

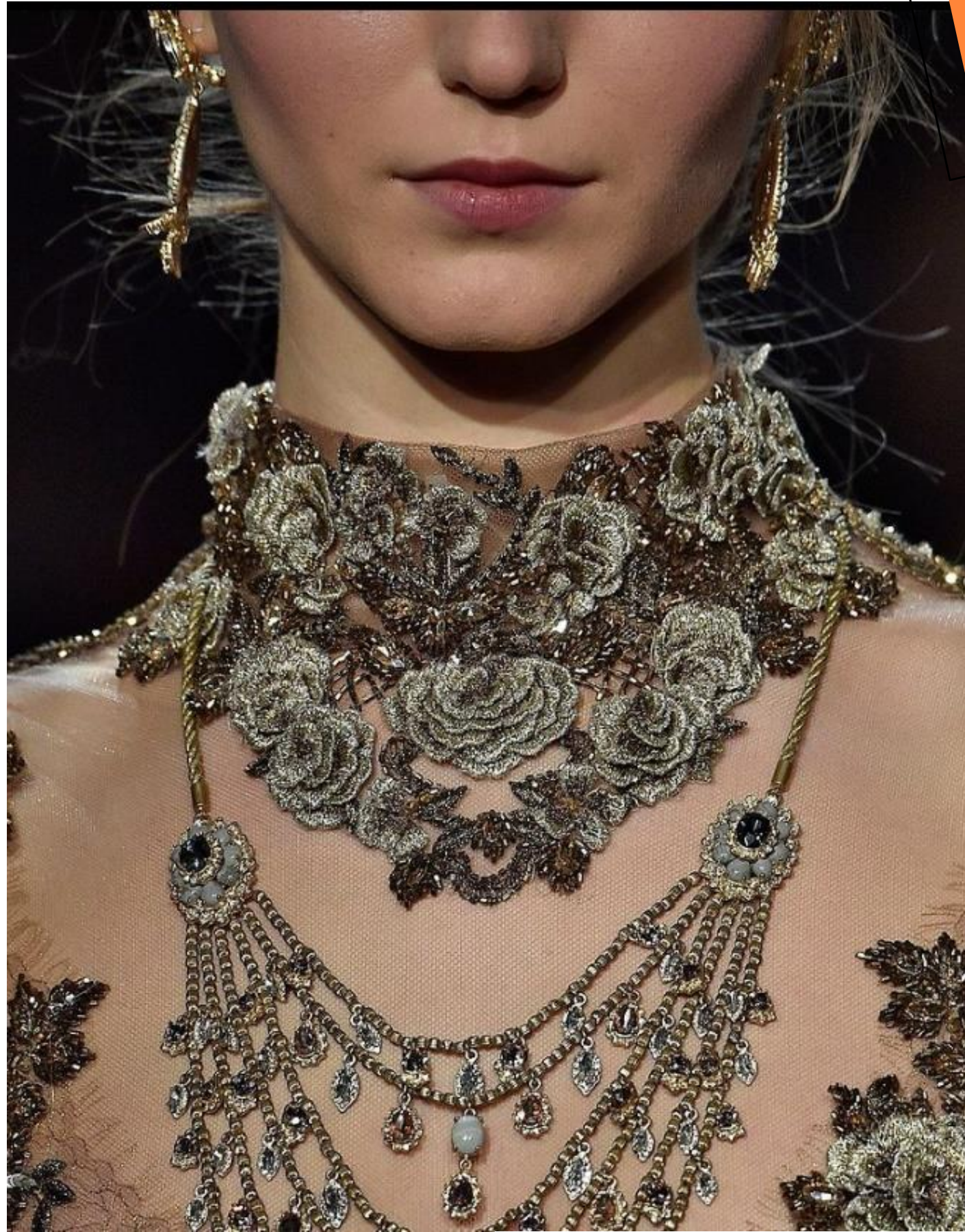


# Chapter 13

## Mindshare and Heartshare







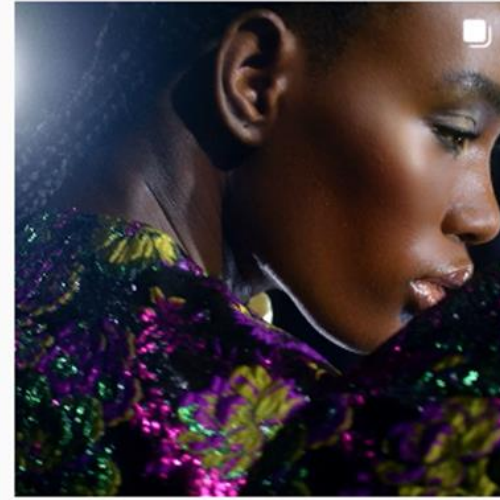
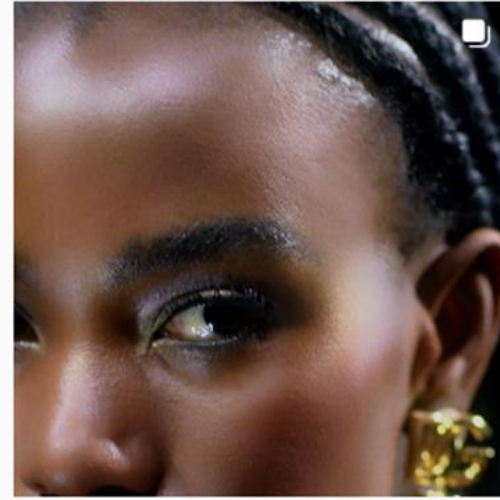
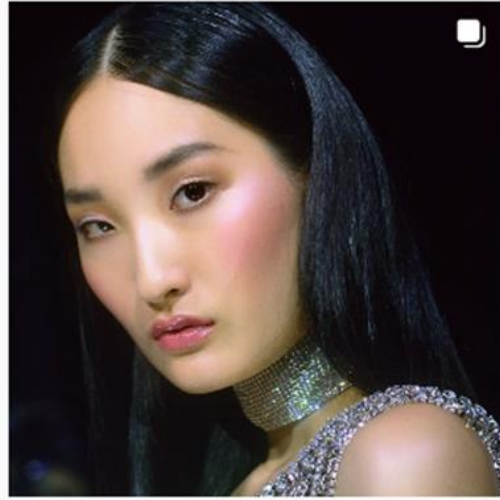
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Consumer





## Objectives

- Recognize and apply the strategic process.
- Develop strategies of engagement communication.
- Apply different actions of communication adapted to the level of engagement with the brand.

## Abstract

In this chapter, the strategic process, as the first crucial decision to be taken in the integrated brand communication, is explained. Along this process the brand is positioned in the market through the communication, being a milestone to know: “what the brand is selling”, the matching needs for its target, and the reason-why.

Once described the strategic process, the laws of the Gestalt School are presented, as a tool to be sure the decoding of the messages conveyed in the diverse touchpoints are coherent and in accordance with the position defined by the company.

Finally, the different strategies to engage the consumers are described, based on the three-element model: cognitive, affective and conative.

