



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Marketing and Branding: Creating Thailand's Brand Identity for the 21st Century

Rebecca Hamilton

Associate Professor of Marketing

Robert H. Smith School of Business



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



What is a brand?





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



What is a brand?

- Name “Google”
- Tagline “Amazing Thailand – Amazing Value”
- Nike swoosh symbol
- Microsoft sound
- Graphics on the Pepsi can

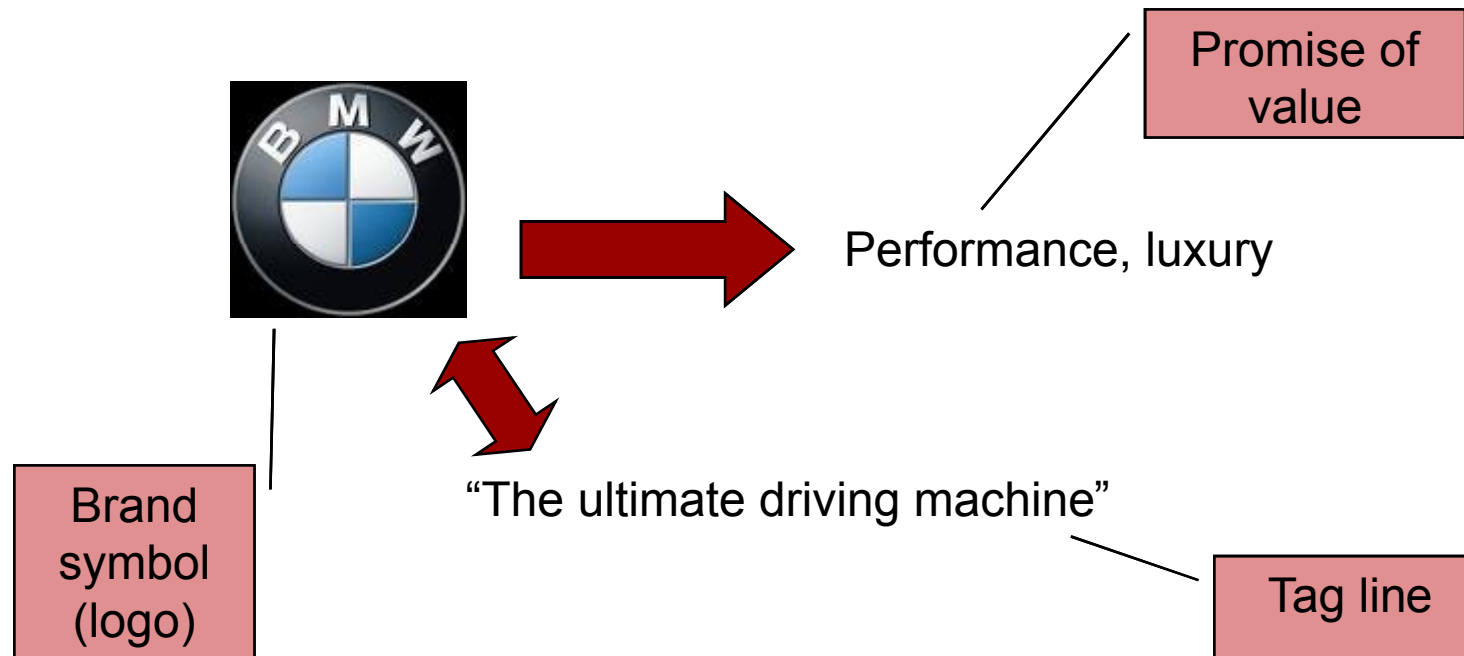


UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



What is a brand?



Products/services are “proof” of the brand promise



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



What is a brand?

- A *brand* adds dimensions to a product, service or experience that differentiate it from other products, services or experiences designed to satisfy the same needs (*Keller 2007*)



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



BusinessWeek/Interbrand Top 100

2008 Rank	Brand	Country	2008 Brand Value (\$Mil)
1	Coca-Cola	U.S.	66,667
2	IBM	U.S.	59,031
3	Microsoft	U.S.	59,007
4	GE	U.S.	53,086
5	Nokia	Finland	35,942
6	Toyota	Japan	34,050
7	Intel	U.S.	31,261
8	McDonald's	U.S.	31,049
9	Disney	U.S.	29,251
10	Google	U.S.	25,590



