
RISHI

BRAND BUILDING

A GREAT BRAND IS NOT BUILT
BY ACCIDENT BUT IS THE PRODUCT OF CAREFULLY
ACCOMPLISHING –
EITHER EXPLICITLY OR IMPLICITLY –
A SERIES OF LOGICALLY LINKED STEPS
WITH CONSUMERS.:

The length of time to build a strong brand will, therefore, be directly proportional to the amount of time it takes to create sufficient awareness & understanding so that firmly held & felt beliefs & attitudes about the brand are formed that can serve as the foundation for brand equity.

Brands should have duality

*STRONG BRANDS BLEND PRODUCT PERFORMANCE &
IMAGERY TO CREATE A RICH, VARIED, BUT
COMPLEMENTARY SET OF CONSUMER RESPONSES
TO THE BRAND*

BY APPEALING TO BOTH RATIONAL & EMOTIONAL
CONCERNS, A STRONG BRAND PROVIDES
CONSUMERS WITH MULTIPLE ACCESS POINTS TO
THE BRAND WHILE REDUCING COMPETITIVE
VULNERABILITY

Brand should have richness

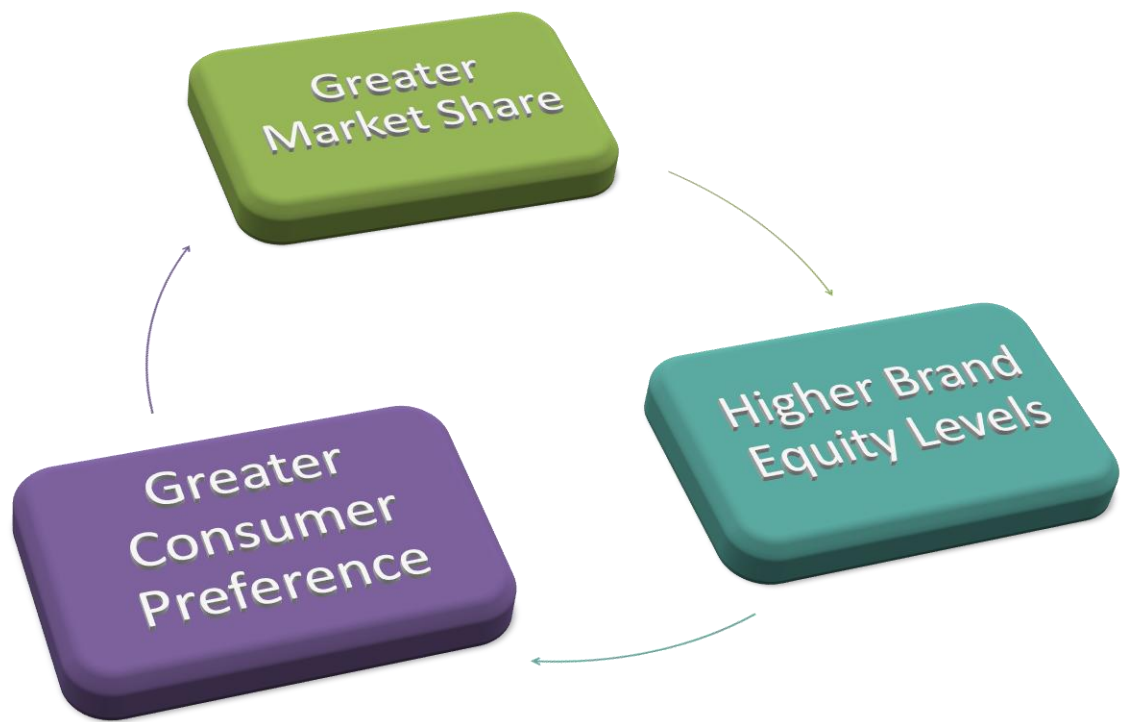
THE VARIOUS ASSOCIATIONS MAKING UP THE BRAND IMAGE MAY BE REINFORCING, HELPING TO STRENGTHEN OR INCREASE THE FAVOURABILITY OF OTHER BRAND ASSOCIATIONS, OR MAY BE UNIQUE, HELPING TO ADD DISTINCTIVENESS OR OFFSET

SOME POTENTIAL DEFICIENCIES:

- Strong brands thus have both breadth & depth
- *At the same time brands should not necessarily be expected to score high on all the various dimensions & categories making up each core brand value*