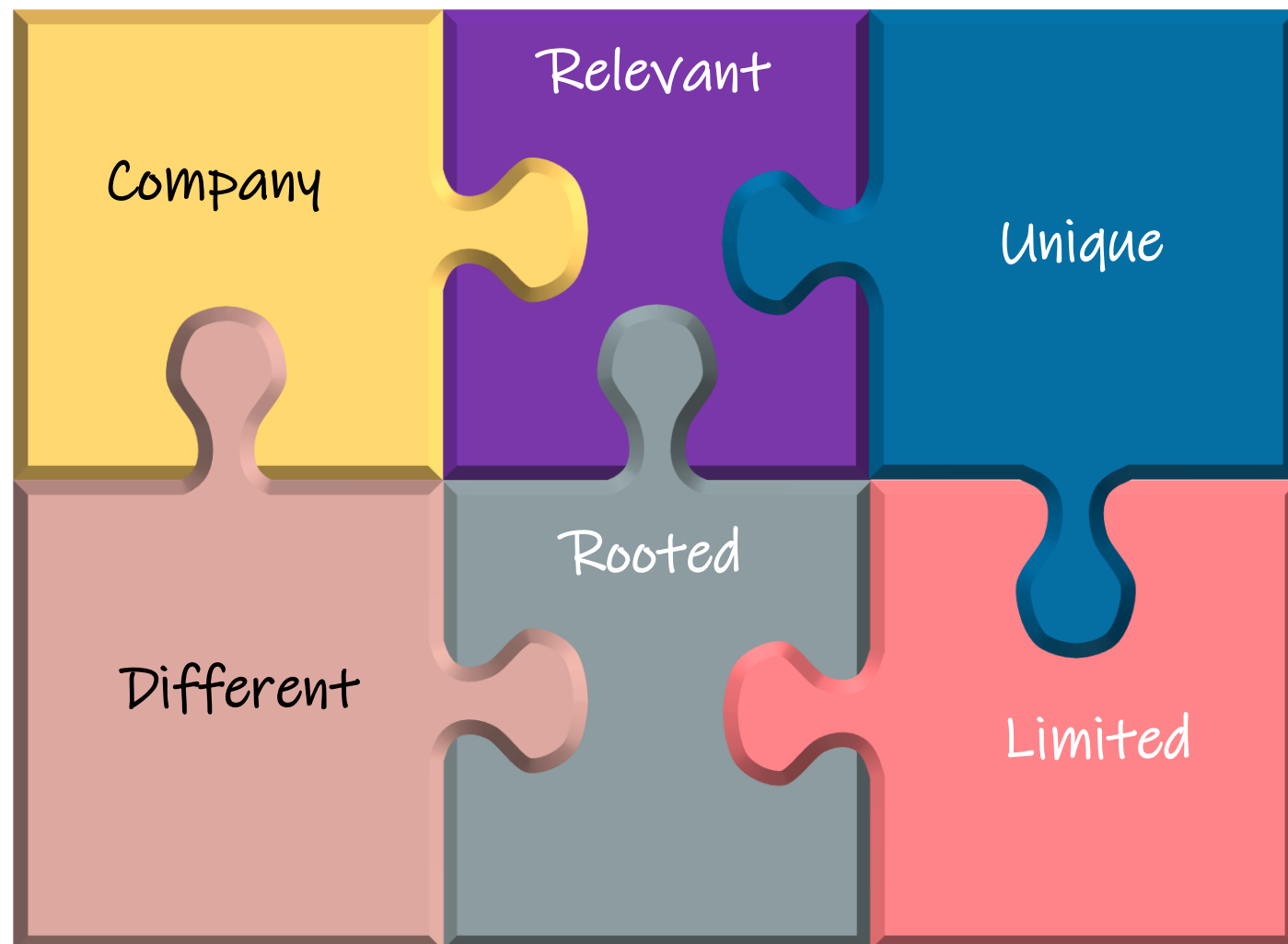
# 13.1. Strategic Process

Companies must ground a solid base in order to develop a medium and long-term strategy versus to work on short-term strategies



The first step in the strategic plan consists on defining and describing the **core competences**. The core competences are the roots of the company. It responds to the question: why the company is the best in “what they do”?

# 13.1. Strategic Process



The **requisites** for the core competences to be correctly defined are:

- **Company:** They must be referred to the full company. Meaning that, even when the company only has a product and/or brand in its portfolio, the core competences cannot be defined in a way that restrict the future development and expansion of the company (in terms of products, brands, segments...).
- **Relevant:** They should be relevant for the consumer and this relevance should not be very much temporal.
- **Unique:** They cannot be inherent to the area of activity the company is allocated in; they should be unique.
- **Different:** They should be different to the competitors and be able to defend them in a medium and long term.
- **Rooted:** The company should be able to explain and convince why they are the best in these core competences.
- **Limited:** They should be very much limited. The ideal scenario is to define one or two relevant core competence.



