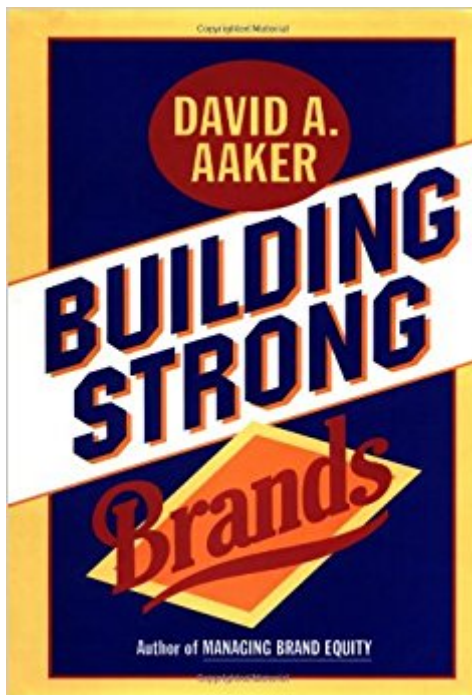


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# Building Strong Brands



## **Synopsis**

In this compelling work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, *Managing Brand Equity*, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. A common pitfall of brand strategists is to focus on brand attributes. Aaker shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-organization, and brand-as-symbol perspectives. The twin concepts of brand identity (the brand image that brand strategists aspire to create or maintain) and brand position (that part of the brand identity that is to be actively communicated) play a key role in managing the "out-of-the-box" brand. A second pitfall is to ignore the fact that individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands. Aaker shows how to manage the "brand system" to achieve clarity and synergy, to adapt to a changing environment, and to leverage brand assets into new markets and products. Aaker also addresses practical management issues, introducing a set of brand equity measures, termed the brand equity ten, to help those who measure and track brand equity across products and markets. He presents and analyzes brand-nurturing organizational forms that are responsive to the challenges of coordinated brands across markets, products, roles, and contexts. Potentially destructive organizational pressures to change a brand's identity and position are also discussed. As executives in a wide range of industries seek to prevent their products and services from becoming commodities, they are recommitting themselves to brands as a foundation of business strategy. This new work will be essential reading for the battle-ready.

## **Book Information**

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## Customer Reviews

Aaker (marketing, Univ. of California- Berkeley) has written a sequel to his *Managing Brand Equity* (Free Pr., 1991). In this latest offering he tells how to deal with the fragmentation of markets by building brand identity, creating brand personality, and managing a brand system. With extensive case studies and illustrations of companies' ads, he emphasizes positioning a brand personality to match that of the consumer being targeted. Kingsford, known for its charcoal, tried to move into a line of foods but failed, unable to shake its charcoal image. Healthy Choice created the perception that healthy foods can taste good. Saturn developed from a new company in an old industry and had to "sell the company, not the car." Aaker's well-written book is for specialists in the field of marketing. Recommended for large business collections. Joel Jones, Kansas Cty. P.L., Mo. Copyright 1995 Reed Business Information, Inc.

Although the author's credentials (he's a University of California at Berkeley business professor) might seem to exclude average readers, that is, those outside the marketing profession, there's a great deal of interesting general information packed into these pages. Far from being an ethereal dissertation on brands, brand equity, and brand identity, Aaker's book presents case examples to which anyone can relate. It is edifying to peruse the sections on past brand strategies and on the making of the Saturn automobile brand, among other topics. Barbara Jacobs

Professor David Aaker is a contemporary pioneer in brand management, and this book is a touchstone. The text can be professorial and theoretical, but it provides useful food for thought. In general, I find his analysis the most interesting. He divides brand assets into: 1) Name Awareness; 2) Loyalty; 3) Perceived Quality; 4) Brand Associations. He further divides brands into corporate brands, endorser brands, ingredient brands, brand extensions, and sub-brands. His Brand Identity Planning model is another useful division of brand concepts. As a marketing practitioner, the most useful model in the book is this Brand Personality Scale which categorizes five brand personalities:

1) Sincerity; 2) Excitement; 3) Competence; 4) Sophistication; 5) Ruggedness. I heard that this model is the result of a well structured and comprehensive study, and that 95% of all brand personalities fit into this taxonomy. It makes intuitive sense, and I use this model frequently. The book does not focus on customer experience, innovation, social media, or bottom-up marketing. (Although Aakers' firm, Prophet, does.) Building Strong Brands assumes a traditional top-down, message driven, big corporate approach to branding. This question is: Are brands the result of something corporations does to customers, or are brands the result of something customers do to corporations? For more recent ideas on brand building, I suggest Clued In, Primal Branding, and Blue Ocean Strategy. Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future Clued In: How to Keep Customers Coming Back Again and Again

I looked everywhere for solid branding books that frame it beyond the aesthetics, this was the best one by far

Brands = relationships which means they're multifaceted, complex, and dynamic. Aaker offers 10 guidelines for building stronger brands and uses his brand identity model (and specific examples!) to help you get there. I read Aaker's book for a brand strategy course Scott Galloway (NY Times board member and founder of Red Envelope) teaches to NYU MBA students and I believe it's a must-read for every marketer and entrepreneur.

Basic literature for brand builders, marketing professionals and anyone building or administrating a company. From startups to stabilised companies, the knowledge presented in this book by one of the fathers of branding is well presented and organised.

Excellent thorough coverage

worth the money. You will actually learn something

It's a great book, that explain the essentials of branding in an easy and intersting way. I recommend this book for those who are introducing to the world of branding.

This is the greatest book if you love branding. Leave it on your mantle for parties and get togethers

ha.

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