

INTEGRATED BRAND COMMUNICATION

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Lesson 3

The logo for YAWP, featuring the letters 'YAWP' in a bold, white, sans-serif font. The text is set against a dark blue, textured background that resembles a paint splatter or a brushstroke. The overall shape of the logo is irregular and organic.

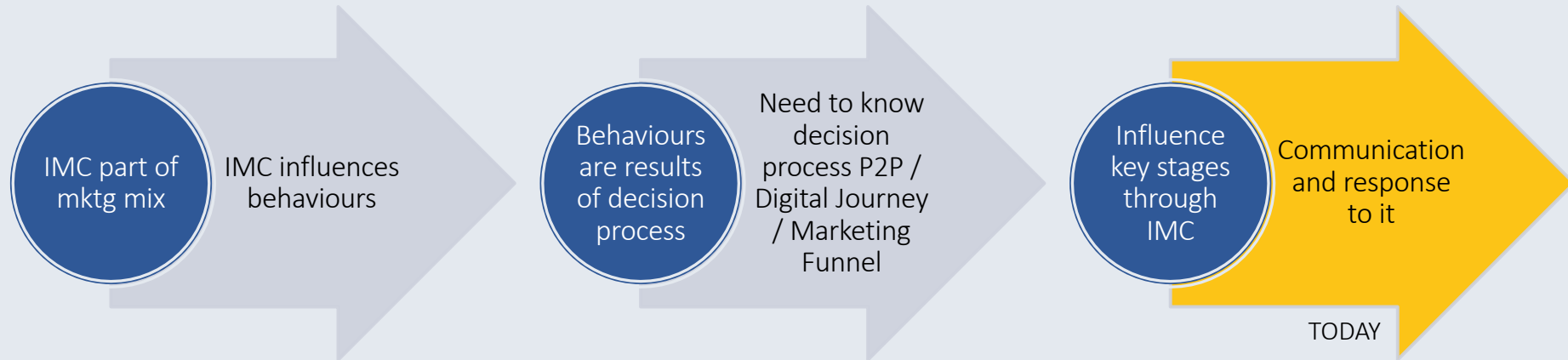
YAWP

THERE IS US

- <https://www.youtube.com/watch?v=jD8tjhVO1Tc>
- http://musebycl.io/advertising/why-airline-made-2-hour-ad-where-nothing-really-happens?utm_source=MUSE&utm_medium=email

COMMUNICATION PROCESS

A BIT OF RECAP



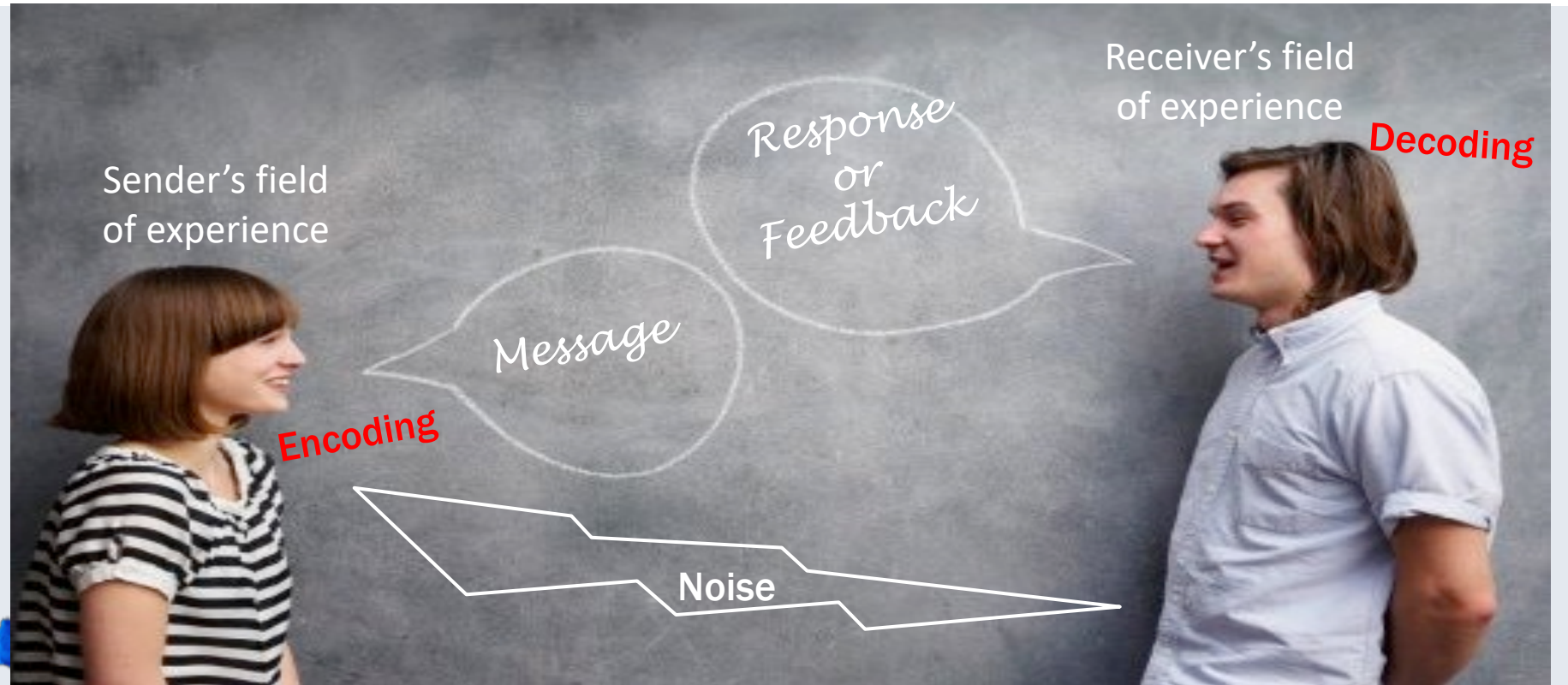
P2P / Digital Journey / Marketing Funnel lets me understand how people take decisions, what is crucial to know, when, from who.