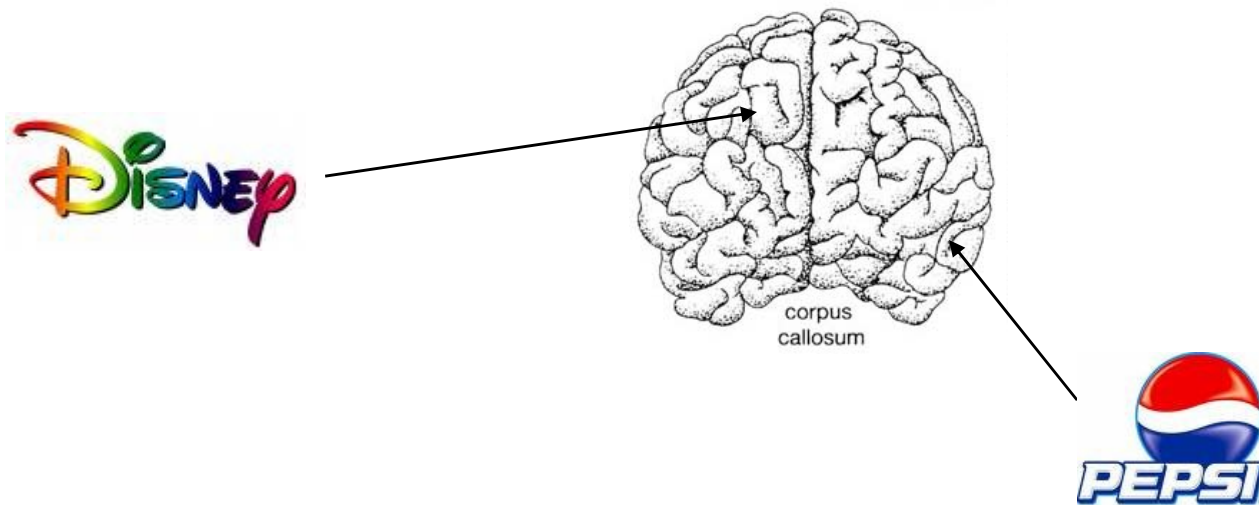
UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Strong brands differentiate offerings

- Strong brands “own” a place in people’s minds (e.g., customers, investors, tourists, citizens...)





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Taste Perceptions of Six Beer Brands When the Drinker *Does Not Know Which Brand He Is Drinking*



