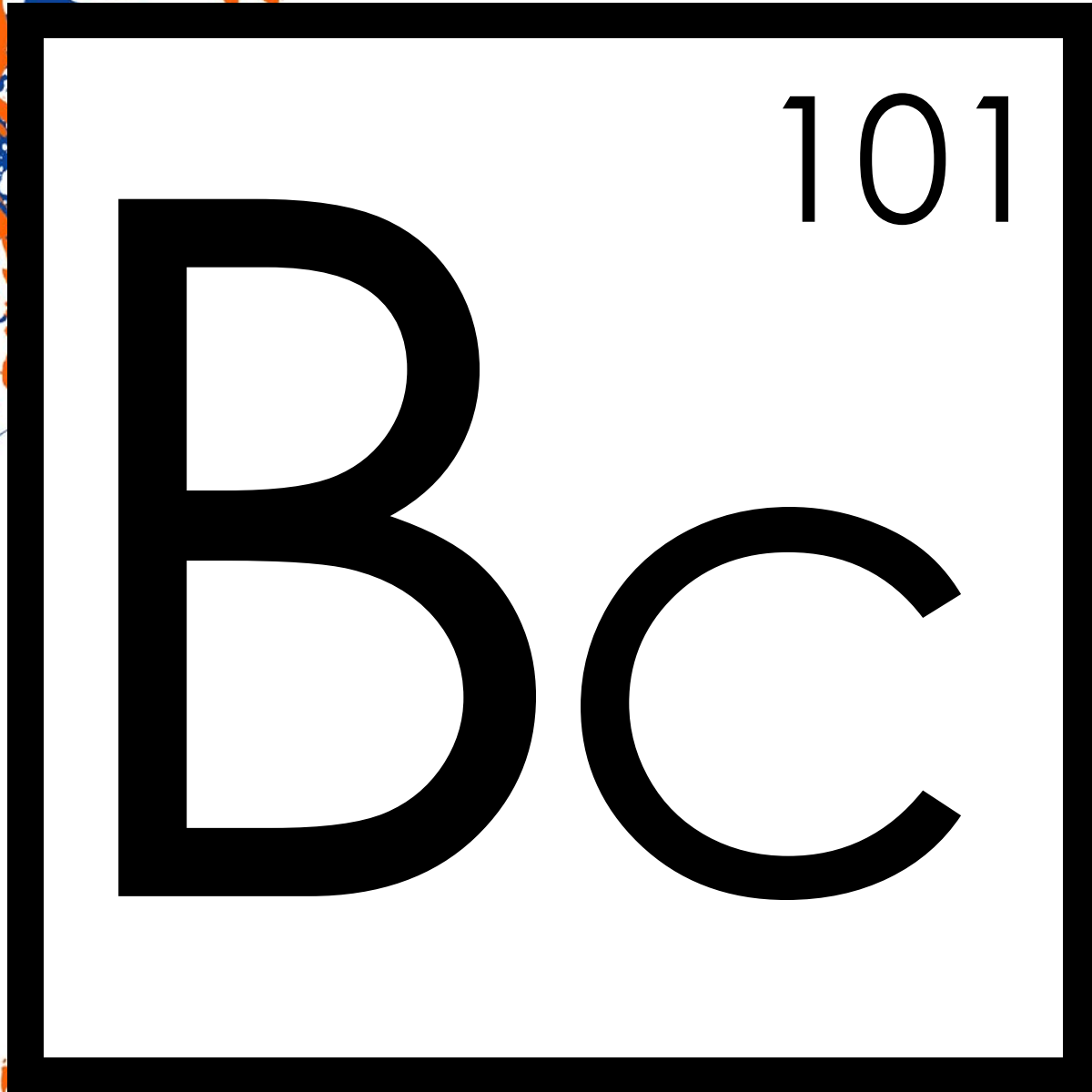




DAY 5



Brand Camp:

Day 5 – A Review of Branding

Bc 101

Brand Camp:

Day 5 – A Review of Branding

- Brand-Off #4: Presentations
- Brand as a Concept
- Building a Brand
- Measuring a Brand
- Extending a Brand
- Brand Love
- Co-Branding
- Conclusion