Advertising tells things that will influence people's behaviours. I need to understand how it works and how people respond to it.

TODAY

- We talk about advertising starting from general communication models.
- Once analysed how communication models work, we will focus on one of the most relevant elements: the response to it.
- The response models look what happens after we are exposed to a specific message, from the awareness of it, up to a specific behaviour (ex. from knowing that a new product is available to the point we decide to buy it).

COMMUNICATION MODEL



COMMUNICATION MODEL

A **source** (a person or an organization)

encoding information

in the form of a **message** (visual, symbols, words, sounds)

through a **channel** (TV, print, billboard, word of mouth, radio, internet...)

a **receiver decoding** it and sending **feedback** (**response**)

ENCODING AND DECODING BATTLES



LET'S LOOK AT IT FROM ADVERTISING POV



Message

Source

Channel (print)

SO WHAT?

THE COMMUNICATION MODEL

This seems a linear process but there are numerous issues related to it, the most important for our brands are:

1. In real life the receiver of a message gives an instant feedback. In advertising the response (ex. a change in attitude for a brand, a purchase act) it is not obvious and not instant.

IMPLICATION: Brands need to plan for expected responses in advance and do research to understand whether their communication activities is producing the response they aimed for.

2. Encoding and decoding the message largely depends on the field of experience of the parts involved. If the parts don't pay attention to this problem they won't understand each other.

IMPLICATION: it is crucial for a brand to understand its target audience (see target section).

<https://www.youtube.com/watch?v=m1TnzCiUSI0>

PLANNING FOR RESPONSE

- As we want to plan for consumers' response in advance, we need to understand how they respond to advertising. In other words: what happens in our heads when we receive adv? Are they deciding to behave in a specific way? And why?
- A number of different models have been developed to formalise this process; the most widely accepted is the "Hierarchy of effects" explained in next slide.
- The model is the base for most consumers' researches, both qualitative and quantitative and, although being challenged in numerous ways, is still a useful framework to understand the situation of a brand image in a certain time and to define effective actions.

LEARN

FEEL

DO

HIERARCHY OF EFFECTS

This model is called “*Hierarchy of effects*” and works in a pretty linear way. It states that when exposed to advertising we pass through 3 main stages:

1. **Cognitive (Learn):** get to learn, to know, to understand. This is the stage where awareness of something is firstly built and after deepened down into more detailed knowledge of the details.
2. **Affective (Feel):** once learned something we form attitudes, like-dislike, preferences, conviction. Do we like what we have learned? Do we think this works for us? Does it work better than competitors?
3. **Behavioral (Do):** Once convinced, we move to a specific behavior example. Purchase.

