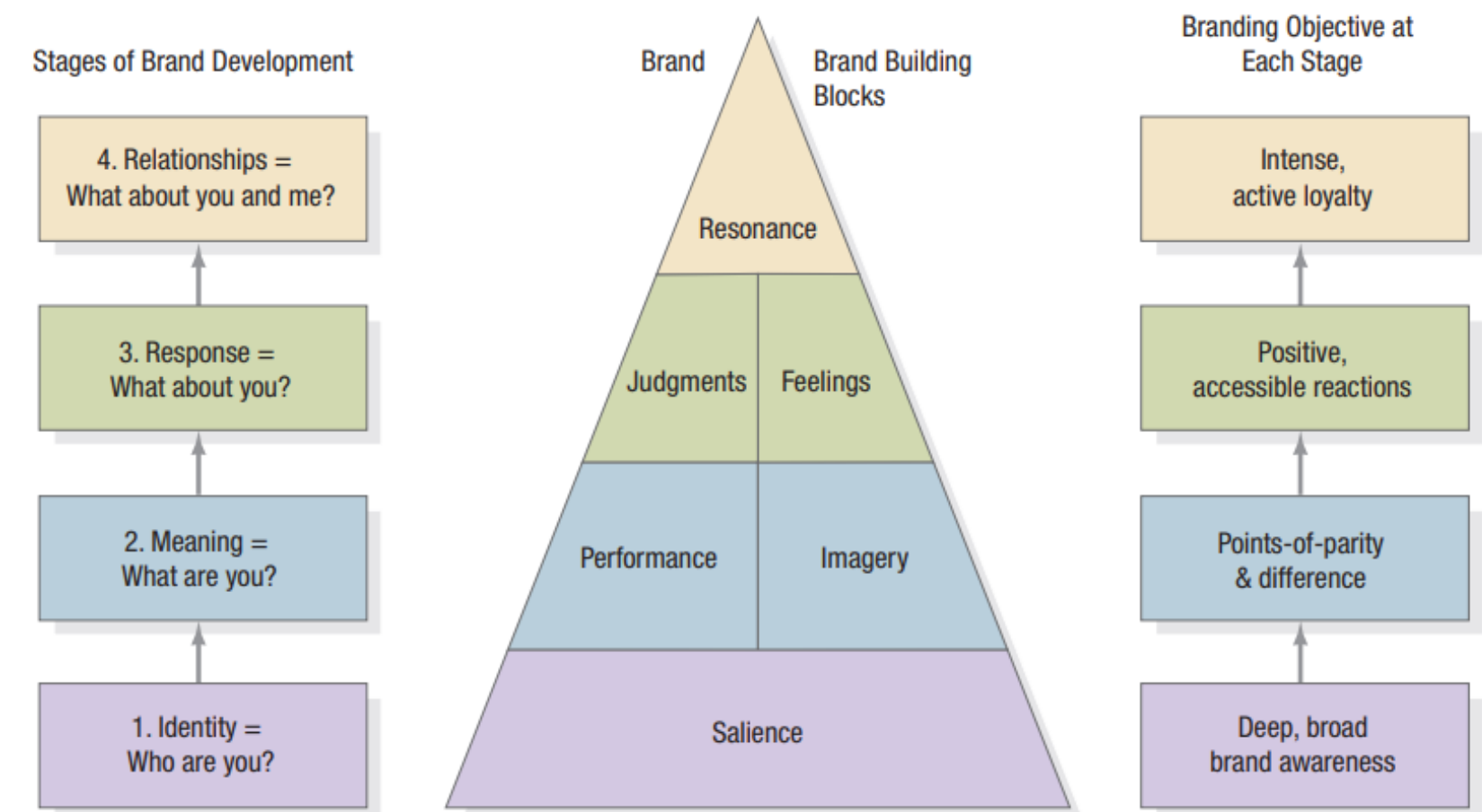


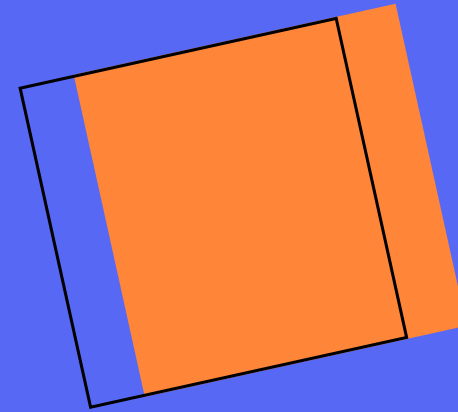


Keller's Brand Equity Model, also known as the Customer-Based Brand Equity (CBBE) Model.

