



KINGDOM OF SAUDI ARABIA



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LEBANON



QATAR

Brand Activation Model

BRAND ACTIVATION MODEL

Brand Activation can be defined as

“A marketing interaction between consumers and the brand, where consumers can understand the brand better and accept it as a part of their lives.”

Brand activation is a natural step in the evolution of brands. When all the necessary brand strategies are implemented, companies just need to execute them across the organization and in the total offer towards the customer.

Brand activation is looking deeper into the possibilities within the brand, its strategy and position to find assets that have relevant long-term consequences for the whole company.



What Brand Activation Can Do

It Enhance the effectiveness of the traditional modes of communications as they can be more focused to a particular target market. Brand activation is a versatile tool that can be customized to cater to the communications needs of specific industries. It can act as a logical and impactful end to an advertising campaign when there is a need to shift to a new campaign involving a different promotional mix.



Role of Brands

Companies are increasingly getting dependent on their brands as competitive weapons. Brands have become the carrier of the emotional value proposition towards the consumers. They symbolize specific competence that builds up the company's competitive advantage.

Thus, brands must rise up to the challenge of giving meaning to the company's whole relationship with its consumers. It has been noticed that brand works fine when they;

What Brand Activation Can Do

To activate brand demand, we have to ignite the passion of the consumer with the power of a big idea. There is a need to emotionally connect the brand with the consumer at the right time, in the right place and in the right way, thus motivating consumer commitment.

By turning insight into action, the brand's reason to believe becomes more acceptable and understanding, and the opportunity to purchase becomes more promising.

- ✓ They simplify everyday choices (for basic necessities)
- ✓ They reduce risk of complicated buying decisions (for Technology based products)
- ✓ They provide emotional benefits (for personal care products)
- ✓ They offer a sense of community (for image related products)
- ✓ They create a relationship (for long-term trust products)
- ✓ They create accessibility (for convenience products)

Marketing to Activation

Successful companies evolved with peoples' changing needs. They listen to their consumers and perceive them as individuals with specific preferences and needs. They see persons with individual values, not a mass of manipulated consumers.

Achieving a sale or persuading a person to act in a desired manner is the ultimate purpose of all promotions. A pull strategy is recommended when the manufacturer assumes the primary responsibility for generating demand for the product or service. The manufacturer must target advertising and sales promotion efforts primarily at the ultimate consumer to stimulate the demand at that level. The expectation is that consumers will demand the product from the retailer who, in turn, will demand that the wholesaler make it available.

It is important to understand the consumer decision making process in the targeted segment. One has to monitor each stage of the Hierarchy Of Effects

✓ **Awareness:** *The ability of the consumer to recall the brand...*

✓ **Knowledge:** *The ability of consumer to recall the important attributes of brand...*