LEARN

Awareness

Knowledge

FEEL

Liking

Performance

Conviction

DO

Purchase

HIERARCHY OF EFFECTS

- Like we have seen for Digital Marketing Funnel, we can look at this model as a *funnel*.
- When advertising is executed, a number of people will be exposed to it. Some will simply see and forget. Some of them will remember details and get to know the brand advertised, better. Amongst them, some will start forming an opinion towards the brand. Some of them will like it and think that performs better than other brands in the same category. Amongst them some will end up buying the brand.
- By implication, a lot of people start at the beginning but only few reach the last stage. The more the communication brings people from the start to the end of the process, the more effective it is.
- Moreover, by analysing in details what happens between one phase and the other, for example the biggest drops happen, we can understand more about the brands' issues and plan for the right responses.

LEARN

Awareness

Knowledge

FEEL

Liking

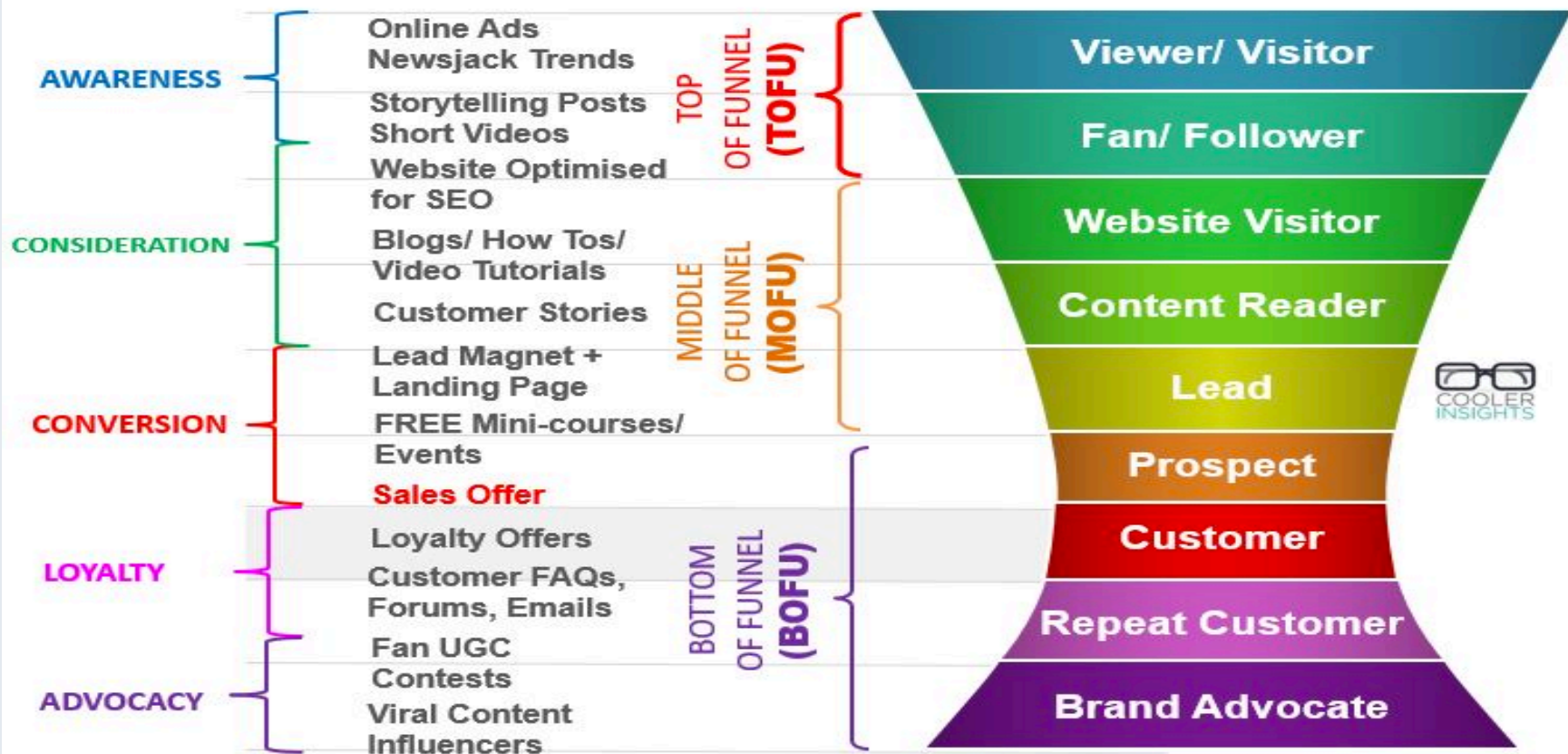
Performance

Conviction

DO

Purchase

