



## BUILDING BRAND IDENTITY IN COMPETITIVE MARKETS: A CONCEPTUAL MODEL

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### ABSTRACT

**Purpose:** The purpose behind this paper is to distinguish imperative components of brand building in light of contextual investigations of successful brands in India

**Approach:** this paper is based on the concept of brand building called PCDL i.e. positioning the brand, communication, delivering and leveraging.

**Finding:** in explaining PCDL concept we have taken a case study of Archies and how it developed its name around the world. We have analyzed the case study in different aspects and also explained the importance of brand building.

### Keywords:

### Introduction

In marketing literature branding has been identified as a name, term or object that identifies a seller. However the way toward building a brand is a culture driven phenomena and is long responsibility and fundamentally the same as a way of lifestyle change, which sets aside opportunity to sustain and thrive. There are a few impalpable components, which assume more important parts in the greater picture of making brand and its picture. Elements like consumer loyalty, value affectability, are important factors that affect brand image. Customers value more the relationship they tend to shape with the organization and its kin it could be in many structures like promoting specialists or deals delegate. The brand personality needs to concentrate on purposes of separation that offer reasonable upper hand to the firm. Assist the brand personality is totally in view of an appreciation and comprehension of any organization's consumer base, business environment and contenders. An organization's image character resembles a mirror it mirrors its vision, the way it is going to take after furthermore an organization's speculation indention keeping in mind the end goal to acquire so. Solid brands appreciate consumer dedication, the potential to charge premium costs, and significant brand energy to bolster new item and administration dispatches. Organizations need to have careful comprehension of consumer convictions, practices, item or administration properties, and competitors.

### Brand and Brand identity: meaning and definition

A brand is a distinguishing name and/or symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors. Brands provide the basis upon which consumers can identify and bond with a product or service or a group of products or services (Weilbacher, 1995). From the customer's point of view, a brand can be defined as the total accumulation of all his/her experiences, and is built at all points of contact with the customer.

Brand identity is a unique set of brand associations implying a promise to customers and includes a core and extended identity. Core identity is the central, timeless essence of the brand that remains constant as the brand moves to new markets

and new products. Core identity broadly focuses on product attributes, service, user profile, store ambience and product performance. Brand identity is a tool developed for helping the marketing strategy for a product to make a mark on buyers mind. It creates self-selected environments which is very needed to support the brand which gets recognized to brand identity is often marketers have to come up with strategies and aspires to create or maintain animosity. And they create very indigenous associations with the brand. Brand identity creates a value for the product which helps increasing the share value of the organization.

### Literature review

Brand identity is a unique set of brand associations implying a promise to customers and includes a core and extended identity. Core identity is the central, timeless essence of the brand that remains constant as the brand moves to new markets and new products. Core personality comprehensively concentrates on item traits, benefit, client profile, store feel and item execution. Extended identity is woven around brand personality elements organized into cohesive and meaningful groups that provide brand texture and completeness, and focuses on brand personality, relationship, and strong symbol association.

To be effective, a brand identity needs to resonate with customers, differentiate the brand from competitors, and represent what the organization can and will do over time (Aaker and Joachimsthaler, 2000). To excel, a brand image must be well planned, nurtured, supported, and vigilantly guarded (Knapp, 2000). One key to successful brand-building is to understand how to develop a brand identity – to know what the brand stands for and to effectively express that identity (Aaker, 1996). Companies that present a cohesive, distinctive, and relevant brand identity can create a preference in the marketplace, add value to their products and services, and may command a

price premium. A strong brand identity that is well understood and experienced by the customers helps in developing trust which, in turn, results in differentiating the brand from competition. A company needs to establish clear and consistent brand identity by linking brand attributes with the way they are communicated which can be easily understood by the customers.

A set of brand associations enable a brand to develop a rich and clear brand identity. While some customers may attach greater importance to functional benefits, emotional value helps the brand stand above others. Building brand affiliations requires an organization to comprehend its image and in addition contenders' brands through consumer inquiry .

Consumer research ought to concentrate existing and forthcoming, previous consumer, industry specialists, and delegates. Brand strengths associated with beliefs and values are the most powerful and most difficult to imitate. Brand image is the perception in the mind of the customers about the brand and its associations. In contrast to brand image (the brand's current

associations), a brand identity is inspirational and may imply that the image needs to be changed or augmented. In a fundamental sense, the brand identity represents what the organization wants the brand to stand for (Aaker and Joachimsthaler, 2000).