# 13.1. Strategic Process

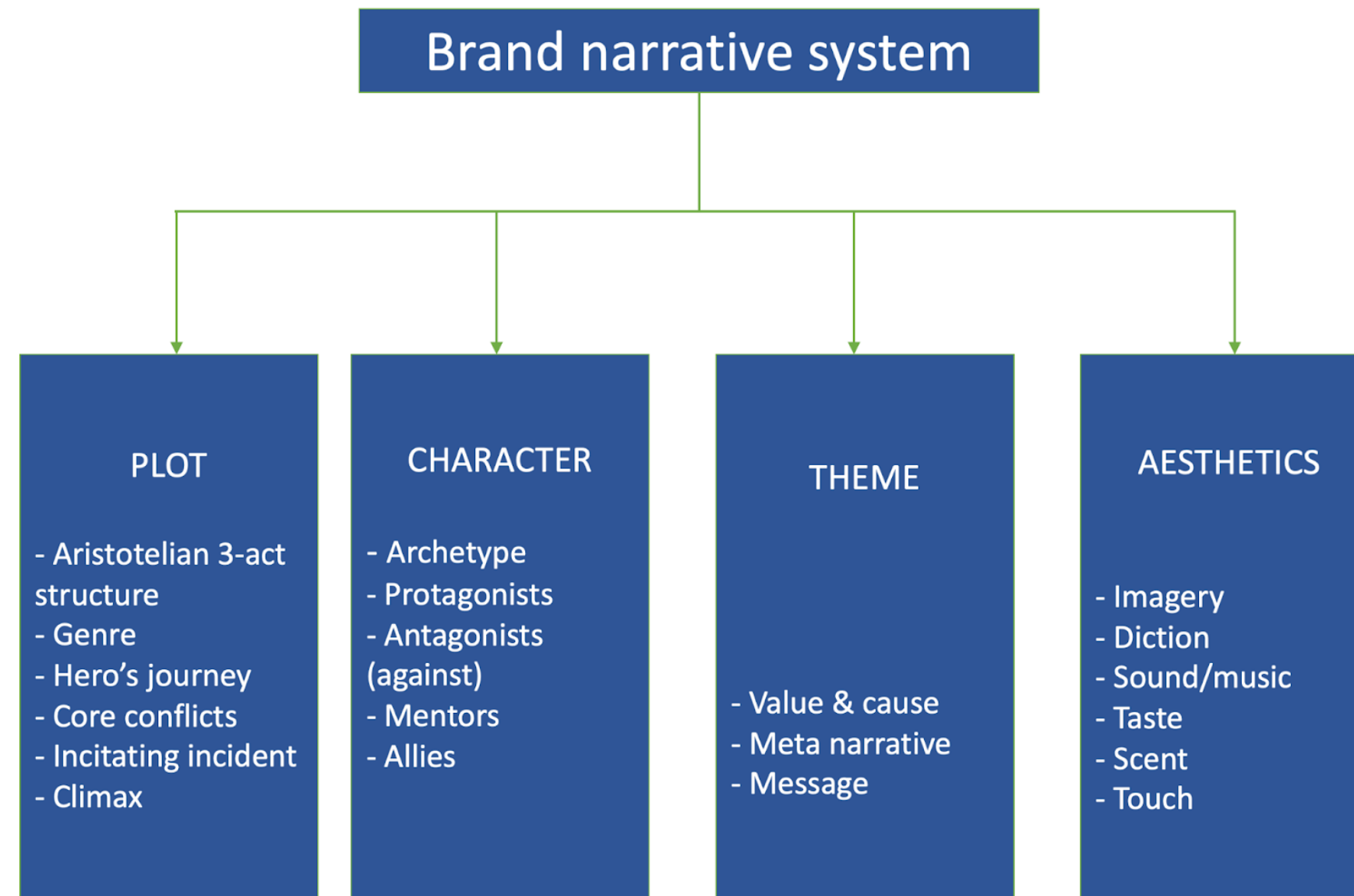
These core competences should be efficiently communicated through the development of a **storytelling**. In a story the brand creates narratives conveying experiences, emotions, consumption meaning... attached to the brand

The core competences should be summarized in the **slogan**

The **reason-why** is the linked of the benefits with one decisive and important reason in each target



# 13.1. Strategic Process



# 13.2. Laws of the Gestalt School

In order to create the perception in the mind of the consumer, **the Laws of the Gestalt School** must be considered.



