

Breakthrough Brief: Brand Action Model

The Brand Action ModelSM is a sociological construct that provides a unique perspective on consumer relationships to brands. It is based on elements of the best of the Sociological Community Models.

Our approach offers fresh insights into consumer connections to brands. By understanding the social dimensions of branding, the model enables us to manage the impact of environmental influences and leverage them to build a brand community, complete with supportive institutions and brand partners.

For the advertising industry this is a new model for business success. The business benefits in taking this approach include:

- Building and maintaining enhanced client loyalty even in price sensitive markets
- Creating stronger more differentiated brand positioning
- Developing a stronger base upon which to build brand extensions

CURRENT PRACTICE BRAND ACTION MODELSM

Focus on end user/consumer	Convert the social system of value chain intermediaries, AND consumers to belief in the brand
Generating brand awareness and motivating behaviors of individuals	Building brand allegiance through end user/ consumer influencers and institutions
Communications creativity	Integrated communications strategy
Purchasing	Evangelizing value chain members
Focus groups, surveys	Addition of history, ethnography, cultural anthropology, participant observation, semiotics ²
Primary offering: advertising	Primary offerings: IBP Strategy and implementation + the ability to impact in-market activities = building brand community membership

¹ IBP means "Integrated Brand Promotion"

² The theory and study of signs and symbols, especially as elements of language

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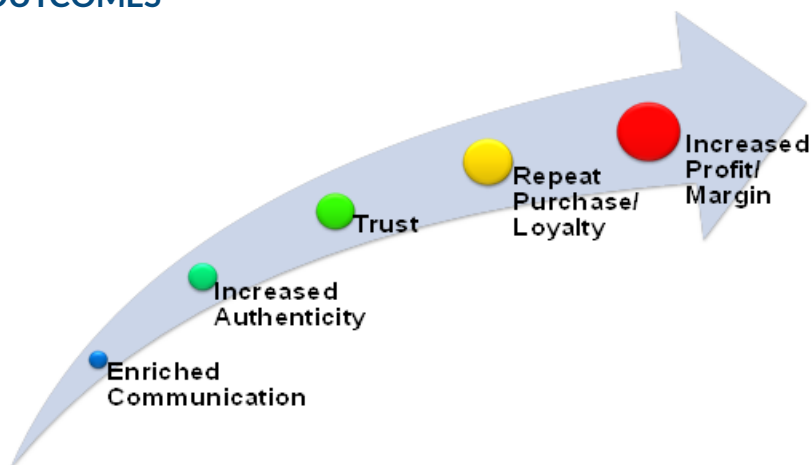
HOW IT WORKS

Every brand is part of a complex value chain. The key influencers in that chain are the social institutions and business organizations that mediate between the client and the end user, as well as the cultural context of values and meanings in which both operate. When consumers see the brand valued by consumers they care about, institutions they respect, and organizations they rely on to bring them products that fulfill their expectations, they value the brand all the more. When retailers or other intermediaries see the brand valued by consumers, they value it more. All parties exist in a social system in which they value each other more when they share common cultural perceptions.

When a brand's cultural meanings are embedded into consumer and intermediary cultures, then you have created a brand community. That community can be mobilized to amplify, protect and extend that brand's meanings to current and new constituents. The way we do that is by creating and using the tools below to develop unique insights about the brand's consumers, intermediaries and its cultural context:

- African American consumer panels
- Culturally defined anthropological databases
- Customer sociological segmentation that goes beyond traditional demographics and psychographics
- When needed, particular research tailored to identify the cultural significance of a brand's equity.

BAM OUTCOMES



By taking a social systems approach, we create multiple connections among the brand, the value chain intermediaries and the consumer. This brand community can be used to create unique, multi-dimensional value propositions for clients' brands and brand families.