### **PCDL Model: a conceptual model for building brands**

The four elements of this model, namely, positioning the brand, communicating the brand message, delivering the brand performance, and leveraging the brand equity are discussed below

#### **1. Positioning the brand**

Positioning is related to creating a image about the brand in consumer mind and differentiating it from the competitors brand. Brand marketer objective is to create a strong perception about the product in the consumer mind. Brand position is part of brand identity which shows how it is effectively communicated to target consumers and show its advantage over other brands. Brand positioning is communicated through advertisement and other marketing tools. One task of positioning is to get a manufacturer's brand into the consumer's consideration set, as this increases purchase probability for the brand. Increase in awareness about the brand helps in differentiating and also helps in increasing market share. Brand positioning importance can be understood when a new product is launched. It becomes very important to know the target audience, market position and competitor's brands and uniqueness in your product. There are various ways market position can be known like factor analysis , multidimensional scaling etc.

Emotional attachment to a particular brand or product can distinguish the brand in customer's mind in comparison to competitors' offerings. Branding helps in transforming asset into emotional asset.

There are eight alternative positioning tools used by companies as :

- 1 feature-driven prompts
- 2 problem/solution prompts
- 3 target-driven positioning
- 4 competition-driven positioning;
- 5 emotional/psychological positioning;
- 6 benefit driven
- 7 positioning; aspirational positioning
- 8 Value positioning.

Brands that are well positioned occupy particular niches in consumers' minds.

#### **2. Communicating the brand message**

A brand needs to carve a vision of how that brand ought to be seen by its intended interest group. The brand position makes a difference in organizing the concentration of the brand character and resultant correspondence topics which empower the organization to set forward the correspondence targets, for example, the sort of message, brand separation to be accomplished, and topics that interest to the targeted customers. Publicizing that is imaginatively executed helps the brand to break the disarray and assemble solid effect in the objective market. The challenges faced by companies in building brands are to be noticed, to be remembered, to change perceptions, and to create deep customer relationships.

The significant channels of communications used broadly to position the brands in the minds of customers are publicizing, Direct advertising, sales promotion, sponsorships, advertising, the Web, and public relations. Effective brands are worked through innovative redundancy of topics in different sorts of media. Utilization of feelings in advertisement offers to the hearts and psyches of the general population brings about an emotional association with customers.

Better advertising is born out of a total understanding of all the variables impacting the brand such as new consumer trends, new competition, or new technological breakthroughs (Parameswaran, 2001). According to Upshaw (1995), brand identity hinges on who consumers are as individuals, the environment in which they live, and the signals sent from the brand itself. A brand's messages are received through a series of filters that exist within each consumer's life.

It is important to create and actualize long haul integrated communication methodologies showing the brand's esteem to the customers. The message ought to be reliable with the brand esteem, mark identity and other brand personality measurements. Solid mark helps the organization in situating and augmenting its mark and impact the customers purchase.

### 3. Delivering the brand performance

Organizations need to continuously track their brands against the impact of rivalry, particularly notwithstanding forceful rivalry. They ought to track their the advance concerning how their brands are getting along in the commercial center, and what affect certain market interventions will have on the brand value. Advance can be checked as far as the level of buying, utilization, brand acknowledgment, brand promotion, mindfulness, and so on. This approach will empower brand advertisers to evaluate the impact of promoting effort in affecting the objective purchasers, which thus prompts to quantify the brand quality.

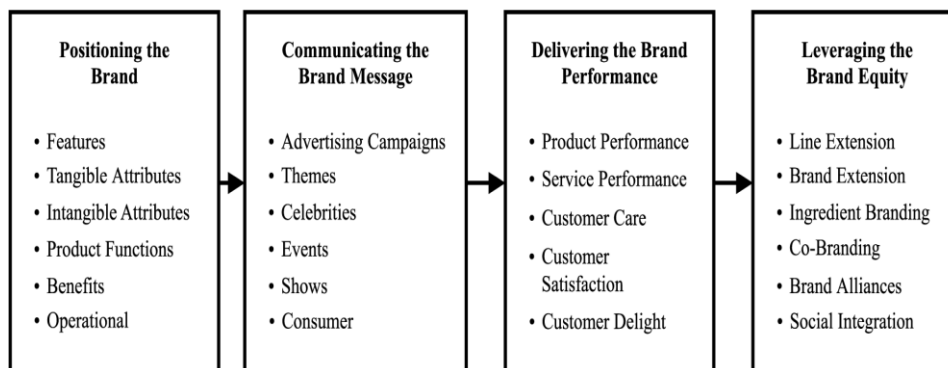
A manufacturer's current brands are vulnerable against successful new brands from contenders. It is, hence, in the producer's enthusiasm to keep up the relative utilitarian brilliance of its current brands. This implies continuously updating their execution. The best teach to center consideration around this overhauling is to do Regular visually impaired item trial of the producer's image against its rivals helps the firm to keep up the relative practical magnificence of its current brands. This approach empowers the firm to shield its brands from the effect of the successful new brands of the contenders and pick up brand dedication. Mark dependability might be seen as a connection in the chain of impacts that in a roundabout way interfaces mark trust and brand influence with the market execution parts of brand value.