Digital Marketing Funnel



THE PRACTICAL USAGE OF THE *HIERARCHY OF EFFECTS MODEL*

Millward
Brown Brand
Equity for
Unilever

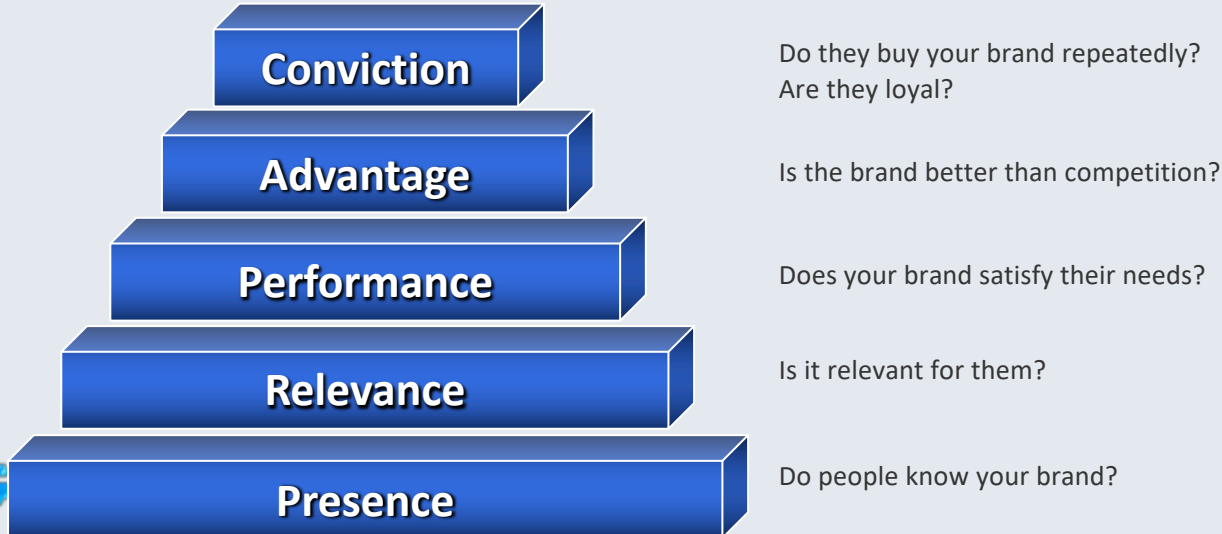
ONE STEP FURTHER

- Hierarchy of effect is a framework that helps us understanding what happens in people's head when they receive information.
- This tool has become the basis of several researches.
- Moving one step further same framework is adopted in several researches to evaluate what is the power of a brand in people's head. In other words what is the brand equity.

DEFINITION OF BRAND EQUITY PYRAMID

The response process is used in real life by companies like Millward Brown to define the Equity of brands. This is done through quantitative research by analysing the number of people who agree with certain statements (as per below) and tracking how this number of people declines from bottom to top.

For best brands, the graph looks like a big block instead of a pyramid because they are able to convert the bottom (people who are aware of the brand) into the top (people who think the brand is superior and actually buy the brand).