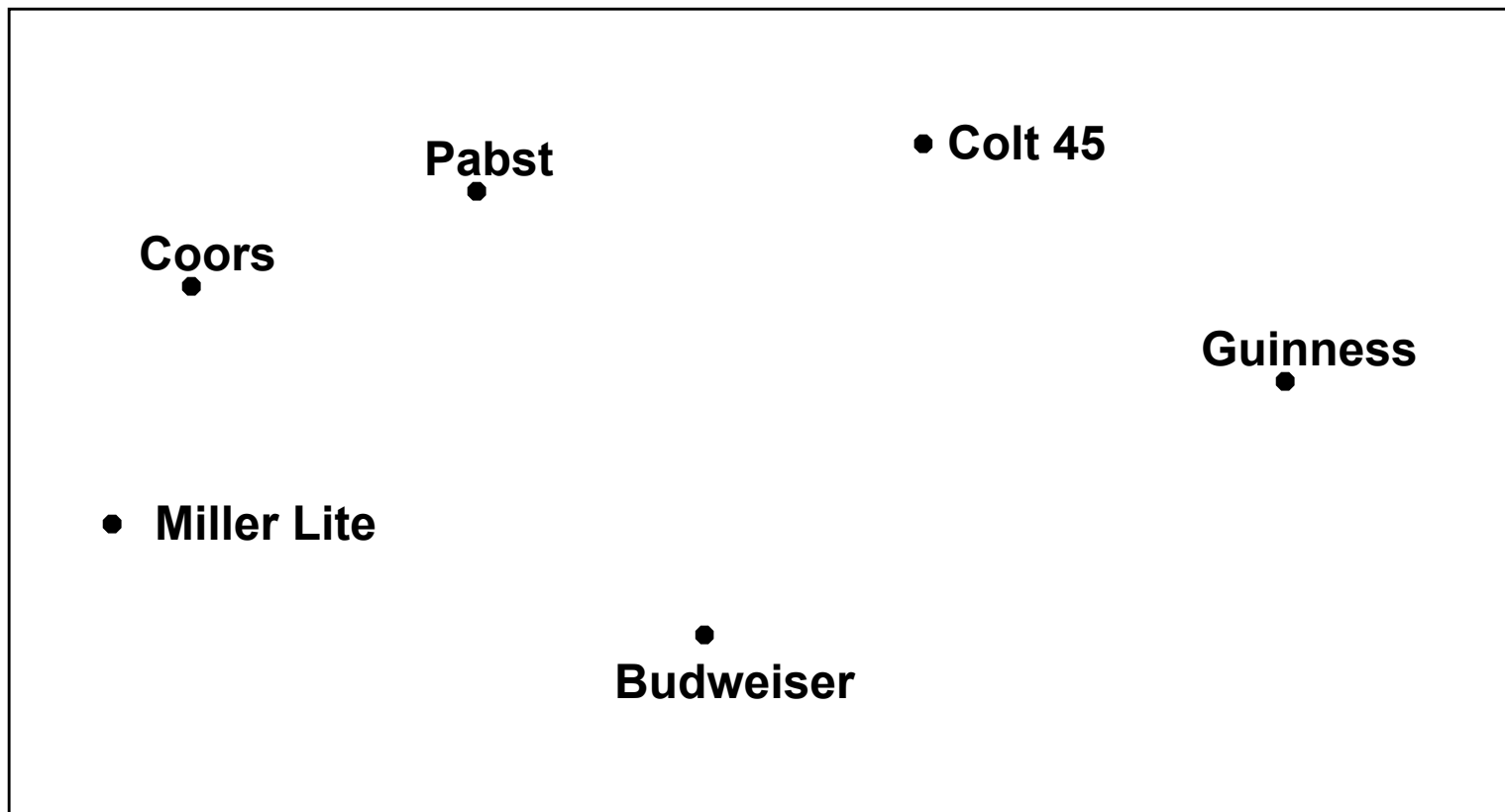


UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Taste Perceptions of Six Beer Brands When the Drinker *Knows Which Brand He Is Drinking*





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Consumers pay more for strong brands

a 3-star hotel
called *Fairfield Inn*



a 3-star hotel called
Fairfield Inn by Marriott



35% more !!



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Strong brands enjoy greater loyalty

- “Double jeopardy”
 - Market share + loyalty
- Weathering a crisis



10/10



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Strong brands increase marketing effectiveness

- Increased efficiency and effectiveness of marketing communications
- Greater trade cooperation and support

AVIS

We try
harder.