Brand loyalty is a measure of the connection that a customer has to a brand and it reflects how likely a client will be to change to another brand, particularly when that brand rolls out an improvement, either in cost or in item includes. Brand loyalty reflects the commitment of a customer to rebuy the company's products consistently in future. Brand faithfulness speaks to a good state of mind toward a brand bringing about predictable buy of the brand after some time and it is the aftereffect of buyers' discovering that one brand can fulfill their necessities.

### 4. leveraging the brand equity

Keller (2003b) defined leveraging process as linking the brand to some other entity that creates a new set of associations from the brand to the entity as well as affect existing brand associations. Organizations utilize distinctive strategies in utilizing their brands specifically through line expansions, brand extensions and co-branding, and so on. In ingredient branding, key qualities of one brand are fused into another brand as ingredient is expanding fame in business sectors. The ingredient branding improves the separation of the host mark from rivalry by portraying the fixing quality in the have brand all the more particularly. This outcomes in setting up brand co operations between number of firms as they connection through their items/administrations or promoting exercises.

In brand extension, the parent brand encounter seems to have little effect on long haul rehash obtaining of an expansion over a scope of cases in which saw similitude between the parent and expansion classifications fluctuated significantly. On the off chance that the brand expansion comes up short, it can hurt brand value of the parent brand by creating negative equal impacts. Assist, they expressed that parent brand encounter has an effect on extension trial yet not on rehash buy. The brand expansions produces huge complementary overflow that positively influences the decision of parent brand. Publicizing overflow impact gets to be distinctly pertinent when a brand name is utilized on at least two items that are independently promoted.



### CASE STUDY

Archies was founded in 1979 as a mail order poster shop, and introduced its first line of greeting cards in 1980. The company procured its first ever foreign license from Walt Disney, USA in 1984 and offered its customers some of the best loved Disney characters on its greeting cards. As the Archies brand grew into a household name in India, the company diversified into gifting items. Strategic tie-ups with global players, including Portal Publications, Gibson Greetings and American Greetings Inc. (the world's largest publicly held greeting card company) of the US, enabled Archies to offer its customers a range of special-occasion cards. Archies' product portfolio contains all-occasion greeting cards, gift items such as curios, photo albums, photo frames, soft toys, mugs, quotations, key chains and a wide range of stationery (see Table I). Archies has consistently focused on emotions and feelings, making evident in its advertising theme: "The most special way to say you care". Archies products are available at a variety of price points. Emotions are at the heart of the

Archies collections and played a significant role in advancing the social expressions market by creating a special collection of greeting cards and gifts for different occasions such as Friendship Day, Valentine’s Day, Mother’s Day and Father’s Day and everyday cards such as “Thinking of you”, “Hello”, “Miss you”, “Get well soon”, among others. Archies has promoted the cause of the elderly by entering into a tie-up with Help Age India and with CRY (Child Relief and You) for the under-privileged children to produce and market these voluntary organizations’ greeting cards and stationery items. Archies has established the “Archies Gallery” chain through organized franchising. Archies kept pace by introducing e cards and offering online gifting opportunities through its ecommerce portal, www.archiesonline.com as the market environment continued to evolve and internet became an important aspect of urban life. Promotion for Archies has been through different communication channels including

**Analysis**

Archies being a global brand acquired its market share by targeting their emotional part of consumer by giving cartoon figures for birthday or valentine day. Emotions are the hearts of Archies. Their marketing strategies where using movies to acquire market share by becoming part of romantic or family movies they were able to grab attention of the public. Their whole brand is based greeting cards but through these greeting cards they were able to capture they market share and it was first in its industry. If we follow the PCDL model we can find the following

BRAND ATTRIBUTE	ARCHIES
Positioning the brand	Feelings and emotions Greeting cards and soft toys Gift items for youth
Communicating the message	Radio, TV, FM channels, cable and satellite channels, Hollywood movies, Hindi movies (Bollywood) The most special way we care” Focused on sentiments, feelings, and Emotions
Delivering the performance	Advancing social expressions, and products at different price points Distribution coverage “Archies Gallery” stores, organized Franchising
Leveraging the brand equity	Key chains, wide range of stationery, gift items, etc

**Conclusion**

Paper discusses the PCDL model for building brands based on the literature review and case studies. Consistency of integrated communications and message along the brand identity dimensions targeted towards customers is critical to the success of brand-building efforts by delivering a consistent, self-reinforcing brand image. Companies need to ensure that the brand remains strong even during difficult times and offers value that is consistent with the brand promise. The four stages suggested in PCDL model namely, positioning the brand, communicating the brand message, delivering the brand performance, and leveraging the brand equity can enable companies to build strong brands.

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