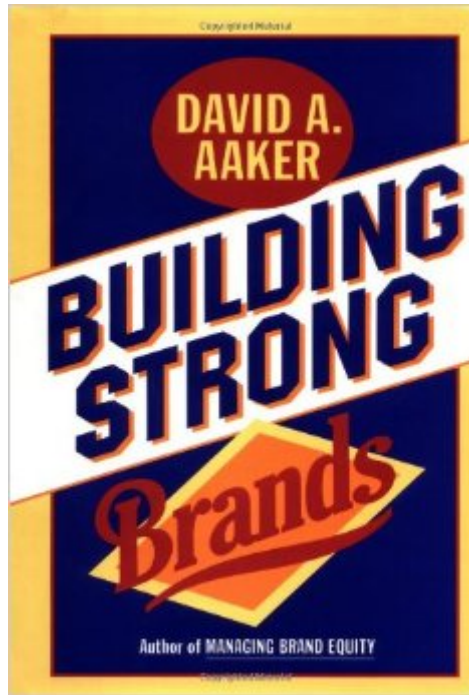


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# Building Strong Brands



## 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

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.

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