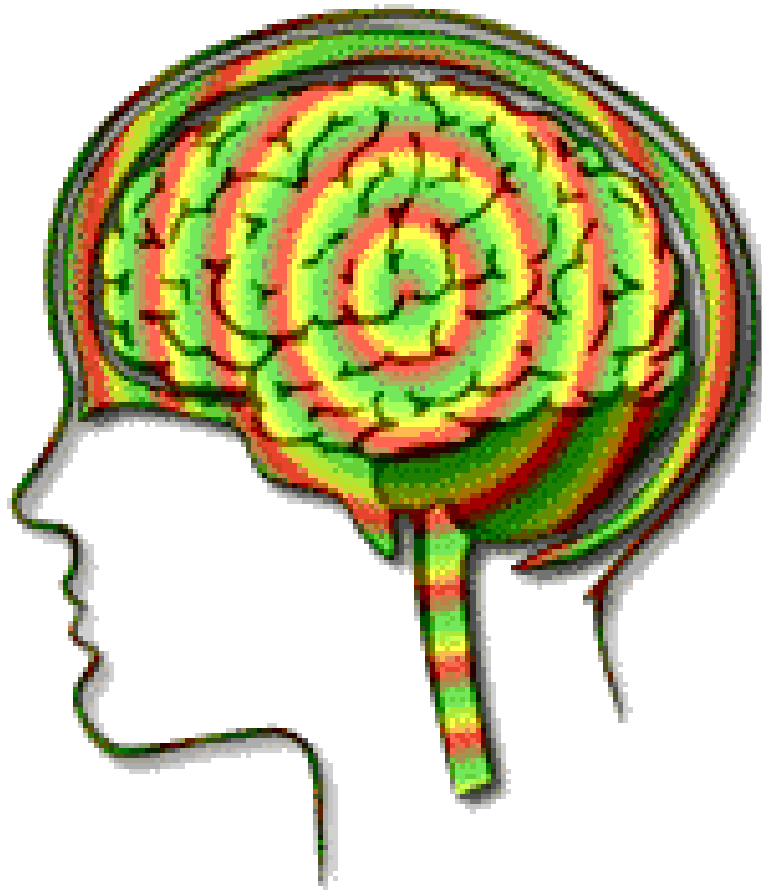
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THE FOUNDATION FOR BRAND EQUITY

Brand building virtuous cycle



Get into the brains of consumers

It is just six inches wide grey and wet mysterious



Report Objective

- To understand the facets / issues involved in branding
- To develop a framework for building **RISHI** brand

From Products to Brands

WHAT IS A BRAND

- A brand is more distinctive than a product
- It is first of all a name, a means of identification
- Secondly it is a set of added values offering both functional and psychological benefits

Brand as an Asset

- “If Coca Cola lost everything except for ‘the formula’ and its brand name, it could walk into any bank in the world and get \$100 billion loan to start from the scratch”

Fortune Magazine

Brand Colours

- Colors have meanings
 - Purple means royalty
 - Red is energetic
 - Blue is peaceful

- Opposite colours can differentiate
 - *Coke* is red, *Pepsi* is blue
 - *Kodak* is yellow, *Fuji* is green
- Colours can help you stand out
 - *FedEx*'s orange and purple packet stands out in corporate blue
- Logo and colours help, but the power of the brand
 - Essentially in the meaning of the brand name in consumer's mind, its essence

Brand Essence

- A brand must “leverage a compelling truth”
 - Linux stands for freedom as opposed to Microsoft's monopoly
- A brand should mean a single powerful thing: the essence
 - Essence of Tata is trust
 - Essence of Fevicol is bonding
 - Essence of Volvo is Safety
- A brand should drive single mindedly its essence
 - Volvo has been selling safety for 35 years
 - Raymond has been selling the complete man for over 2 decades
 - Essence of Dettol is protection against germs

- A brand loses its essence if it starts meaning a lot of things
 - What is Miller :A regular,light,draft,cheap, expensive beer

RISHI – BRAND BUILDING

- There is a difference between marketing and brand building.
- Marketing is for your business, Brand is for your consumers.
- People often mix the two just because both of them lead to the same output, i.e. more sales, revenue and popularity
- **Charity begins at home - internal brand building is a ‘Must-Do’**
- Nothing equals ‘having Rishi team or employees believe in the true potential of Rishi brand’ because then they don’t work for company; they work with company.

