

# BRAND MANAGEMENT

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## GUIDE TO READINGS

### Lecture 2 – Guide to Readings

Lecture 2 focuses on “how the brand is bought and seen”. One of the key concepts of branding is customer-based brand equity, which is discussed in brand resonance pyramid model and Brand Asset Valuator model. Lecture 2 also discusses a consumer-psychology model of brands that distinguishes three levels of consumer engagement (object-centered, self-centered and social) and five processes (identifying, experiencing, integrating, signifying and connecting).

1. Reading 2.1 - Keller, K. "Conceptualizing, measuring, and managing customer-based brand equity." *Journal of Marketing* 57, no. 1 (1993): 1-22.

*Skim. This is perhaps the most seminal article on the concept of consumer-based brand equity (CBBE). Understand the concept of CBBE and why Keller believes that brand knowledge is at the heart of establishing it. Be familiar with the elements of Figure 1 (discussed in the lecture, Week 2).*

2. Reading 2.2 - Keller, K. "Reflections on customer-based brand equity: perspectives, progress, and priorities." *AMS Review*, 6, no. 1-2 (2016): 1-16.

*Lightly skim. This is interesting because in it, Keller shows how his thoughts have evolved since his seminal 1993 article. In particular, make sure that you understand the idea of brand resonance.*

3. Reading 2.3 - Keller, K. "Brand synthesis: The multidimensionality of brand knowledge." *Journal of Consumer Research* 29, no. 4 (2003): 595-600.

*Lightly skim. Its objective is to bring together the elements of branding concepts that we have covered in the course to Week 2.*

4. Reading 2.4. – Young & Rubicam. “BrandAsset Valuator.”

*Skim. Developed by Young & Rubicam, BrandAsset Valuator® demonstrates that brands are built in a very specific progression of four consumer perceptions: Differentiation, Relevance, Esteem and Knowledge.*

5. Reading 2.5 - Schmitt, Bernd. "The consumer psychology of brands." *Journal of Consumer Psychology* 22, no. 1 (2012): 7-17.

*Skim. Our relationship with brands may be considered by looking through a number of different lenses. In this brief article, Schmitt provides an excellent classification of those lenses (Figure 1) and demonstrates the insights we gain but looking through each one.*

6. Chapter 3 “Brand resonance and the brand value chain” of the textbook Keller, K. L. (2013). *Keller: Strategic Brand Management eBook GE 4e*. Pearson Higher Ed.

*Focus on brand resonance model. This e-book is available on the university online library.*

7. Chapter 8 “Developing a brand equity measurement and management system” of the textbook Keller, K. L. (2013). *Keller: Strategic Brand Management eBook GE 4e*. Pearson Higher Ed.

*Focus on sample brand tracking survey, and Rolex brand audit. This e-book is available on the university online library.*

8. Industry Report – MEC Momentum. “How understanding consumers’ purchase cycle can help brands grow” (2013)

*Skim. This is an excellent report on identifies four distinct phases of the consumer’s ongoing journey to make a purchase. We will discuss in Lecture 2 how this can be integrated into Brand Resonance Pyramid model.*

9. Industry Report – Cloete, M. and Page, G. “Industry Report - Why being different still makes a difference”, (2016), Magnetic and Millward Brown.

*In this report by Magnetic and Millward Brown provides insights onto what make a brand meaningfully different by focusing on three dimensions; salience (top of mind), meaningful (affinity & meets needs) and difference (seen as unique and dynamic).*