



ENDEAVOUR

C o n s u l t i n g

You Need a Brand

Making it happen

Perception *is* Reality

Making it happen

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You Need A Brand




Making it happen

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Brand Components

 Brand Image

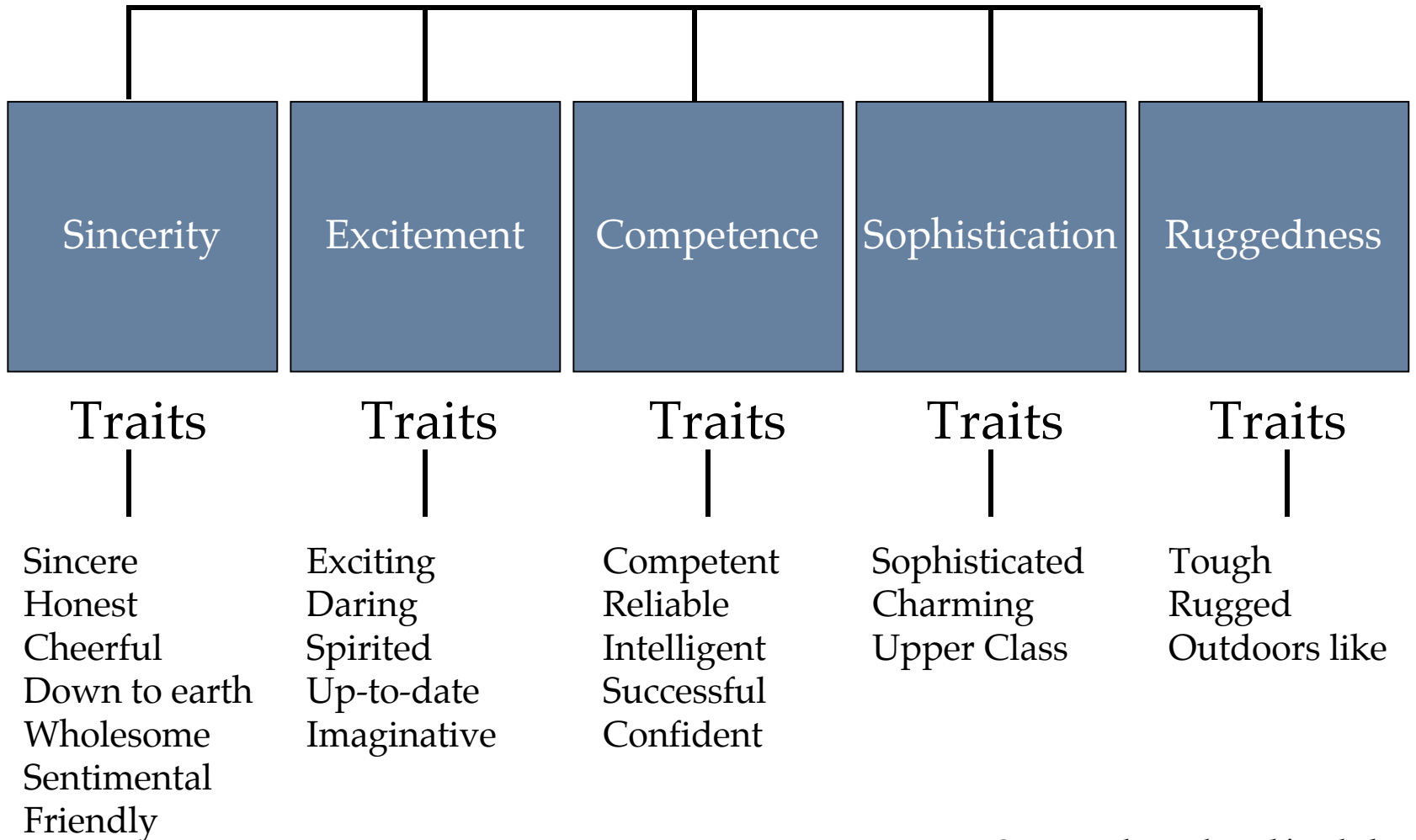
 Brand Message

 Brand Personality ← Gesture ← Facet ← Trait

Making it happen

Brand Personality

Facets



Making it happen

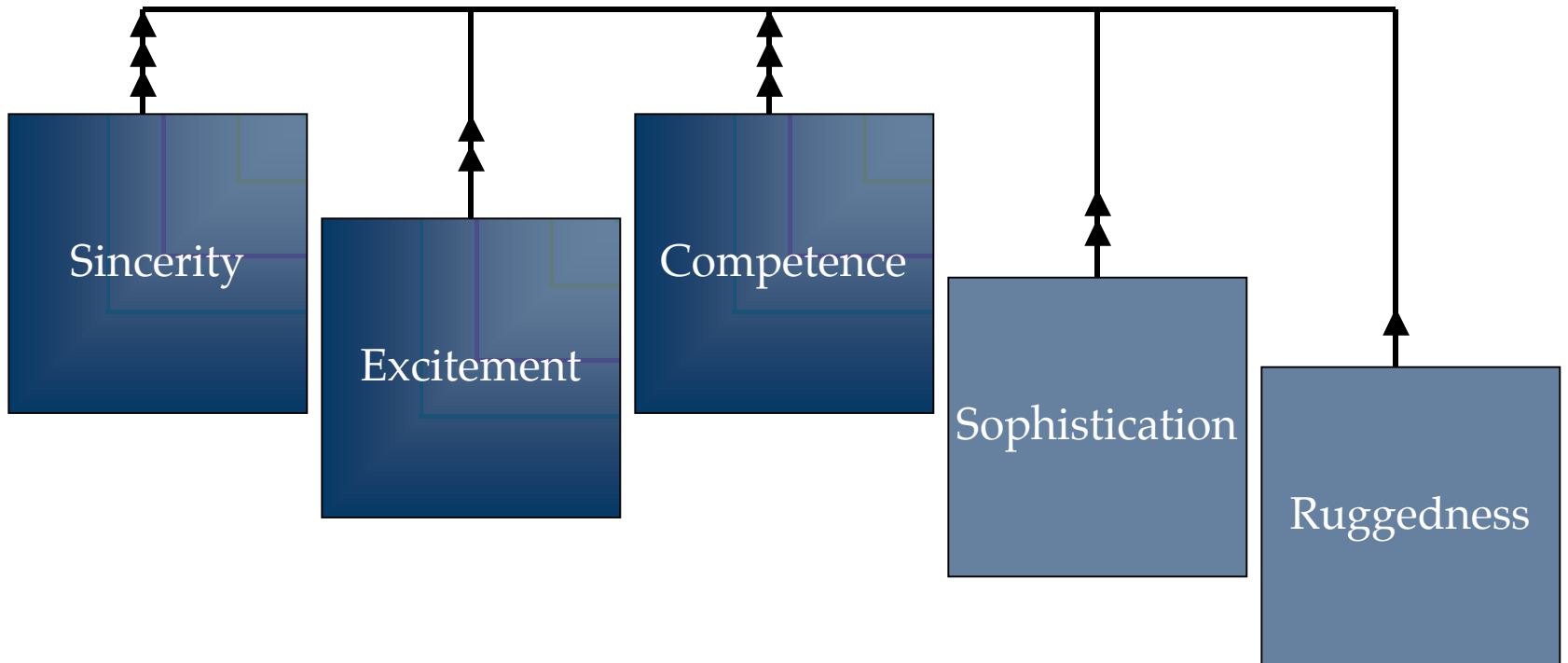
Source: Aaker and Joachimsthaler



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Brand Personality

Facets



Making it happen

Source: Aaker and Joachimsthaler

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Brand Equity

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graph TD; A[Brand Equity] --- B[Brand awareness]; A --- C[Perceived quality]; A --- D[Brand association]; A --- E[Brand loyalty];
```

Brand
awareness

Perceived
quality

Brand
association

Brand
loyalty

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Source: Aaker and Joachimsthaler

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