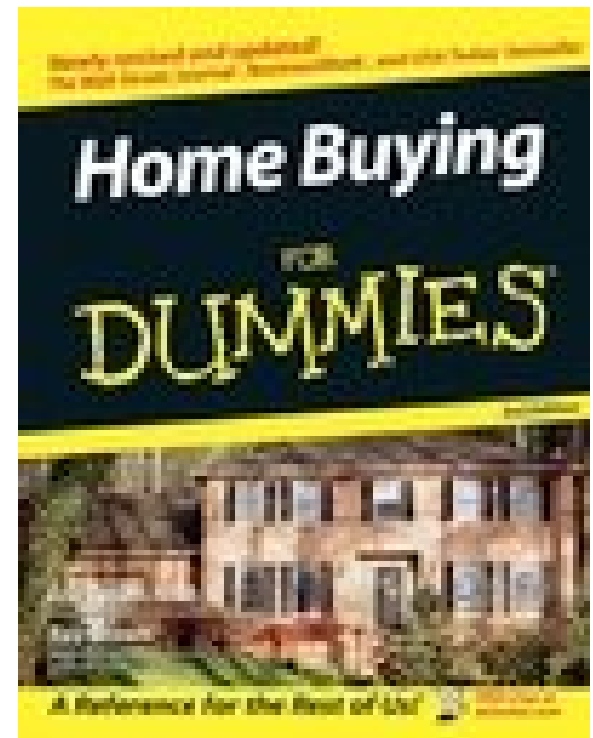
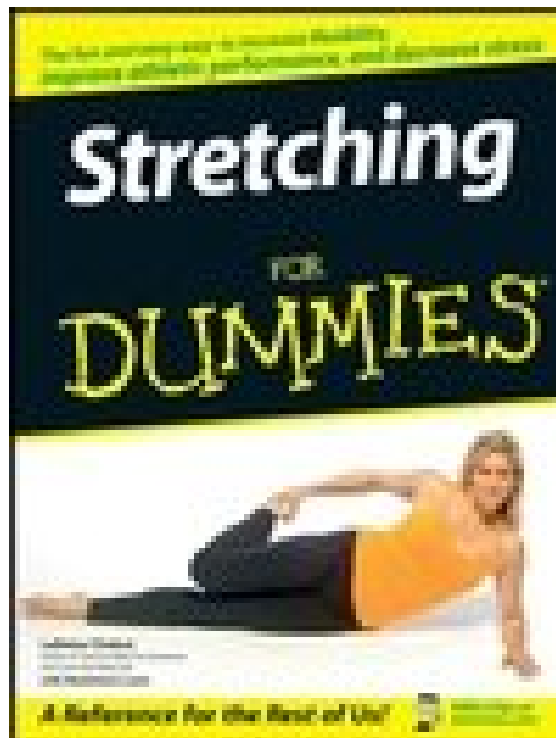
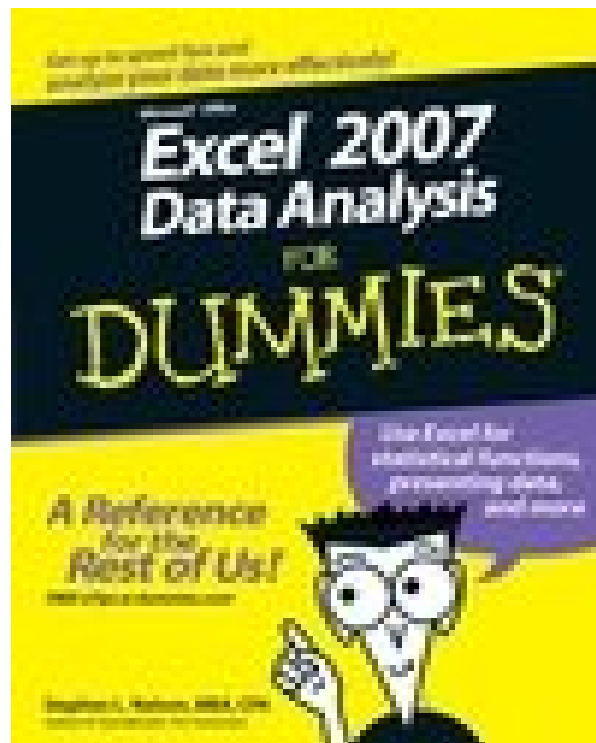


UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



A strong brand starts with a *meaningfully different* brand idea





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Meaningfully different brand idea

- VISA: “It’s everywhere you want to be”
 - Positions against American Express
 - Promise = universal acceptance
- Thailand is “southeast Asia’s premier destination”
 - Positions against other SE Asian destinations
 - Promise = outstanding hospitality