✓ **Liking:** *The attitude of the consumer towards the product...*

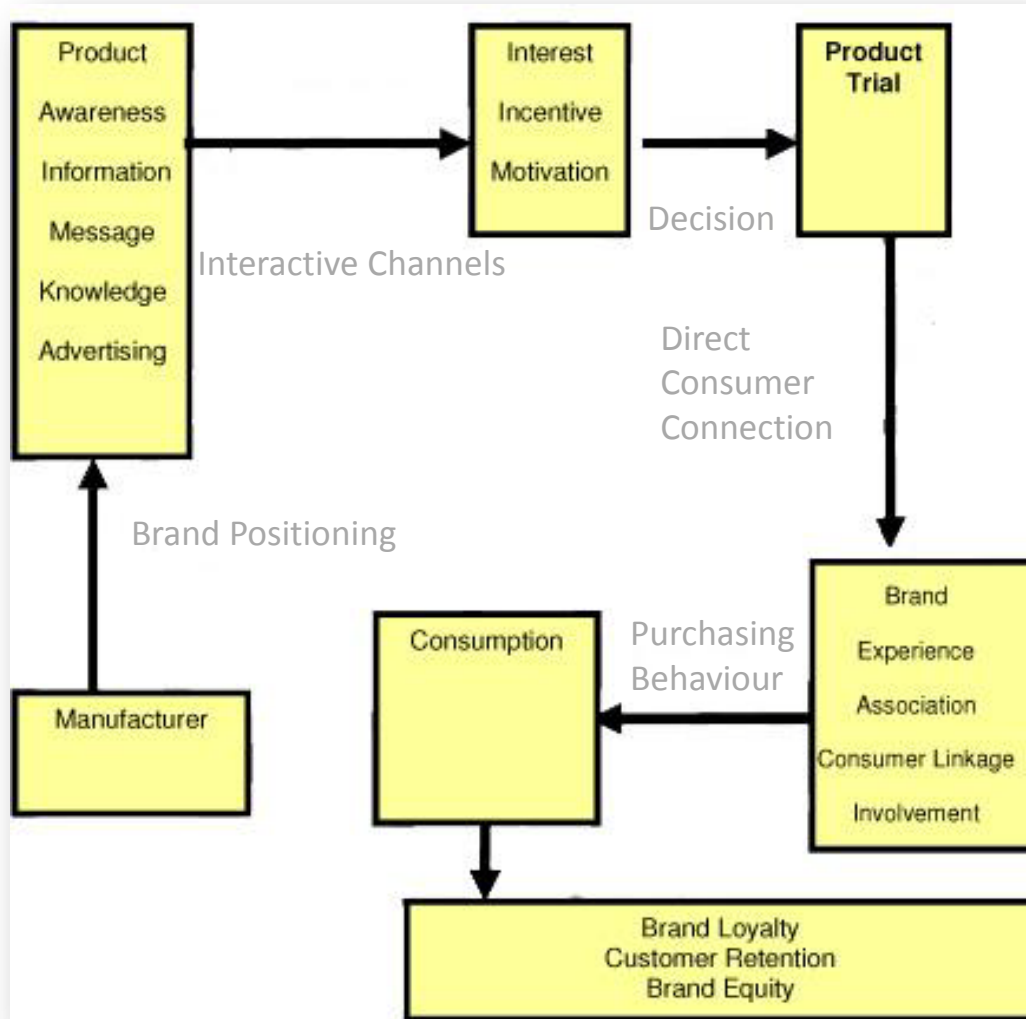
✓ **Preference:** *The degree to which a consumer feels more positive about the product...*

✓ **Conviction:** *The likelihood that the consumer will purchase the product...*

✓ **Purchase:** *The acquisition of a product or service...*



Brand Activation Model



In today's postmodern society, merely offering supreme product features on a functional or emotional level is not sufficient. While the basic idea about active brands is to execute the brand in other terms than marketing, the real value lies in the opportunities it creates. Most fundamentally, brand activation contributes in creating trust between the customer, the society and the brand (i.e. company). And trust is one of the key factors to create loyalty between consumers and brands.

The Brand Activation Model explains the complete activation process. It explains the complete activation process from manufacturer to trial generation followed by experience, resulting in customer loyalty.

The model explains, customer loyalty can be established once the product trial is generated and added with the brand experience which customer is exposed to by getting involved in various brand activation programs.

Elements of a Successful Activation Plan

- ✓ **S**ituation analysis. Identify key issues, key opportunities and any important trends.
- ✓ **I**dentification of resources. Staff, time, budget, etc..
- ✓ **C**ompetitive analysis. Identify any competition, such as another major event that will also be of interest to the target audience.
- ✓ **G**oals. Identify attendance and awareness level goals.
- ✓ **I**dentification of target markets. Identify groups of individuals to whom the activity could be successfully promoted.
- ✓ **D**evelopment of plans for reaching each target market. Develop a strategic plan for promoting the activity to each identified target audience.
- ✓ **E**valuation of evaluation tools. Measure the success of your program during and after the activity. Include short-term and long-term measurable outcomes.



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