

CONTENTS

1 **Brand** **Success**

<i>Foreword</i>	<i>v</i>
<i>Preface</i>	<i>vii</i>
<i>Acknowledgements</i>	<i>ix</i>
Strategic Success	2
Pioneer Advantage	4
Product Success	5
Product Failure	6
Successful Brands	7
Brand Failure	8
Common Sense Definitions	9
Other Approaches	9
Defining Success	10
Concept of Market Redefinition	10
Methodological Framework	14
Shampoos	16
General Success	18
Brand Success	18
Talcum Powders	25
General Success	26
Brand Success	29
Toilet Soaps	33
General Success	36
Brand Success	39
Toothpastes	50
General Success	51
Brand Success	52
References	59

2 **Brand** **Equity**

Cost-based Methods	62
Price-based Methods	68
Customer-based Brand Equity	72
Summary	77
References	77

3 **Brand** **Extension**

Types of Brand Extensions	79
Need for Three-fold	
Classification	80
Need for Brand Extension	84
Pros and Cons of Brand	
Extension	86
What to Extend into	88
Parent-extension Image Fit	89
Classic Paradox of Brand	
Extension	91
Category-related Extensions	92
Examples of Category-related	
Extensions	93
Image-related Extensions	95
Examples of Image-related	
Extensions	99
Unrelated Extensions	104
Examples of Unrelated	
Extensions	105
References	108

4 **Brand** **Personality**

Importance of Brand	
Personality	109
Emotion-centered Definitions	111
Brand Image	122
Brand Image—Definitions	122
Brand Image—Established Products	
and New Products	127
Brand Image and Country-of	
Origin	128

5

Brand Repositioning

Brand Image and Celebrity	130
Brand Image and Imagery	131
Brand Image and User Status	132
Brand Image and Brand Personality	133
Building Brand Personality	135
Appendix: Brand Identity	139
Aaker's Framework	139
Kapferer's Framework	140
References	142
Positioning—A Primer	145
Repositioning	147
Increasing Relevance to Consumer	148
Increasing Occasions for Use	151
Search for a Viable Position	154
Making the Brand Serious	155
Falling Sales	156
Bringing in New Customers	157
Making the Brand Contemporary	161
Differentiating Brands from Competitors	163
Changed Market Conditions	164
References	166
Index	167