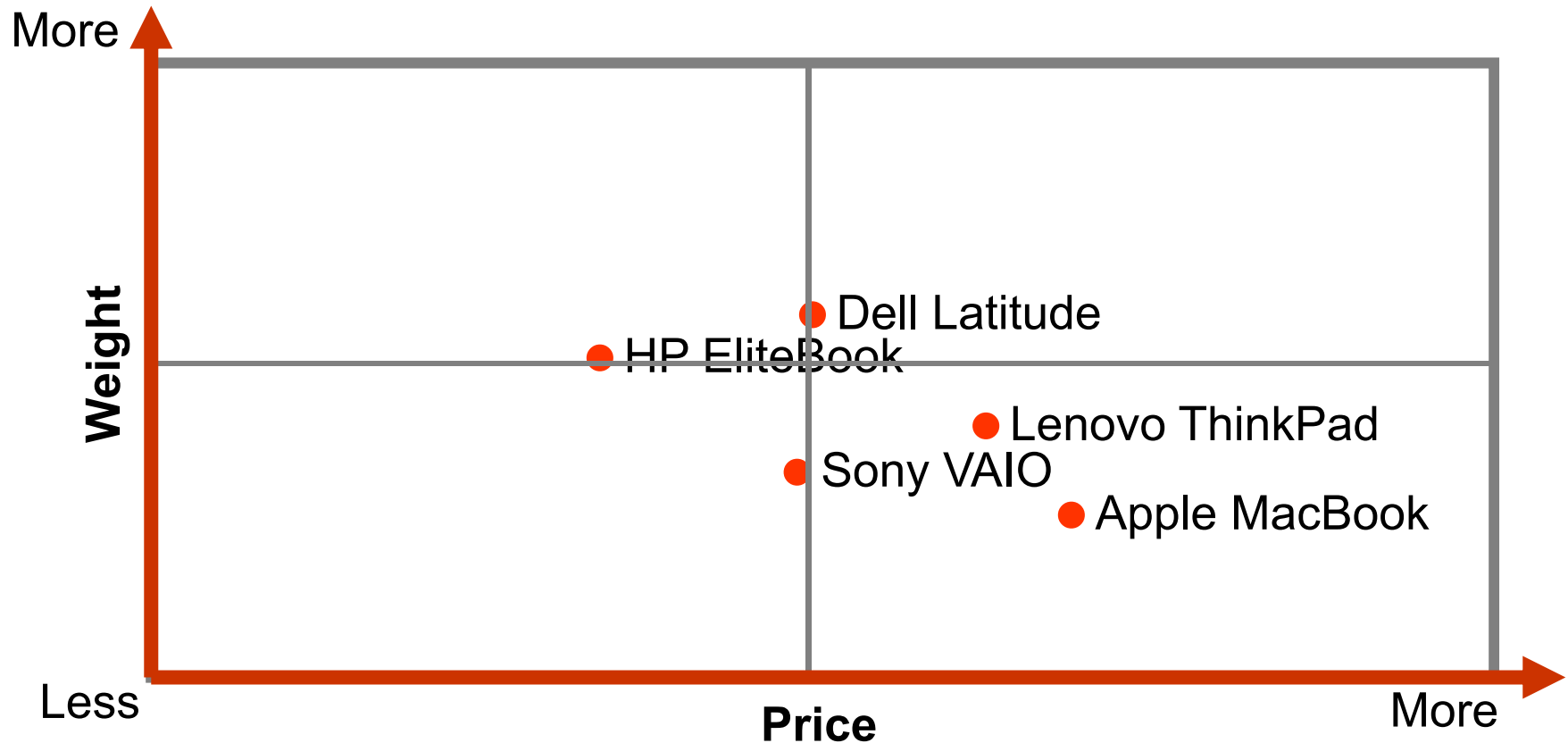


UNIVERSITY OF MARYLAND

ROBERT H. SMITH SCHOOL OF BUSINESS



Look for the different AND good





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Creating a strong brand position

- Who is the target customer?
- Who are the primary competitors?
- How is this brand different from its competitors (points of difference)?
- How is this brand similar to its competitors (points of parity)?



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Identifying target customers

- Vacationers
- Business travelers
- Residents and potential residents
- Trade partners/governments



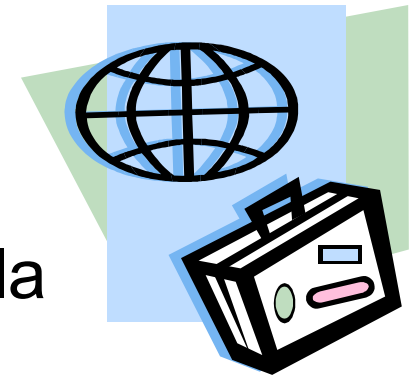
UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Identifying competitors

- Attribute-based competition
 - e.g., Thailand, Cambodia and Vietnam
- Benefit-based competition
 - e.g., Phuket, French Riviera, Anguilla
 - e.g., Chiang Mai, Orissa, Kyoto
 - e.g., Bangkok, New York, London





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Differentiating from competitors

- For _____ (target customers)
- Who are dissatisfied with _____
- Our product is a _____
- That provides _____
- Unlike _____ (competitors)



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Points of difference (POD)

- Consumers strongly associate this attribute/benefit with the brand
- Consumers evaluate this attribute/benefit positively

AND

- Consumers believe this attribute/benefit is *not* offered by competitors



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Criteria for POD

- Desirability
 - Relevance
 - Distinctiveness/
superiority
 - Believability
- Deliverability
 - Feasibility
 - Communicability
 - Sustainability



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Points of parity (POP)

- Product category POP
 - Characteristics consumers believe are necessary to be a legitimate offering in the category (i.e., “greens fees”)
- Competitive POP
 - Designed to negate competitors’ POD