RIHSI COMMITMENTS

- **Customer is God**
 - **Think Quality** - even in the hardest of times never give up on Rishi commitment to quality product or service. Rishi customers should never feel cheated on quality
 - **Best Customer Support** - give the best of the support Rishi can give. A person seeking support is in a trouble and it’s Rishi’s duty to help him at that time. Help him and Rishi have won a life-long loyal customer for your newly started business.

- **Appreciate Feedback** - if someone leaves a feedback whether positive or negative appreciate it and more than that, show appreciation for that person who did so. Call him, email him or reward him to be thankful.

RISHI BRAND BUILDING STEPS

- 4 Steps of brand building
- Brand building blocks
- Brand building implications

4 Steps of brand building

1. Ensure identification of the brand with customers & an association of the brand in customers' mind with a specific product class or customer need
2. Firmly establish the totality of brand meaning in the minds of customers by strategically linking a host of tangible & intangible brand associations with certain properties
3. Elicit the proper customer responses to this brand identification & brand meaning
4. Convert brand responses to create an intense, active loyalty relationship between customers & the brand

These 4 steps constitute fundamental questions customers ask about brands:

1. Who are you? (brand identity)
2. What are you? (brand meaning)
3. What about you? What do I think or feel about you? (brand responses)

4. What about you and me? What kind of association & how much of a connection would I like to have with you? (brand relationship)

THERE IS AN OBVIOUS ORDERING OF THE STEPS IN THIS “Branding Ladder”

Brand building blocks

- Salience
- Performance
- Imagery
- Judgement
- Feelings
- Resonance

Brand salience

What basic function does the brand provide to customers?

- Breadth & depth of awareness
- Product category structure

Breadth & depth of awareness

- At the most basic level, its necessary that consumers recognise the Rishi brand when it is presented or exposed to them
- Beyond that, consumers should think of Rishi whenever they think of solar lighting, particularly when they are thinking of purchase in that category

- Additionally, consumers ideally would think of Rishi whenever they were deciding which type of lighting, especially when seeking a “high quality warranted product –..
- Understanding the hierarchy gives a clue on how to increase awareness, as well as position the brand

In some cases, the best route for improving sales for a brand is not by improving consumer attitudes toward the brand but, instead, by increasing the breadth of brand awareness & situations in which consumer would consider using the brand.

PRODUCT ITSELF IS AT THE HEART OF BRAND EQUITY, BECAUSE IT IS THE PRIMARY INFLUENCE ON WHAT CONSUMERS EXPERIENCE WITH A BRAND, WHAT THEY HEAR ABOUT A BRAND FROM OTHERS, & WHAT THE FIRM CAN TELL CUSTOMERS ABOUT THE BRAND IN THEIR COMMUNICATIONS:

- Designing & delivering a product that fully satisfies consumer needs & wants is a prerequisite for successful marketing.
- To create brand loyalty & resonance, consumers’ experiences with the product must at least meet, if not actually surpass, their expectations

Brand performance relates to way in which the product/service attempts to meet customers’ more functional needs:

- How well does the brand rate on objective assessment of quality?
- To what extent does the brand satisfy utilitarian, aesthetic, & economic customer needs & wants in the product or service category?

There are 5 important types of attributes & benefits that often underlie brand performance:

1. Primary ingredients & supplementary features
2. Product reliability, durability, & serviceability
3. Service effectiveness, efficiency, & empathy
4. Style & design
5. Price

Brand imagery is how people think about a brand abstractly, rather than what they think brand actually does.

Imagery associations can be formed:

- Directly: from consumers own experiences & contact with product, brand, target market, or usage situation
- Indirectly: depiction of these same considerations as communicated in brand advertising or by some other source of information, such as W.O.M.
- 4 categories can be highlighted:
 1. User profiles
 2. Purchase & usage situations
 3. Personality & values
 4. History, heritage & experiences

How customers put together all the different performance & imagery associations of the brand to form different kinds of opinions.

4 types of summary judgments particularly important:

1. Brand quality

2. Brand credibility
3. Brand consideration
4. Brand superiority

Brand quality:

- There are a host of attitudes customers hold towards a brand, but the most important relate in various ways to perceived quality of the brand
- Other notable attitudes related to quality pertain to perception of value & satisfaction

Brand credibility:

- Perceived expertise: competent, innovative, & market leader
- Trustworthiness: dependable & keeping consumer interests in mind
- Likability: fun, interesting, & worth spending time with

Brand consideration:

- How personally relevant is the brand
- Depends on extent to which strong, & favorable association created as a part of brand image

Brand superiority:

- Uniqueness
- Absolutely critical to building intense & active relationship with customers