

Creating the Living Brand

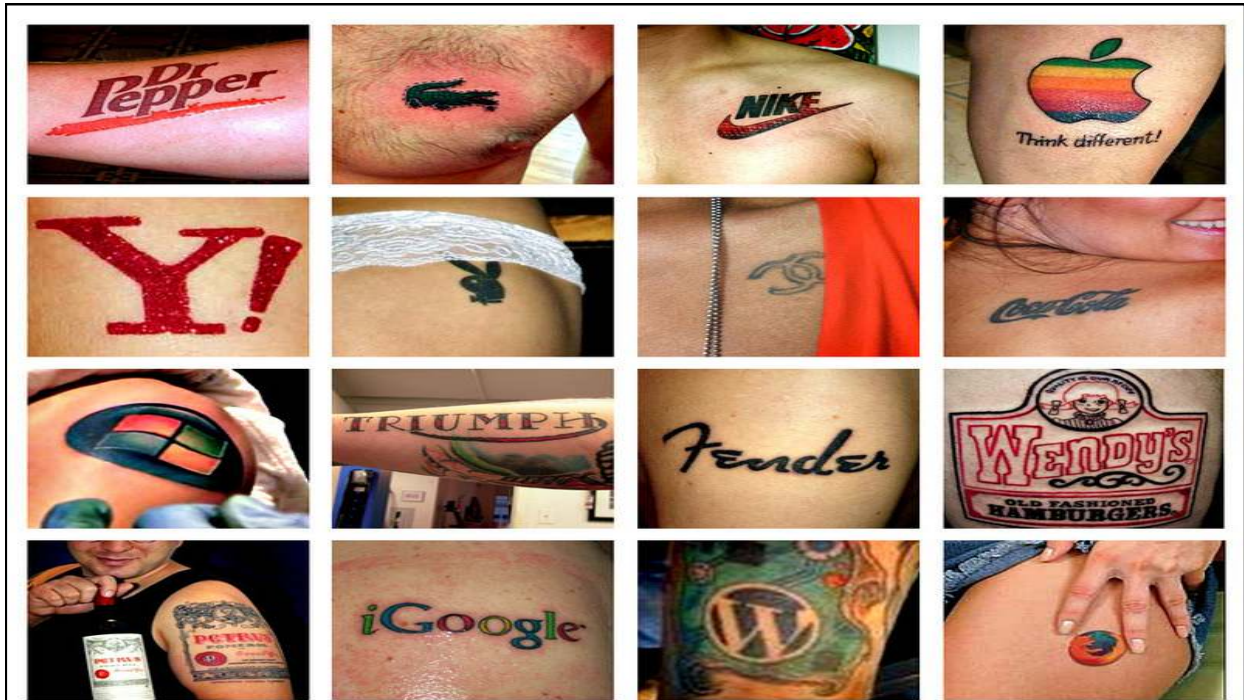
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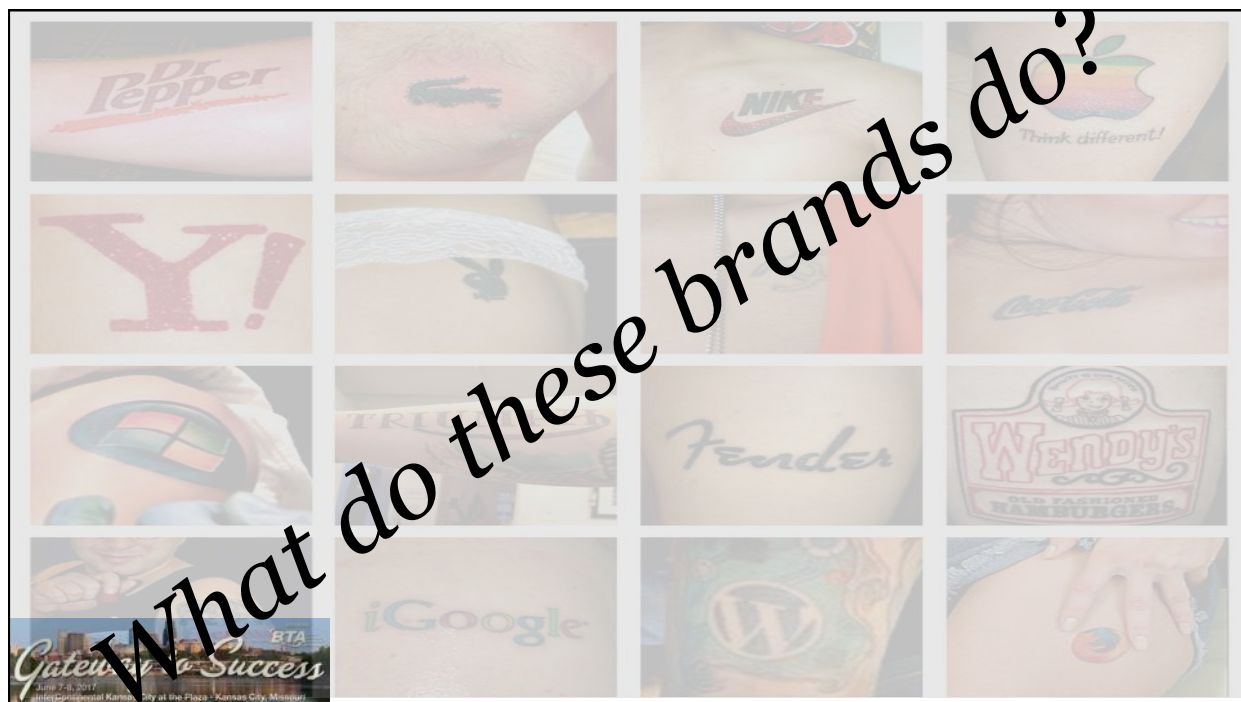