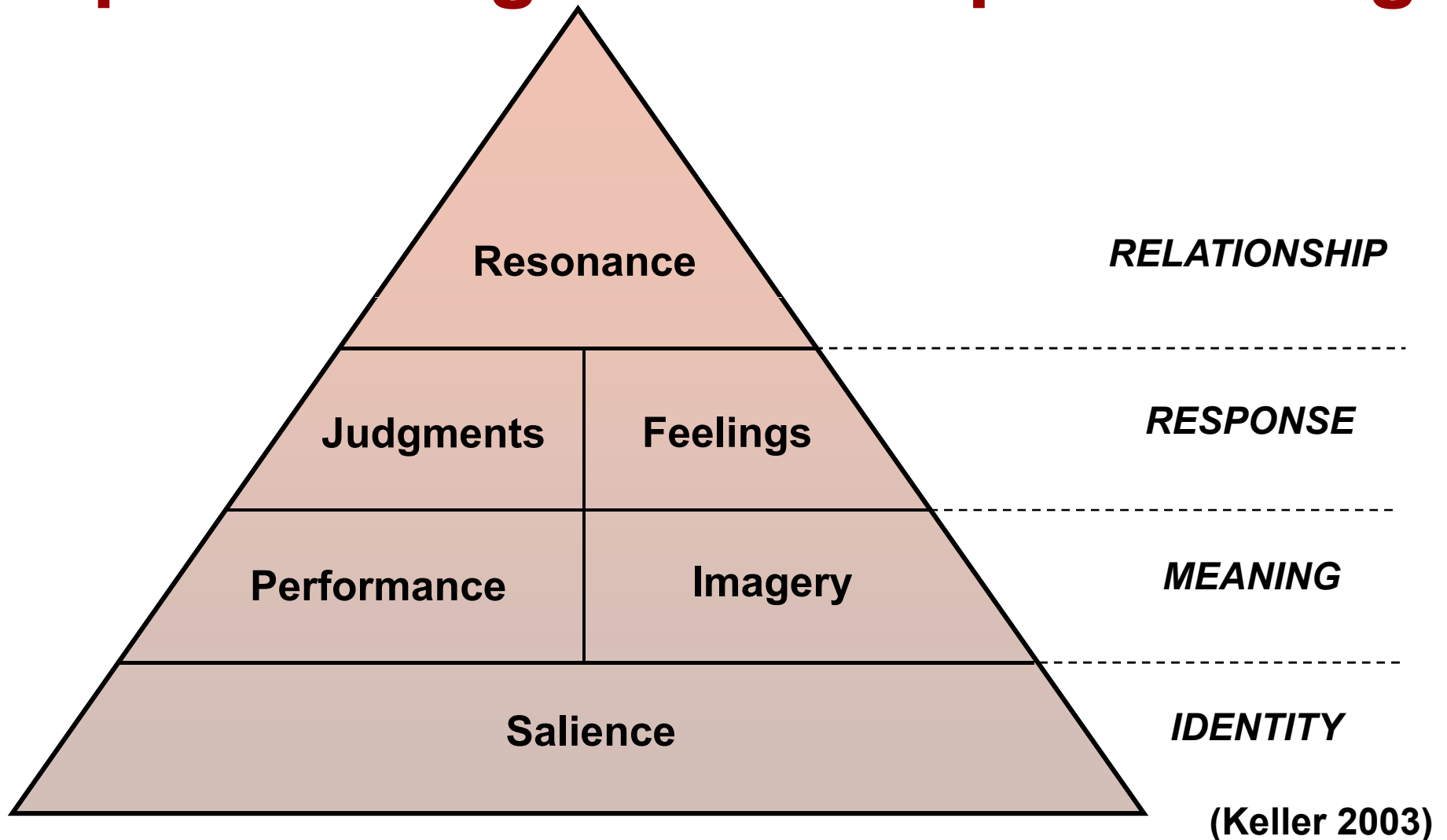


UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Implementing the brand positioning





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Brand salience

- Brand awareness
 - Recall vs. recognition
 - Depth of brand awareness
 - Breadth of brand awareness
- Is it possible to increase sales by changing only brand salience?





