

define brand resonance

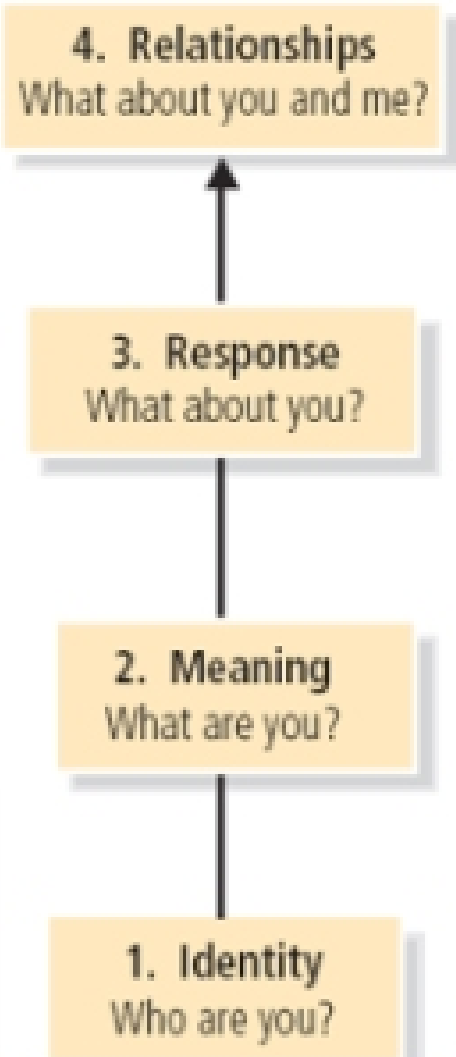
describe the steps in building brand resonance

define the brand value chain

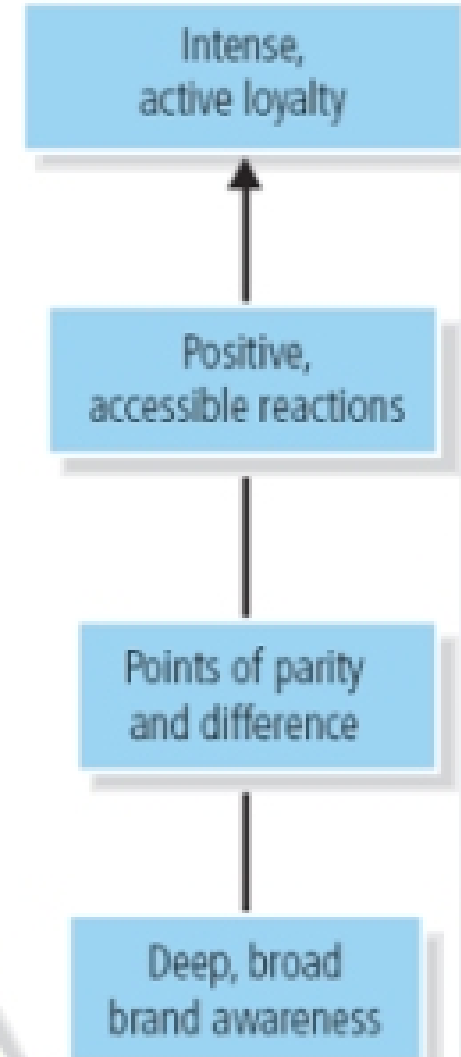
identify the stages in the brand value chain

learning objectives

Stages of Brand Development



Branding Objective at Each Stage



brand resonance pyramid

1. brand quality

example: bose

2. brand credibility

expertise | trustworthiness | likeability

example: sony bravia

3. brand consideration

example: macbook pro

4. brand superiority

example: xbox 360

4. brand judgments