1. Differentiation is difficult



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2. A Brand is a Promise

- It is both functional and emotional.
- It is the art and science of creating “mind space” and shelf space.



3. Why talk about the Living Brand?

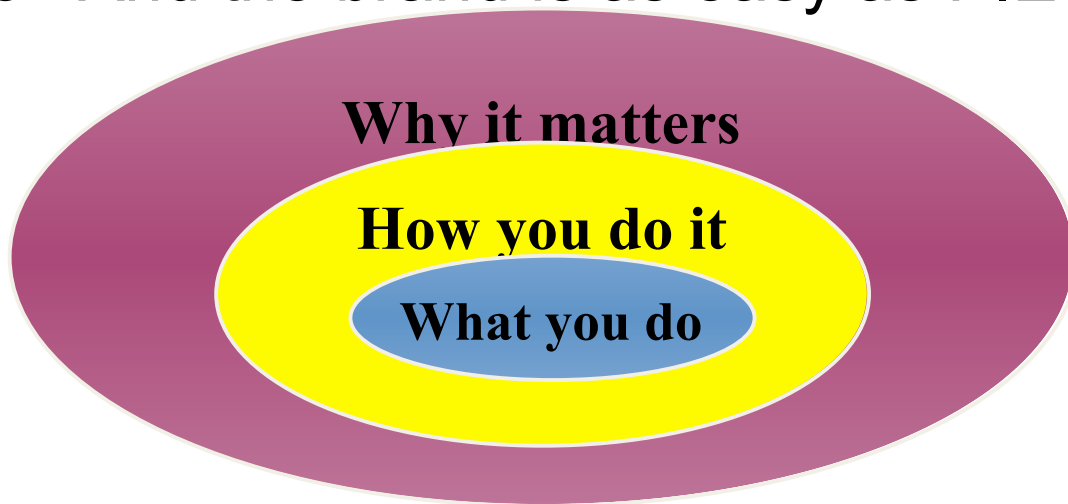
- Our brand is not static. It is impacted by every encounter.
- The experience trumps the ad!



4. There are layers to a brand



5. And the brand is as easy as PIE



WIIFM



IDENTITY

**Brand Personality
Brand-Customer
Relationships**



6. Your brand isn't just what you claim

Brand identity is

How you want your brand to
be perceived

Brand image is

How your customers actually
see the brand



7. Clarify your brand promise

Brand-customer relationships

Brand persona

Brand personality

Customer personified



Brand Persona





Customer Persona

Brand Personality

5 Personality Factors based on Aaker et al.

- sincerity
- excitement
- competence
- sophistication
- ruggedness



EQUITY

Brand Awareness
Brand Associations
Brand Loyalty

