

Brand Personality Design

a Swiss/[European] perspective

overview

Today, differentiating brands and product offerings through rational and economic features has become particularly difficult, and breaking the advertising clutter and getting noticed by consumers a great challenge. More often the route to success lies in the creation of emotional and aspirational brands that satisfy consumers' hedonic needs. To be relevant to consumers and to be regarded a positional brand that allows consumers to position and socially differentiate themselves, a brand needs to build and cultivate a well-defined brand personality.

Brand personality design is the strategic development of a brand identity by associating it with a set of human characteristics. Depending on the audience the brand intends to address, appropriate traits are to be identified and transferred to the brand through compelling advertising and communications initiatives.

In this course we look at branding as an essential part of the product offering. Considering the abundance of products and advertising, and the excess consumption of developed societies, which has led to advertising aversion and over exploitation of natural resources, future brand campaigns ought to provide a more profound value than merely higher sales through brand recognition. Upholding the motto of 'less is more' brands should aid consumers to express their self-identity.

curriculum

Prelude. Relevant concepts and facts.

_Defining the brand image

learn more about the concept of brand personality and how to manage a brand concept, how consumers present their actual vs. ideal self through means of brand consumption, different value propositions of products and brands, and their hedonic vs. utilitarian nature,

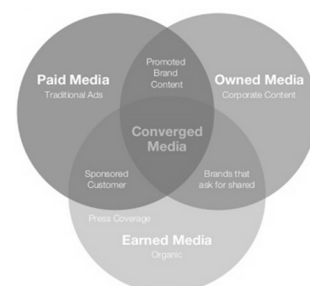
and how brands and products are effectively advertised depending on the involvement of the target audience.

_Communicating brand personality traits

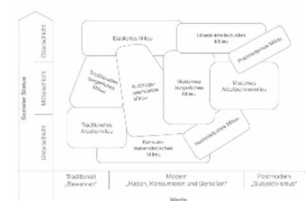
learn more on the art of storytelling, the effects of authenticity in advertising, lifestyle and aspirational communication campaigns.

_Effective advertising communication

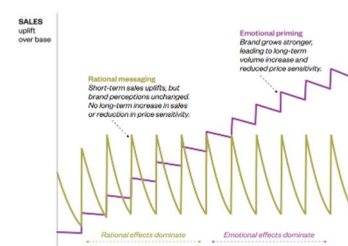
it is a highly controversial question: what is more effective, short-term sales activation or long-term brand building? We seek to tackle this controversy by examining the data of the British IPA [Institute of Practitioners in Advertising] effectiveness awards database. Learn the insights from the analysis of hundreds of real-life communication campaigns.



POE media model [Goodall, 2009]
— one of the many models discussed throughout the course



European alternative to VALS: the Sigma milieu study [Sigma, 2005]



Insights from hundreds of IPA best practice cases [Binet, 2017]

Exemplary strategy. Creating a brand's human characteristics through transferal of traits from humans

_transferring traits from anonymous models and endorsers

_spotlight celebrity endorsers: why and how they enable to build strong brand images

_digital: influencers win millennials.

Case study. Maurice Lacroix – a Swiss luxury watch brand - shapes consumer perception of its brand personality through compelling advertising campaigns.

A comprehensive case study that includes topics such as target group definition [VALS, Sigma], brand personality definition, evaluation of campaign concepts, online/offline communication initiatives [gamification, sponsorships, endorsements, atl/btl]

Case study. OVS/Charles Vögele – a Swiss/Italian fashion brand - intends to rejuvenate its brand personality. Learn the limitations of effective communications.

Digital. Brand communication campaigns in digital media.

_overview: the POE media model.

_selected digital campaigns of European brands.

_spotlight content marketing: Austrian brand Red Bull and the biggest CM project of all times.

_influencers win millennials.

_from online to offline: online communities and influencer in the physical brand world.

Application. Develop a brand campaign for a chosen brand or product.

_define the aspired brand position and image.

_define the target group.

_devise a communications strategy.

_create visuals for your campaign.

_carry out market research to test effectiveness of your developed strategy and visuals.



Gamification: innovative campaigns win millennials [ML, 2018]



Penélope Cruz for Charles Vögele: can she save the brand?



Content Marketing: Red Bull Stratos

learning objectives

At the end of the course participants are familiar with and understand:

_relevant concepts of brand personality

_how consumers present their self-identity through brand consumption

_important communication techniques such as content marketing, storytelling, gamification

_how brands identify and define their target group

_how brands and agencies evaluate different campaign concepts and measure their effectiveness

_in which context to execute a sales activation vs. a brand campaign

_how different campaign concepts shape consumers' perceptions of the same brand

_innovative campaign concepts and advertising initiatives in the digital era

_the limitations of effective brand communication

Moreover, many examples and case studies from European brands give participants an opportunity to contrast branding praxis in different markets. The comprehensive course project enhances important soft skills related to project management, teamwork, presentation techniques, creativity, analytical thinking.

organization of the course

_ECTS 6. 40 contact hours.

_extensive self-study and project work. Coaching sessions with instructor.

_grading: case solution + presentation [team grade], written exam [individual].

readings

Aaker, Jennifer L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356.

Dimofte, Claudiu, Goodstein, Ronald, Brumbaugh, Anne (2014). A Social Identity Perspective on Aspirational Advertising: Implicit Threats to Self-Esteem and Strategies to Overcome Them. *Journal of Consumer Psychology*, 25(3), 416-430.

Fournier, Susan (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24 (March), 343-373.

Malär, Lucia, Krohmer, Harley, Hoyer, Wayne D., and Nyffenegger, Bettina (2011). Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. *Journal of Marketing*, 75(4), 35-52.

Park, Whan C., Jaworski, Bernhard J. and MacInnis Deborah J. (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, 50(4), 135-145.

Vaughn, Richard (1986). How Advertising Works: A Planning Model Revisited. *Journal of Advertising Research*, 26(1), 57-66.

lecturer

Dr. Christian Schimmelpfennig commenced his professional career as a management trainee with a German furniture and kitchenware brand, and later on held different management positions in the industry and consulting.

He received a master's in business from Technical University Nuremberg [Germany], a master's in marketing from Syddansk Universitet [Denmark] and a PhD from prestigious University of St. Gallen [Switzerland].

For many years he had developed, positioned, marketed and executed exclusive training programs for executives – among them the Executive MBA programs of the universities of St. Gallen, Zurich [Switzerland] and Toronto [Canada]; according to the Financial Times ranking all among the world's leading executive programs. In 2018 he founded Brand Laboratory, a small firm that specializes in market research, brand consulting, research, and training. Together with partners and his team he has completed projects for exclusive brands such as Maurice Lacroix and Faber-Castell, as well as Fortune 500 companies such as Chinese Midea Group.

His research has been published in internationally recognized scientific journals such as *Journal of Global Marketing*, *Psychology & Marketing*, as well as practitioner-oriented journals such as diverse outlets of Harvard Business press.