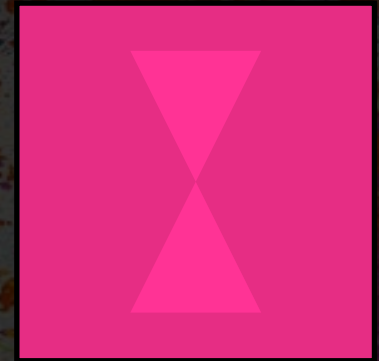
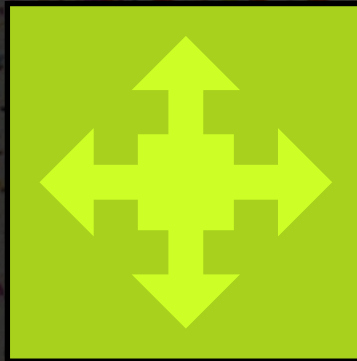
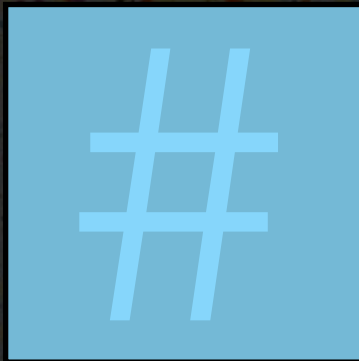
BRAND-OFF #4: Presentations



IMPROV: WHAT'S ON YOUR SHIRT?

A REVIEW OF BRANDING

1. **Create** the brand
2. **Measure** how well what you've created is working
3. **Extend** the brand in relevant and viable ways
4. Get your consumers to truly **love** the brand
5. Build synergy by **co-branding** strategically



WHAT YOU'VE ACCOMPLISHED

IN JUST FOUR DAYS YOU MANAGED TO...



REBRAND



FIX A BRAND



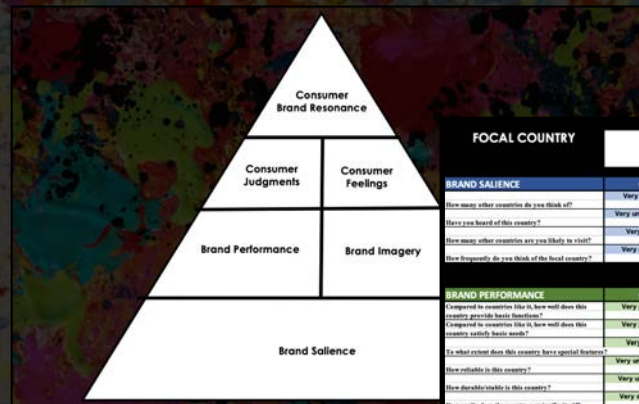
CREATE &
EXTEND A BRAND



CO-BRAND

WHAT YOU'VE ACCOMPLISHED

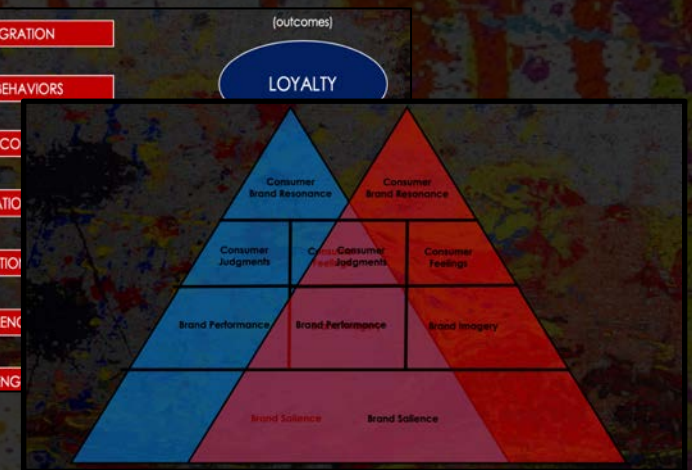
YOU HAVE THE TOOLS TO USE GOING FORWARD...



