

BRAND FUNDAMENTALS

BRAND EQUITY

“A Brand is more than a logo or a tagline; it is a strategic endeavor”

Michelle Bonterre

BRAND EQUITY

The value and worth of your brand measured by the level of influence your brand has in the minds of consumers

8 Key Drivers That Build on Brand Equity:

1 Brand Familiarity

This refers to the amount of awareness about your brand, regardless of whether you're a household name or a niche player.

This refers to the amount of time that is required to process information about your brand, regardless of the how or where the consumer came into contact with your brand. Brand familiarity is the most basic form of consumer knowledge.

2 Brand Personality

Your brand personality is what is attributed to your brand. You

Your brand personality is simply a set of human characteristics that are attributed to your brand. Your brand's personality is something a consumer can relate to. Brands increase equity by having a consistent set of traits that a specific consumer segment enjoys.

3 Brand Association

Brand associations are the concepts that are present in the mind of the consumer.

Brand associations are the attributes of your brand which are present in the mind of the consumer. Brands should associate themselves with something positive so that the customers relate your brand to being positive.

4 Brand Availability

Mental availability means, are they aware of how the

Mental availability means, are customers thinking about your brand and are they aware of how they can access it either physically or online.

Physical availability refers to the distribution of product or service, and they can be quickly and easily found through multiple channels and devices 24 hours a day, 365 days a year.

5 Brand Preference

Preference simply means a company's product or service is preferred over its competitors.

Preference simply means when a consumer will choose a specific company's product or service over other equally priced and available options. Brand preference is a reflection of customer loyalty, successful marketing tactics, and brand strengths.

Notes:



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Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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