



*Brand Positioning, Brand Essence & Emotional Connection  
to the Brand media Strategy In Advertising*

The brand position or brand positioning is how the brand is perceived in the context of competitive alternatives. As brand consultants, when we develop brand positioning statements for clients, we include a target customer definition, brand essence, brand promise, brand archetype and brand personality, giving the intended brand position/positioning (as opposed to the actual brand position in the mind of the customer) greater depth. The unique value proposition and brand promise are similar. They both focus on the one or two key points of difference between the brand in question and other brands. Typically, these points of difference are brand benefits, benefits that are relevant, unique, compelling and believable for the brand in question. Brands typically focus on only one or two benefits and research has shown that people can't link more than that number of benefits to a given brand in their minds. The first or most important benefit is sometimes referred to as the primary brand benefit. The unique value proposition for Volvo is "safety." As a brand promise, it could be expressed as "Only Volvo assures a safe ride to parents who care about their children's safety." Brand essence is the "heart and soul" of the brand, its timeless quality, expressed as "adjective, adjective, noun." Some people refer to the brand essence as the brand mantra, while for others, the brand's mantra is synonymous with the brand's tagline or slogan.

Disney's brand essence: Fun family entertainment Nike's brand essence: Authentic athletic performance Starbuck's brand essence: Rewarding everyday moments One usually talks about attributes associated with products. Generally, with brands, people focus on benefits or values. Brand benefits can be functional, emotional, experiential or self-expressive. Through market research, one can identify the path from attributes to benefits to values to self-esteem in customers' minds. This process is called laddering. A self-expressive benefit of the Mercedes brand is that it communicates that I have status and money. Brand associations are anything that people link or associate with the brand in their minds. For example, people associate gambling and other vices with the Las Vegas, Nevada brand. A brand personality is the composite of different brand



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personality elements. We focus on 7 to 12 brand personality elements for each brand. A brand personality element is usually expressed as an adjective. The purpose of brand personality attributes is to help personify the brand and to give it a distinctive "brand voice. Brand personality elements include the following: trustworthy, innovative, reliable, friendly, rugged, wholesome, etc. We explore 57+ common personality attributes with our clients. A brand archetype is the underlying archetype that implies the driving force or motivation behind the brand. With the brand personality, the brand archetype gives a brand a more human feel. Brand archetypes include the pioneer, the wizard, the scientist, the sage and the artist. We explore 22+ common archetypes with our clients.

Brand trigger is a term used mostly in Europe. It refers to anything that is associated with the brand that causes people to think about the brand. It elicits brand recall. Some people refer to a brand trigger as a brand mnemonic device. So, most brand identity elements (name, tagline, logo, jingle, etc.) are or can be brand triggers.

In the brand positioning process it's important to understand your target market is ever-changing. You must continue to evaluate the market and your target customers — those that are most important to the future of your brand.

**Media strategy in advertising**

Every work to be done needs a plan of action so that the work is done in a desired and correct manner. Media Strategy plays a very important role in Advertising. The

role of Media Strategy is to find out the right path to transfer or say deliver the message to the targeted customers.

How many people see or hear or read all the advertisements or promotional offers and buy the product or service? The basic intention of media strategy is not only procuring customers for their product but also placing a right message to the right people on the right time and of course that message should be persuasive and relevant. So, here the planners of the organization decide the Media Strategy to be used but keeping the budget always in mind. The Media Strategy process has three "W"s to be decided. They are

Where to advertise ?

When to advertise ?

What media type to use ?

Where is the place for showing or delivering advertisement.

In short it means the geographical area from where it should be visible to the customers who use or are most likely to use the product or services offered. The place does not mean only TV or radio but it can also be newspapers, blogs, sponsorships, hoardings on roads, ads in the movie break in theatres, etc. The area varies from place to place like it can be on national basis, state basis and for local brands it can be on city basis.