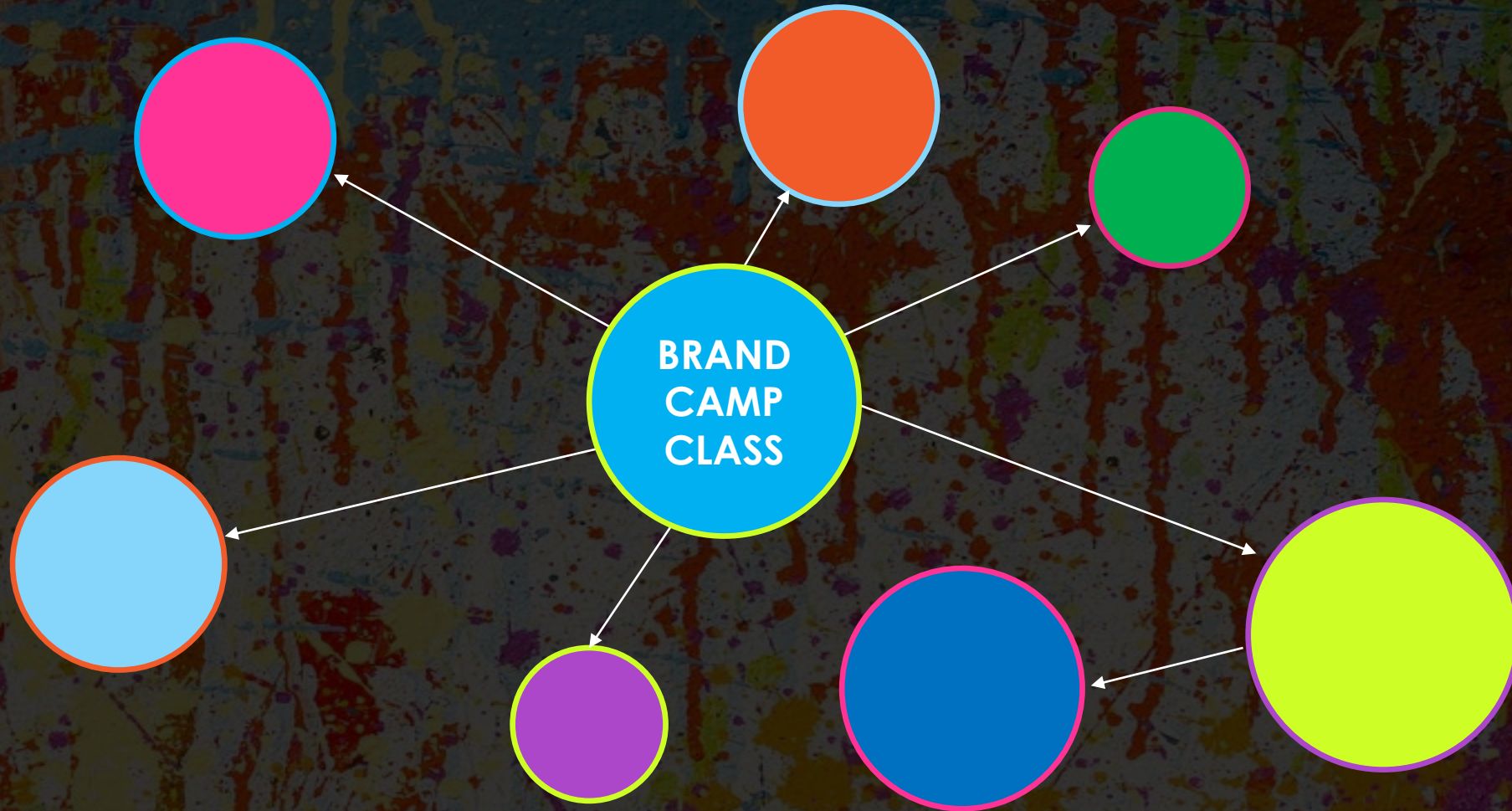
FOCAL COUNTRY	[COUNTRY]						
BRAND SALIENCE	1	2	3	4	5	6	7
How many other countries do you think of?	Very many	Many	Slightly many	Average amount	Slightly few	Few	Very few
How many other countries do you think of?	Very unfamiliar	Unfamiliar	Slightly unfamiliar	Average familiarity	Slightly familiar	Familiar	Of course!
How many other countries are you likely to visit?	Very few	Few	Slightly few	Average amount	Slightly a lot	A lot	Definitely a lot
How frequently do you think of the focal country?	Very rarely	Rarely	Slightly rarely	Average amount	Slightly often	Often	Very often
BRAND PERFORMANCE	1	2	3	4	5	6	7
Compared to countries like it, how well does this country provide basic services?	Very poor	Poor	Slightly poor	Average	Slightly good	Good	Very good
Compared to countries like it, how well does this country satisfy basic needs?	Very poor	Poor	Slightly poor	Average	Slightly good	Good	Very good
To what extent does this country have special features?	Very rare	Rare	Slightly rare	Average	Slightly common	Common	Very common
How reliable is this country?	Very unreliable	Unreliable	Slightly unreliable	Average	Slightly reliable	Reliable	Very reliable
How durable is this country?	Very short	Short	Slightly short	Average	Slightly long	Long	Very long
How useful does the country service its itself?	Very unhelpful	Unhelpful	Slightly unhelpful	Average	Slightly helpful	Helpful	Very helpful
How courteous/hospitable are the people of this country?	Very uncourteous	Uncourteous	Slightly uncourteous	Average	Slightly courteous	Courteous	Very courteous
How efficient is this country's service ability to change?	Very inefficient	Inefficient	Slightly inefficient	Average	Slightly efficient	Efficient	Very efficient
How quickly does the country change?	Very slow	Slow	Slightly slow	Average	Slightly fast	Fast	Very fast
Compared to other countries like it, do you find this country to have superior, more expensive or inferior?	Very inferior	Inferior	Slightly inferior	Average	Slightly superior	Superior	Very superior
Compared to other countries like it, do you find its reputation to change more, less, or about the same?	Very negative	Negative	Slightly negative	Average	Slightly positive	Positive	Very positive
BRAND IMAGERY	1	2	3	4	5	6	7
To what extent do people admire and respect each other?	Very low	Low	Slightly low	Average	Slightly high	High	Very high

