The difference between **Brand Equity & Brand Identity**

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Become the brand your competitors wish they were.

- Brand Loyalty
- Brand Awareness
- Perceived Quality
- Brand Associations
- Brand Assets

Brand Equity

Brand Identity

- Brand Name
- Logo/Brandmark
- Packaging Shape
- Packaging Graphics
- Product Description

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Aaker's Brand Equity Framework

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Brand Equity

Brand Loyalty

- Reduced marketing costs
- Trade leverage
- Bringing new customers
- Time to respond to competitive threats

Brand Awareness

- Association anchors
- Familiarity liking
- Single or substance/commitment
- Consumer's consideration

Perceived Quality

- Reasons to buy
- Brand differentiate/position
- Higher price
- Wide availability
- Number of extensions

Brand Associations

- Help process/retrive info
- Differentiate/position
- Reasons to buy
- Create positive attitude/feelings
- Number of extensions

Brand Assets

- Competitive advantage

Provides **value to the customer** by enhancing customer's:

- Interpretation processing of info
- Confidence in the purchase decision
- Use satisfaction

Provides **value to the company** by enhancing:

- Efficiency & effectiveness of marketing programs
- Brand loyalty
- Prices/margins
- Brand extensions
- Trade leverage
- Competitive advantage

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How To Build Brand Equity?

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02 **Build brand awareness**

The next step is building brand awareness around your brand and what you offer. These include your logo, your website, your blog, social channels and your service or products

04 **Build a relationship with your customers & clients**

A growing relationship is powerful in terms becasue it leads to repeat purchases and a sense of loyalty and referrals for you.

01 **Develop a strong brand story & brand personality**

it's important to first develop a brand story and brand personality. These elements are a part of your brand kit and will help you when making marketing and strategy decisions in the future.

03 **Communicate with your customers & clients**

An accurate way to understand your true brand equity is to open the lines of communicatioon qwith your customers and clients.

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competitors wish they were.

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We'll jump on a call and just talk about your position,
your business goals and where you need to be.

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