When is the timing to show or run advertisement. For e.g. you cannot show a raincoat ad in the winter season but you need to telecast ad as soon as the summer season is coming to an end and rainy season is just about to begin. The ad should be delivered with perfect timing when most customers are like to buy the product. The planners need to plan it keeping the budget in mind as the maximum of 20% of revenues of the company can be used in the advertisement section. Different products have different time length for advertisements. Some products need year long ads as they have nothing to do with seasonal variations e.g. small things like biscuits, soaps, pens, etc and big services like vehicle insurance, refrigerators, etc. Some products need for three or four months. E.g. umbrellas, cold creams, etc. So the planners have to plan the budget according to the time length so that there is no short of money at any time in this process.

What is what type of media is to be used for delivering the message.

There are basically two media approaches to choose from.

Media Concentration approach

Media Dispersion Approach

In media concentration approach, the number of categories of media is less. The money is spent on concentrating on

only few media types say two or three. This approach is generally used for those companies who are not very confident and have to share the place with the other competitors. They don't want anyone to get confused with there brand name so this is the safest approach as the message reaches the target consumers.

In media dispersion approach, there are more number of categories of media used to advertise. This approach is considered and practiced by only those people who know that a single or two types of media will not reach their target. They place their product ads in many categories like TV, radio, internet, distributing pamphlets, sending messages to mobiles, etc

### **Selection of Media Category**

Whichever category is selected by the planners of the organization, they should select a proper media to convey their message.

If the product is for a big amount of customers then a mass media option can be selected like TV, radio or newspaper. The best examples for this type are detergent ads, children health drinks and major regular used products such as soap, shampoo, toothpastes etc.

If the planners want to change the mind of people doing window shopping or just doing shopping for sake of name, then point of purchase type can be opted by the company. This helps the company to explain their point to the buyers and convince the buyers to go for their product.

If the planners want to sell their product on one to one basis, then the third option is direct response type. Here, the company people directly contact the customers via emails, text messages, phone calls or meeting for giving demos. The best example of this type of media is the Life cell Cord Blood Banking. They go to their customers, explain them what it is all about and try to convince customers.

### **Budget**

Before finalizing the advertising budget of an organization or a company, one has to take a look on the favorable and unfavorable market conditions that will have an impact on the advertising budget. The market conditions to watch out for are as follows:

Frequency of the advertisement

Competition and Clutter

Market Share of the Product

Product Life Cycle Stage

#### **1. Frequency of the Advertisement**

This means the number of times advertise has been shown with the description of the product or service, in the

granted time slots. So here, if any company needs more advertising frequency for its product, then the company will have to increase its advertising budget.

## 2. Competition and Clutter

The companies may have many competitors for its product. And also there are plenty of advertisements shown which is called clutter. The company has to then increase their advertising budget.

## 3. Market Share

To get a good market share in comparison to their competitors, the company should have a better product in terms of quality, uniqueness, demand and catchy advertisements with resultant response of the customers. All this is possible if the advertisement budget is high.

## 4. Product Life Cycle Stage

If the company is a newcomer or if the product is on its introduction stage, then the company has to keep the budget high to make place in the market with the existing players and to have frequent advertisements. As the time goes on and product becomes older, the advertising budget can come down as then the product doesn't need frequent advertising.

When the market conditions are studied thoroughly, then the company has to set up its advertising budget accordingly. For setting advertising budget, there are four methods:

They are as follows.

**Percentage Of Sales:** In this method, the budget is decided on the basis of the sales of the product from previous year records or from the predicted future sales. This is a pure prediction based method and best applicable to the companies which have fixed annual sales. But if in case there is a requirement for more promotional activities then this method has a disadvantage because there will be decrease in advertisements as the budget is fixed.

**Affordability:** this method is generally used by the small companies. Only the companies which have funds and can afford advertising opt for this method. The companies can go for advertising at any time in whole year whenever they have money to spend. The amount spent also varies from time to time as per the advertisements takes place.

**Best guess:** This method is basically for newcomers who have just entered the market and they have no knowledge or say they are not aware of how the market is and how much to spend on advertising. Thus, this method is applied by the higher level executives of the company as they are the only experienced people.

Thus, doing the homework and then moving forward, i.e. searching for best market conditions and setting the best advertising budget will have a great impact on improvement and development of the company.