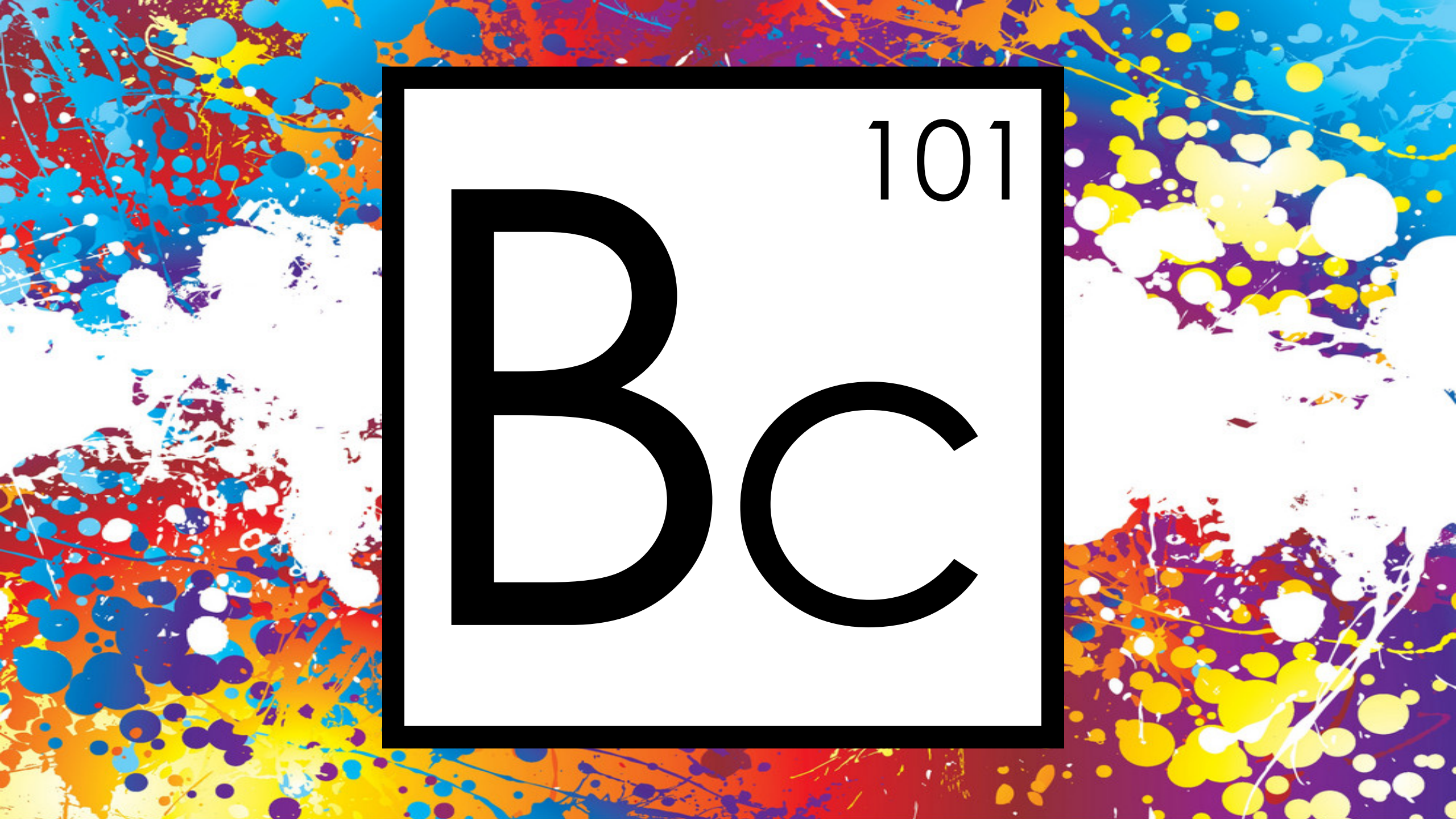


- SELF-BRAND INTEGRATION
- PASSION-DRIVEN BEHAVIORS
- POSITIVE EMOTIONAL CO
- LONG-TERM RELATIO
- ANTICIPATED SEPARATION
- ATTITUDE VALEN
- ATTITUDE STRENG



LET'S DO ONE LAST BRAND MAP





BC¹⁰¹