## Law of the Figure and the Ground

The Law of the figure and the ground implies that the brand has to be always the main aspect in the advertisement

## Law of Grouping by Proximity

This law implies that the consumer gives a general meaning to all the stimuli perceived together



# 13.2. Laws of the Gestalt School



## Law of Clousure

This law works when the consumer retrieves stored information

## Law of Similarity

The consumer “transfers” the meaning he/she has about an object or brand to the stimuli perceived as similar

# 13.2. Laws of the Gestalt School



## Law of Continuity

The law of continuity refers to the fact that the perception the consumer has about the brand, though temporal, remains the same, unless an important effort is made to change this positioning/perception

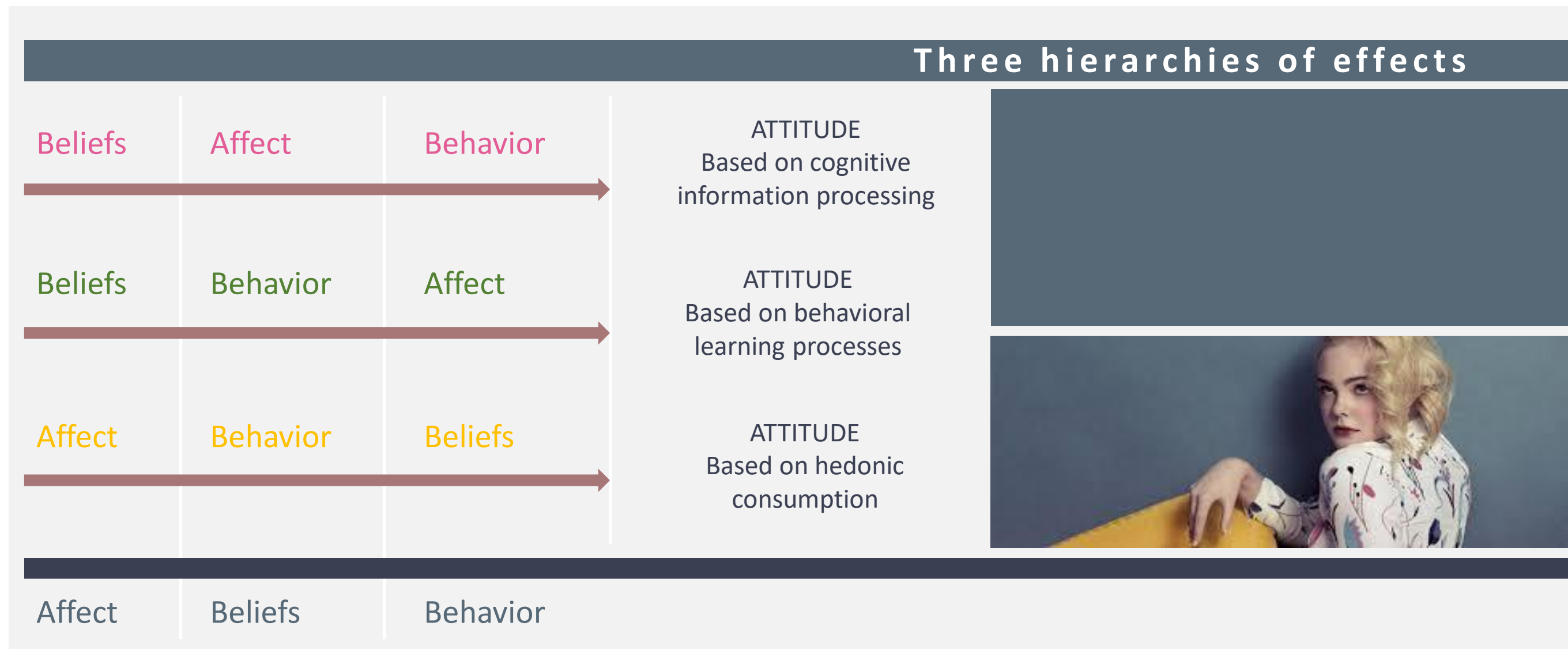
## Law of Membership

This law reflects the fact that the context in which the brand is perceived, gives a meaning to the brand itself

## Law of Ambiguous Stimuli

This law works when there is not a clear meaning in the communication provided by the brand

# 13.3. Strategies to Engage the Consumer





# Reflection

Identify the core competences and the benefits communicated by a brand

To do this, analyse the different touchpoints used by the brand to communicate with the consumers

Is the company coherent in the messages provided?

Are the benefits aligned with the core competences? Are the core competences clearly described and integrated in the transmedia?



# Test

## Launch a new brand

1. Describe the core competences of the company
2. Define the product
3. Select two potential target groups
4. Establish the reason-why for the two selected target groups
5. Design the strategy to engage those consumers

If you have a question,  
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