

Lecture 23

Contribution of Integrated Marketing Communication in Brand Attitude

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Brand Attitude

- The brand attitude will tell what people think about a product or service, whether the product answers a consumer need, and just how much the product is wanted by the consumer.
- It involves marketing a larger feeling or emotion that consumers can associate with brands.
- Knowledge of brand attitude is very helpful in planning an advertising campaign.

Brand Attitude

- The relation between attitudes and purchase behaviour gets stronger as consumer gets more information about brand.
- The three elements strengthen brand attitude:
 - ✓ Cognitive (awareness)
 - ✓ Affective (Evaluation, liking conviction)
 - ✓ Conative (action, trial or purchase)

Brand building campaign : NIKE

- Nike has always known the power of building a strong brand. They have started their first campaign '***Just Do It***' in 1988, and that campaign is still running strong.
- Nike stands tall with a 48% American athletic market share and an 96% share in the basketball shoe market.
- Knowledge of brand attitude is very helpful in planning an advertising campaign.

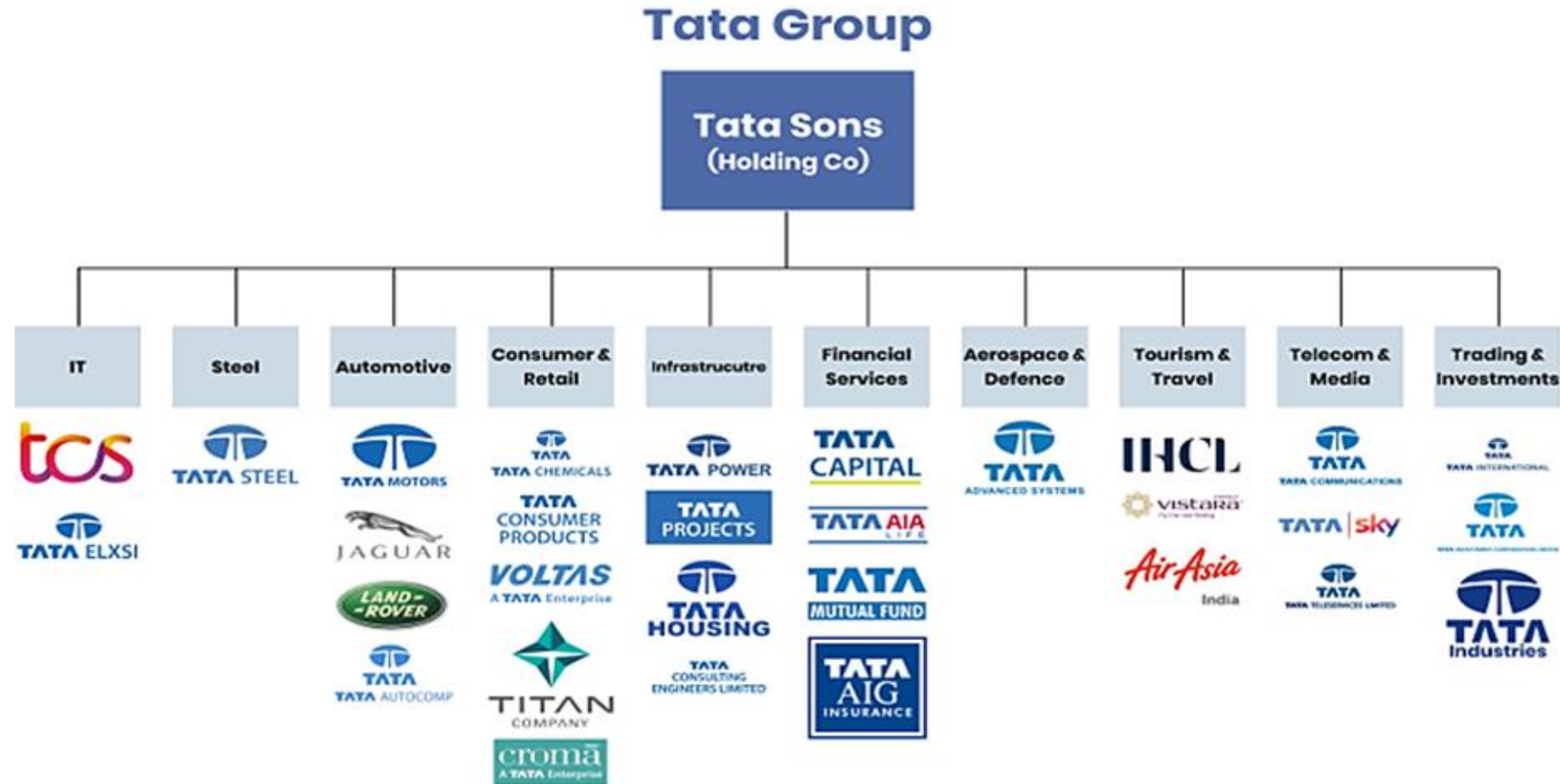
What Is Nike's Branding Strategy?