BRAND PYRAMID IS THE “UPSIDE-DOWN” VERSION OF THE HIERARCHY OF EFFECTS



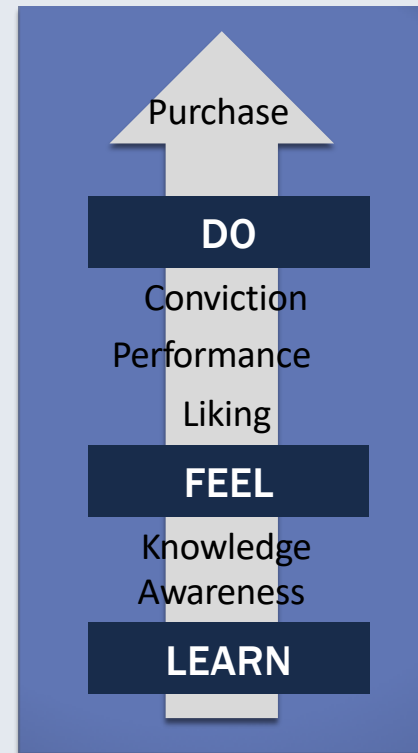
Do they buy your brand repeatedly?
Are they loyal?

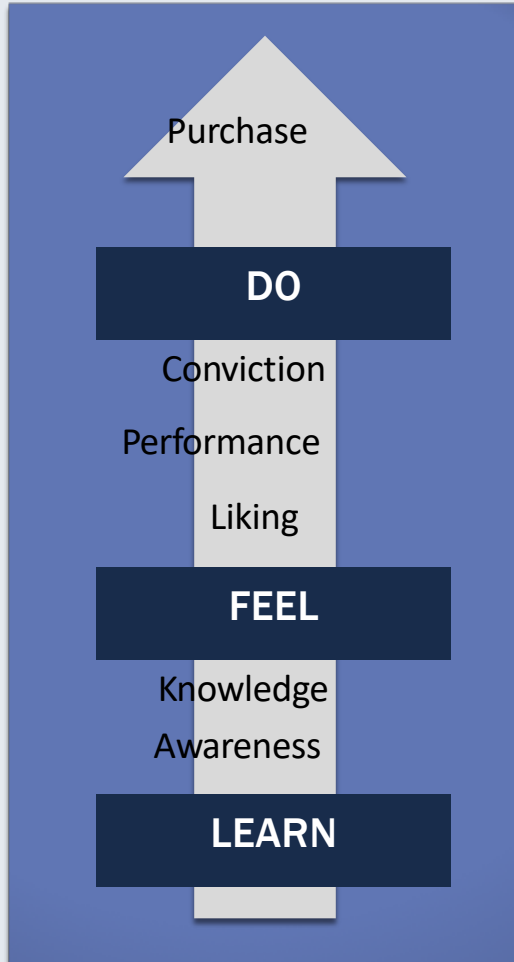
Is the brand better than competition?

Does your brand satisfy their needs?

Is it relevant for them?

Do people know your brand?





REPEAT PURCHASE / LOYALTY

Did you buy this brand? Do you buy this brand most of the times you buy this category of product? Are you loyal to this brand?

If the brand wouldn't be available in the store (physical and online), would you change store to buy it?

CONVICTION

Is this brand better than competitor brands? Why? Why not? How?

What is this brand advantage against competitors?

What disadvantage?

PERFORMANCE

What does this product promise to do for you? Does this brand perform well? Does the product do what it promises? How do you measure if it works or not? What is the best thing you remember about this brand

LIKING

Do you like this brand? Why? Why not?

What is this brand associated to? Would you talk about this brand to a friend? Why? Why not?

KNOWLEDGE

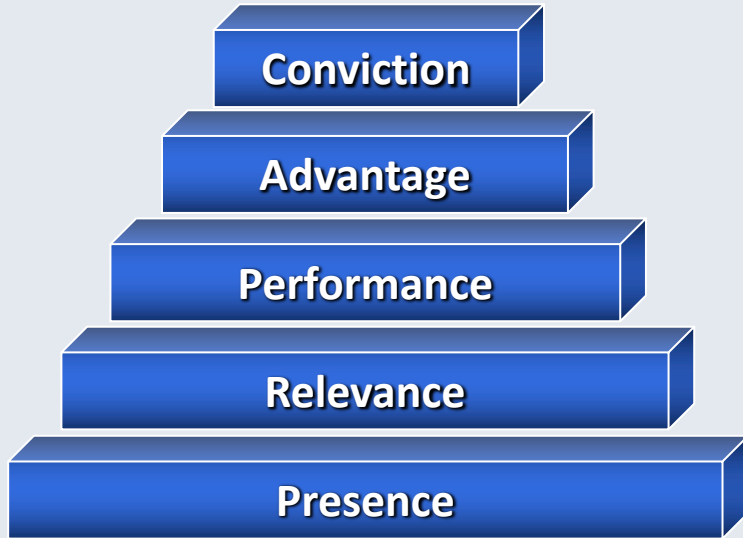
What does this brand sell? How do you call this products?

