

# **MANAGING BRANDS IN 4D**

Understanding Perceptual, Emotional, Social and  
Cultural Branding

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Understanding Perceptual, Emotional, Social and  
Cultural Branding

BY

**JACEK POGORZELSKI**



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INVESTOR IN PEOPLE

# Contents

About the Author	<i>xi</i>
<b>Chapter 1 Introduction</b>	<b>1</b>
<b>Chapter 2 Branding in 4D</b>	<b>7</b>
<b>Chapter 3 Perceptual Branding</b>	<b>9</b>
3.1. Area	9
3.1.1. The Essence of Perceptual Branding	9
3.1.2. The Psychology of Perception	10
3.1.3. Perceptual Noise	12
3.1.4. Basics of the Brand Image Concept	14
3.1.5. Brand Concept	17
3.1.6. Brand Positioning as the Core Instrument of Consumer's Perception Management	18
3.1.7. Why Does the Brand Idea Have to Be Expressed in a Concise Way?	20
3.1.8. Perceptual Categorisation	22
3.1.9. Brand Categorisation	23
3.1.10. Category Code and Its Connection with the Brand	24
3.1.11. Category as Part of the Market versus Category as a Mental Construct	25
3.1.12. The Impact of Brand Width on Brand Perception	26
3.1.13. External Brand Strength Model	27
3.1.14. Classical Brand Perception Measurement	28
3.1.15. The Delivery Gap	30
3.1.16. Brand Perception versus Consumer Loyalty	31
3.1.17. Brand Personality – A Bordering Concept	31
3.1.18. Perceived Brand Personality	32
3.1.19. Brand Definition in Perceptual Branding	35
3.2. Goal	36
3.2.1. Category of One	36

3.2.2.	Winning in a Category	37
3.2.3.	Strategies within a Category	38
3.2.4.	The Impact of Category Perception on Brand Perception	40
3.2.5.	Brand Activation	41
3.3.	Tools	42
3.3.1.	USP	42
3.3.2.	Brand Positioning Statement	43
3.3.3.	Consumer Insight	45
3.3.4.	Feature – Advantage – Benefit	47
3.3.5.	Perceptual Map	49
3.3.6.	Brand Personality Description	49
3.3.7.	Pizza Hut	51
3.4.	Levels	52
3.5.	Effects	55
<b>Chapter 4 Emotional Branding</b>		<b>59</b>
4.1.	Area	59
4.1.1.	The Superiority of Emotional Branding over the Perceptual One	59
4.1.2.	The Effectiveness of Emotional Branding	63
4.1.3.	Misunderstood Emotions	64
4.1.4.	Three Schools of Thinking about the Impact of Emotions on Buyers' Choices	66
4.1.5.	How Are Emotions Created?	67
4.1.6.	When Emotions Become a Social Issue	70
4.1.7.	Which Emotions?	72
4.1.8.	The Power of Negative Emotions	72
4.1.9.	Warm or Competent Brand?	73
4.1.10.	Ascribing Values Based on Feelings	74
4.1.11.	Reward Anticipation as a Motivation for Action	75
4.1.12.	Consumer Experience as Testing Ground for Emotions	78
4.1.13.	Engaging Emotions within a Limited Space of Experience	80
4.1.14.	'Distorted' Brand Image as a Consequence of Emotional Branding	82
4.1.15.	Senses – A Key to Activating Emotions	84
4.1.15.1.	Sense of Sight	84