- Don't Sell Products. Sell Something More
- What is Nike Selling? Sports shoes? Clothes ?????
- Nike Is Selling Ambition. *Ad: "Find Your Greatness"*
- *Nike Is Selling Motivation. Ad: "There is no finish line."*
- *Nike Is Selling Confidence. Ad targeting women: Ladies First. Men Second.*
- *Nike Is Selling Sports And Their Culture. Ad featuring Michael Jordon*

Brand Portfolio

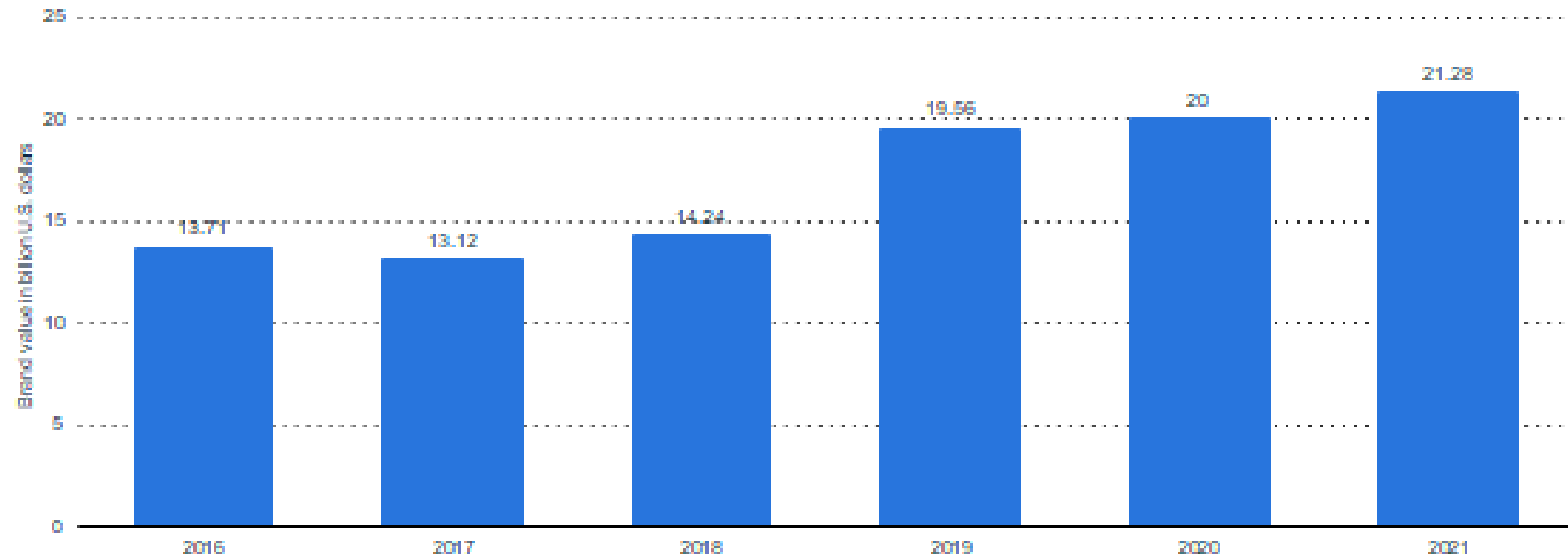
- A brand portfolio is the collection of smaller brands that fall under a larger, overarching 'brand umbrella' set by a firm, company, or conglomerate.
- It includes everything a company markets now as well as future plans for acquisitions, product line and brand extension.
- For example, The Coca Cola Company's brand portfolio encompasses brands like Sprite, Fanta, and Powerade in addition to its flagship beverage.
- Firms generally create, expand, and maintain brand portfolios to gain footholds in multiple markets and appeal to a wider variety of prospects.

Example :



Brand value of Tata Group from 2016 to 2021 (in billion U.S. dollars)

Tata Group's brand value 2016-2021



Note(s): India; 2016 to 2021

Further information regarding this statistic can be found on [page 9](#).

Source(s): Brand Finance; [B. Talbot](#)

statista

Brand Portfolio Examples

- Hindustan Unilever Company or HUL has several other brands owned by the company under its portfolio. The Hindustan Unilever Company owns popular brands like Pears, Lux, Dove, Lifebuoy, Lyril, Vaseline, Close Up, Lakme, Bru, Taj Mahal, Kissan, Brooke Bond, Lipton, Sunsilk, Comfort, Wheel, Pepsodent, Clinic Plus, and several other brands. Each brand name is used for the sale of different products. For example, the Taj Mahal is the brand name for tea, whereas Closeup is a brand name for toothpaste.
- Nestle
- AMUL
- Godrej
- BAJAJ

Advertising attitude and Brand Attitude

- Advertising attitude is defined as consumers' favourable or unfavourable responses to a particular advertisement based on various advertisement factors; it is the emotional change after viewing the advertisement.
- Advertising attitude affect brand attitude and influences purchase intention directly.
- For example, Saffola changes its earlier fear-based ad to "Apne Tareeke Se Push, Toh Dil Khush" has boosted its sales.

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