Keller (1993) defined **consumer-based brand equity** at the individual level taking brand knowledge as a starting point, which is conceptualized as an associative network, where the associations are nodes.

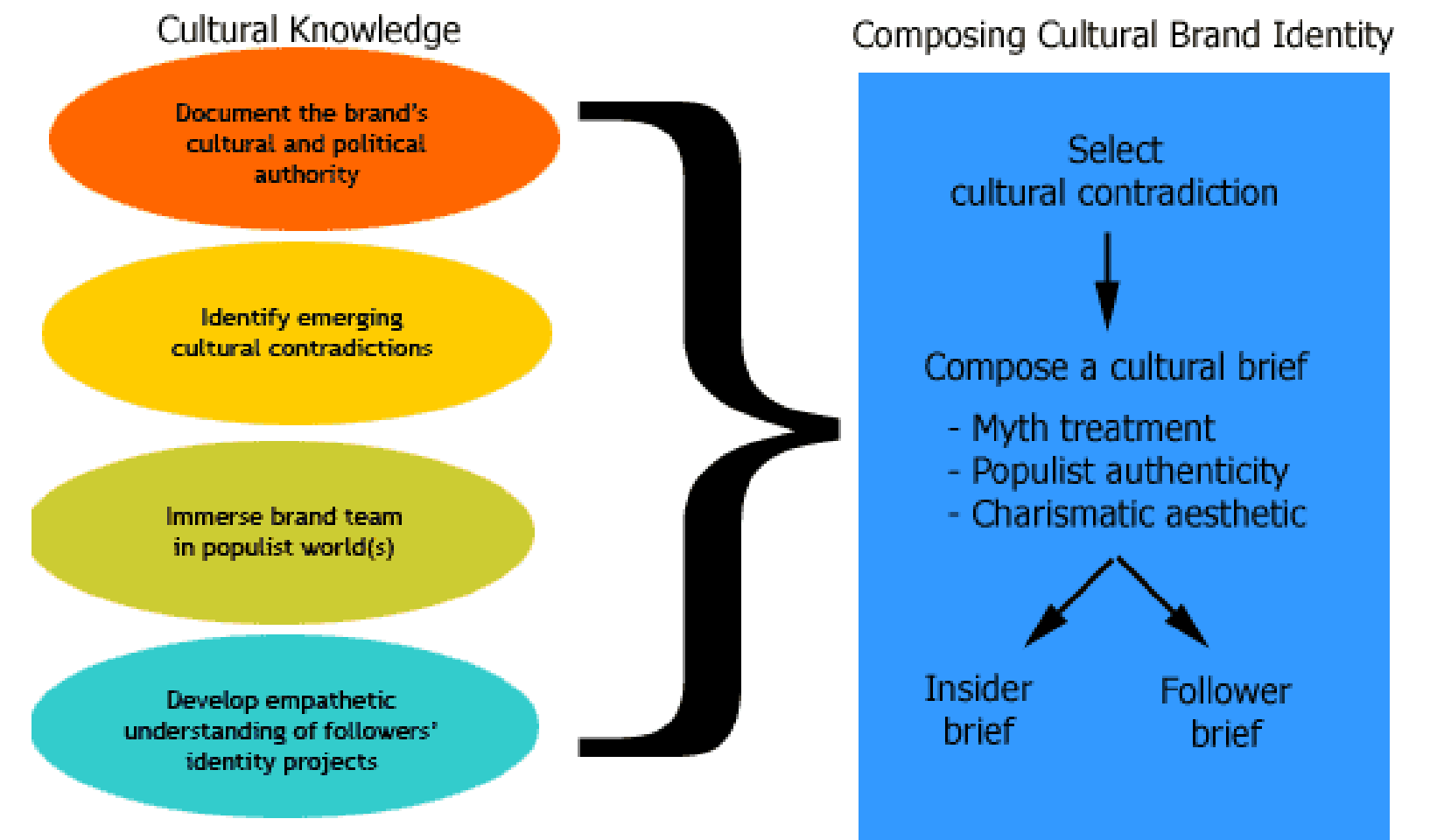
Brand knowledge is composed of two important sources: brand awareness and brand image.





Cultural branding (Holt and Cameron 2010) implies the existence of the consumer in a space of globalization with the symbolic meaning of branding when the owner of the brand deliberately endows the brand with cultural content.

It is the set of axioms and strategic principles that guide the building of brands into cultural icons, through the spinning of compelling myths (Holt, 2004)



THE CULTURAL BRAND MANAGEMENT PROCESS



**Provide an example of three iconic brands.
What makes those brands iconic in your
opinion? What myths do they perform?**



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