



Building Brands on Television



Why are brands important ?

Brands are important to consumers for one or more of the following reasons:

- ❖ In today's uncertain world, brands provide an element of continuity in their lives
- ❖ It is reassuring to buy consistent, known quality – it saves the consumer time, money, disappointment and even self-blame.
- ❖ Brands make a statement to other people.

Why are brands important ?

Consumers want brands that make them feel good about themselves.

Brands that do this will attract and keep a good deal of their customers business.

Building Brands – The Tools

The tools are well known:

- ❖ Advertising
- ❖ Promotion Support
- ❖ Pricing
- ❖ Product Quality

Building Brands – The Strategy

The two strategies are also well known:

- ❖ Penetration at all costs
- ❖ Building a base of loyal customers

Penetration-at-all-costs Strategy

A penetration-at-all-costs based strategy places emphasis on:

- ❖ Promotion
- ❖ Lower Price

It does not waste effort measuring brand perceptions or customer satisfaction.

Loyalty Based Strategy

A Loyalty based strategy places emphasis on:

- ❖ Advertising
- ❖ Product or Service Quality

If the communication is **effective** and **well targeted**, the influence on the consumer is likely to be attitudinal.



**Strong attitudes are critical to
building loyalty.**

**Loyal behavior is critical to a
brands success.**

Baldinger and Robinson, The NPD Group Inc.

Why is Loyal Behavior important?

A brand cannot exist for long if every brand trier immediately abandons the brand for another.

Penetration will increase over time if the marketer is successful on its loyalty building mission.

The remainder of this presentation will deal with

BUILDING BRANDS

Via

A LOYALTY BASED STRATEGY



The key elements for a loyalty based strategy

The commercial message must be **effective**.

The communication must be **targeted**.

The Commercial Message

Most often the responsibility to develop effective an commercial rests with the brand owner.

As a broadcaster, we can offer the following advice from Roy H. Williams, the Wizard of Ads

Advice on Effective Communication

**Category-specific ads. Fits every advertiser in the category.
Not recommended.**

For example: An automotive dealer ad will apply to all automotive dealers.

Advice on Effective Communication

**Product-specific ads. Fits every retailer who sells the product.
Not recommended.**

For example: An FORD dealer ad will apply to all FORD dealers in the market

Advice on Effective Communication

Franchise ads. Franchisor can afford to create a higher quality ad campaign that hopefully will generate enough brand magnetism to pull customers into their stores. Often successful.

Advice on Effective Communication

Store-specific ads are the foundation of local branding. Rarely will a good store-specific ad fit another advertiser in the same category.

WHY TELEVISION?

“The fastest way to engage people to think with their hearts and feel with their brains is via sight, sound and motion.”

Kevin Roberts, Worldwide CEO Saatchi & Saatchi



Partners in brand building

Broadcasters and advertisers need to work as partners for a wide variety of communications rather than a simple distribution outlet for advertising.

Selecting your TV partner

Identify TV stations that offer content that is most **relevant and appropriate** to your product category and advertising message.

Are other communications, such as **sponsorships, interstitials & promotions** relevant to your strategy and offered by the supplier?

Long term TV partnership

Continuity of communication is key to retention of loyal buyers. Maintain a presence in relevant and appropriate vehicles for as long as required.

Build reach patiently via relevant content rather than expanding content to build reach.

See example on following page



Building Reach

	Reach (000)		
	Total	Target	Target % of Total
Program A (1 spot)	526	137	26%
Program B (1 spot)	164	83	50%
Program A Indexed To Program B	321	166	

	Reach (000)		
	Total	Target	Target % of Total
Program A (1 spot)	526	137	26%
Program B (2 spots)	219	132	60%
Program A Indexed To Program B	240	104	

Word-of-mouth

- **Satisfied customers spread the word amongst friends and relatives based on their personal relationship with the brand.**
- (In other words you don't have to reach everyone at once)

Summary

The key to building a brand with a loyalty strategy is:

- ❖ Create a commercial message that will differentiate you from the competition
- ❖ Use Television. It is the most effective vehicle to build a brand.
- ❖ Work with a television partner that offers relevant content for you target audience.
- ❖ Be patient. Let your campaign and satisfied customers build awareness of your brand.