AWARENESS

What brands do you know in this category? Top of mind brands

Do you know this specific brand? Where did you see it? What is the brand logo?

THIS PYRAMID SUMMARISES THE EQUITY OF THE BRAND. HOW STRONG IS THE BRAND IN PEOPLE MIND?



When looking at the pyramid of a brand, I am interested in:

- The % numbers of each stage (ex: advantage % = over the total number of people who have been interviewed, how many of them think that this brand is better than competitors?)
- The ration between one stage and the other because big drops can help me understand where brand issues are (example: between presence and relevance there's a drop of 50 points. This tells us that many people have heard about the brand but only for half of them the brand is relevant. We want to understand: why is this happening? If I understand I can focus my actions to improve)
- Comparison between pyramids of different brands

WHAT IS DIFFERENCE AND THE PROBLEM BRAND A VS. BRAND B?

Do they buy your brand repeatedly?
Are they loyal?

Is the brand better than competition?

Does your brand satisfy their needs?

Is it relevant for them?

Do people know your brand?

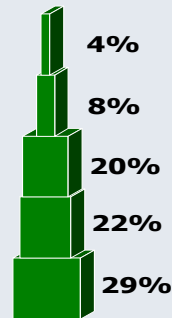
Conviction

Advantage

Performance

Relevance

Presence



BRAND A

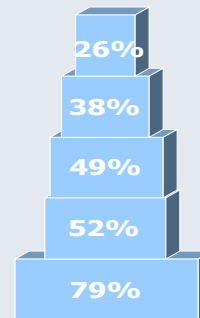
Conviction

Advantage

Performance

Relevance

Presence



BRAND B

LET'S MAKE AN EXAMPLE



CREATE YOUR OWN BRAND PYRAMID

- Define what you think might be the brand pyramid for The Pizza Company.
- Think about where the biggest drops happen from stage to stage.
- Define what you think is the key issue you should address with your marketing activities.
- After this session we will put this together with your path to purchase work and will understand key issues to tackle.



**Repeat purchase
/ Loyalty**

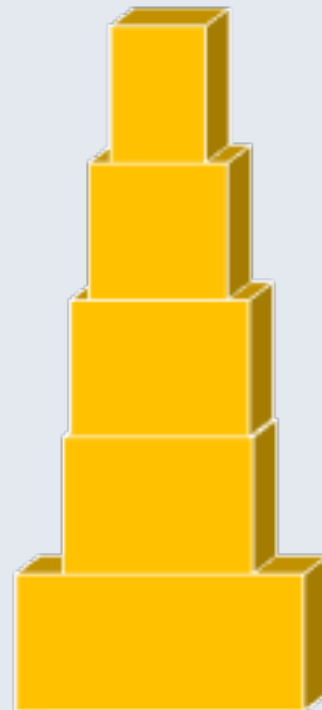
Conviction

Performance

Liking

Knowledge

Awareness



RESPONSE MODELS: IMPLICATIONS

- Why is this **important** for us? What are the **implications**?
- 3 major points to remember:
 1. Models help planners understanding where is the crucial problem and what stage that they want to influence with their activities
 - Example: is there a problem with this new product because people don't understand how it works (knowledge) or because they don't know that the product exist (awareness). Implication: 2 different message/activities to solve the 2 above problems
 2. Because we know where the problem is, then we can think ahead what response they want from our activities (i.e. if problem is awareness, I want to plan in advance for people to know this brand). This clarifies the brief for agencies
 3. Given the type of the category marketers work on, different type of messages, executions and channels will be relevant (ex. high involvement vs. low involvement products)

DECISION PROCESS & RESPONSE MODEL

Two similar tools with similar purpose but refer to different things, don't confuse them.

The **decision process** helps us understanding how people decide in different situations, focus what to say, in what stage in order to influence a specific behaviour.

It is usually analysed at category level.



purchase a
specific brand

The **response model** helps understand what do people know and feel about a specific brand. It is done at category and brand levels and helps understanding what I have to and can do with advertising in order to influence that specific behaviour.

Defines the communication objectives