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Brand performance

- Primary ingredients and supplementary features, e.g.,
 - Reliability, durability and serviceability
 - Style and design
 - Price
- Favorable opinions about brand performance may or may not lead to sales





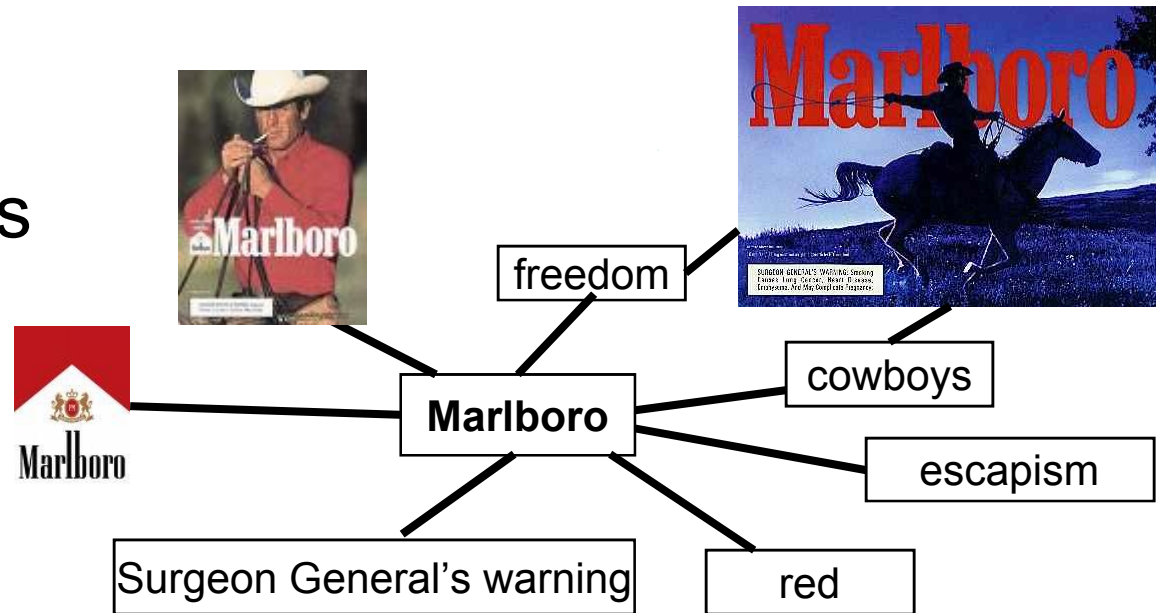
UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Brand imagery

- User profiles
- Purchase and usage situations
- Brand personality
- History and experiences





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Brand judgments

Equitrend Brand Quality and Equity 2006

- Brand quality
- Brand credibility
- Brand consideration
- Brand superiority

Rank	Brand
1	Reynolds Wrap Aluminum Foil
2	Ziploc Food Bags
3	Hershey's Milk Chocolate Candy Bars
4	Kleenex Facial Tissues
5	Clorox Bleach
6	WD-40 Spray Lubricant
7	Heinz Ketchup
8	Ziploc Containers
9	Windex Glass Cleaner
10	Campbell's Soups

(Harris Interactive 2006)



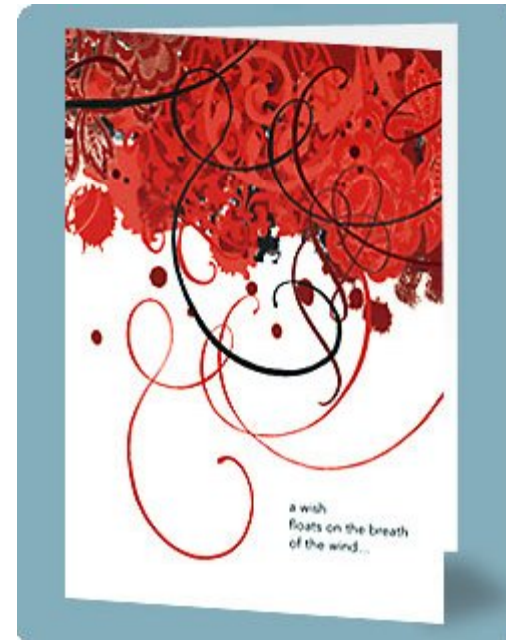
UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Brand feelings

- Warmth
- Fun
- Excitement
- Security
- Social approval
- Self-respect





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Brand resonance

- Behavioral loyalty
- Attitudinal attachment
- Sense of community
- Active engagement





UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS



Implementing the brand positioning