4.1.15.2.	Sense of Hearing	86
4.1.15.3.	Sense of Smell	86
4.1.15.4.	Sense of Taste	87
4.1.15.5.	Sense of Touch	88
4.1.16.	Sensory Overstimulation	88
4.1.17.	Categories' Potential for Using Emotional Branding	90
4.1.18.	Consumer's Relationship with a Brand	91
4.1.19.	Brand Definition in Emotional Branding	94
4.2.	Goal	95
4.2.1.	Concept of Brand Love	95
4.2.2.	Dimensions of Brand Love	96
4.2.3.	Laws Governing Brand Love	97
4.2.4.	Brand Anthropomorphism as a Path to Love Relationship	97
4.2.5.	(Brand) Love Comes in Many Shapes and Forms	98
4.3.	Tools	99
4.3.1.	Emotional Insight	99
4.3.2.	ESP	100
4.3.3.	Classification of Emotions	101
4.3.4.	Moodboard	102
4.3.5.	Sensory Marketing, or Managing Senses	102
4.4.	Levels	104
4.5.	Effects	107
<b>Chapter 5 Social Branding</b>		<b>111</b>
5.1.	Area	111
5.1.1.	Human Being as a Social Animal	111
5.1.2.	Consumer Tribes versus Brand Communities	113
5.1.3.	Consumer Tribes	116
5.1.4.	Community Linking Value	118
5.1.5.	Brand as a Sense of Consumer Tribe's Identity	120
5.1.6.	Consumer Tribe Dynamics	122
5.1.7.	Brand Community	123
5.1.8.	Brand Community Typology	125
5.1.9.	Roles Played by Brand Community Members	126
5.1.10.	Active Roles in Co-creating the Brand	127
5.1.11.	How a Community Creates Value	128
5.1.12.	Community Engagement Script	131
5.1.13.	With Them or against Them	132
5.1.14.	Virtual Brand Community	134

5.1.15.	Truths and Myths about Brand Community	137
5.1.16.	Brand Definition in Social Branding	140
5.2.	Goal	140
5.2.1.	Unconscious Goal Activation Mechanism	140
5.2.2.	Defining Yourself through Community Membership	142
5.2.3.	Brand as a Community Bonding Agent	143
5.2.4.	Brand Advocates	144
5.3.	Tools	147
5.3.1.	Social Marketing Mix	147
5.3.1.1.	Propositions	147
5.3.1.2.	Accessibility	148
5.3.1.3.	Cost of Involvement	148
5.3.1.4.	Social Communication	148
5.3.2.	Linking Value or Social Insight	149
5.3.3.	Call to Action (Brand Act Statement)	150
5.3.4.	Blueprint for Making a Connected Brand	151
5.3.5.	Narrative Types in Word-of-Mouth Advertising	152
5.4.	Levels	153
5.5.	Effects	156
<b>Chapter 6</b>	<b>Cultural Branding</b>	<b>161</b>
6.1.	Area	161
6.1.1.	Person and Culture	161
6.1.2.	Consumer and Culture	163
6.1.3.	Cultural Cohesion of Brands and Organisations	166
6.1.4.	Consumption Microcultures	169
6.1.5.	Brand as a Narrative about the Consumer's Identity	171
6.1.6.	Cultural Opposites	172
6.1.7.	Marketisation of Culture	173
6.1.8.	Brand Meaning	175
6.1.9.	Brand as the Culture of the Product	178
6.1.10.	Bad Boys, Bad Girls and the Tattoo Culture	179
6.1.11.	Brain's Response to Brands as Objects of Culture	181
6.1.12.	The Mac Cult as a Manifestation of Brand Mythology	182
6.1.13.	Simultaneous Activation of Two Cultures	184
6.1.14.	Brand as a Cluster of Multiple Cultural Ideas	185
6.1.15.	Brand Definition in Cultural Branding	186
6.2.	Goal	186
6.2.1.	Radicalisation of the Product Meaning	186

6.2.2.	Brand as a Cultural Icon	187
6.2.3.	Brand as Religion?	189
6.2.4.	Wawel Chakra	190
6.3.	Tools	191
6.3.1.	Cultural Insight	191
6.3.2.	Culture Codes	193
6.3.3.	Storytelling	194
6.3.4.	Archetypes	196
6.3.5.	Brand Molecule	199
6.3.6.	Brand's Cultural Strategy	200
6.4.	Levels	202
6.5.	Effects	205
<b>Chapter 7</b>	<b>Conclusion</b>	209
	Literature	213
	Index	223



## About the Author

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