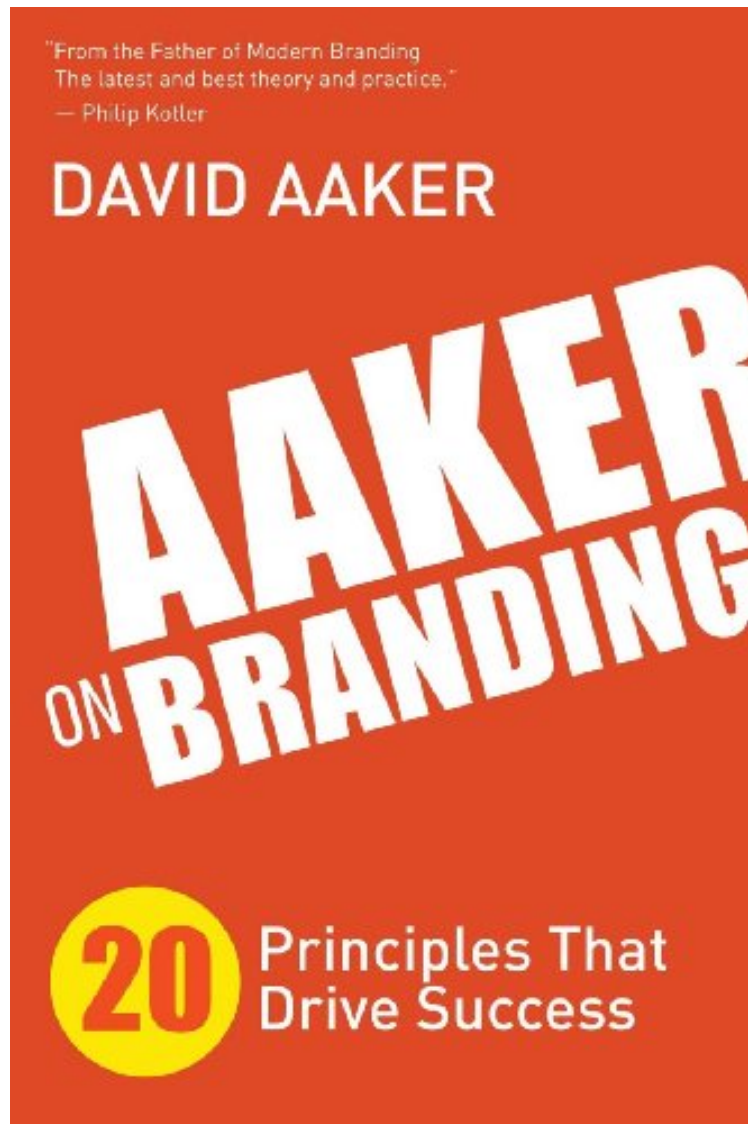


(Pdf free) Aaker on Branding: 20 Principles That Drive Success

## Aaker on Branding: 20 Principles That Drive Success

*David Aaker*

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**David Aaker : Aaker on Branding: 20 Principles That Drive Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Aaker on Branding: 20 Principles That Drive Success:

3 of 3 people found the following review helpful. A Concise and Lively Summary By Cannon Gray LLC Over the span of several decades, David Aaker has had considerable influence on marketing and marketing research. His new book, "Aaker on Branding", is a very concise and lively summary of his thinking on best theory and practice in branding. If you're working in marketing, marketing research or a related area, you might want to have a look. 4 of 5 people found the following review helpful. What is a brand, and why does it matter? By Cheryl Burgess, Co-Author-The Social Employee (McGraw-Hill 2013) Now on his ninth book, marketing and branding expert David Aaker (@DavidAaker)

hardly needs any introduction. Indeed, Aaker has contributed so much so often to the topic of branding that, by his own admission, getting through it all can be "a bit overwhelming." Enter Aaker on Branding: 20 Principles That Drive Success, a book designed to be both a standalone guide to the current branding landscape and a consolidation of ideas forwarded in his previous works. The result is a compelling, easy-to-read work that can either be read piece-by-piece or from cover to cover. With a wealth of sage advice and real-world examples on every page, you're sure to learn something no matter how you approach it. Aside from Aaker's sure, confident writing style, the book also benefits from having a compelling subject buoyed by sharp organization. As Aaker puts it in his introduction, "Brands and brand strategy are simply fun and interesting. Many a time has a CEO allocated half an hour to a brand strategy session and end up staying for hours affirming on their way out that the session was the most fun time working in months." Indeed, branding is interesting, and as Aaker on Branding demonstrates, it has become the central most important consideration for businesses in any industry. But how do you make your brand shine? What is a brand, and why does it matter? Aaker wastes no time establishing the importance of branding, leading the book off with the statement, "Far more than a name and logo, [a brand] is an organization's promise to a customer to deliver what the brand stands for not only in terms of functional benefits but also emotional, self-expressive, and social benefits." And as Aaker explains in the book's opening chapter, this knowledge turns brands into assets that drive strategy. The result of this understanding is that branding efforts over the past 25 years have been shifting from "tactical and reactive to strategic and visionary." Such a shift has had a profound shift on both organizational and marketing strategy. More recently, this shift has corresponded with the rise of social technologies, a process which we detail in our book *The Social Employee* (McGraw-Hill, 2013). In order to accomplish this, marketers must be guaranteed a seat at the strategy table, as internal branding becomes just as essential as external branding. Says Aaker, "The brand will only deliver on the brand promise if the employees believe and live the brand in all the customer touchpoints." A visionary branding strategy involves widespread buy-in to an organization's mission, vision, and values. Without a brand vision, one fundamentally established in how your organization operates, your brand either won't be able to distinguish itself or it will be making promises and projecting an image that it can't live up to. Says Aaker, "When the brand vision is spot on—it will reflect and support the business strategy, differentiate from competitors, resonate with customers, energize and inspire the employees and partners, and precipitate a gush of ideas for marketing programs. When absent or superficial, the brand will drift aimlessly and marketing programs are likely to be inconsistent and ineffective." Aaker lays out a process for creating a compelling, actionable brand vision that is memorable and actionable, inspirational and practical. While the essence of a brand vision can be summed up in a brief statement, Aaker recommends creating between six and twelve vision elements and then organizing them into a core tier and a secondary, extended tier. Building a brand vision, a set of organizational values that Aaker says "implies a promise to customers and a commitment by the organization," brings with it a strategic imperative. An organization has to be able to deliver on whatever promise is being made to its stakeholders. If it is not positioned to do so, it is all but guaranteed to alienate those stakeholders as it fails to live up to its promise. And once this has happened, once customers, employees, or both have lost faith in a brand, building that trust back can be nothing less than a Sisyphean task. Brand Energy and Sweet Spots By establishing core brand values, brands will have a better idea of what they need to do in order to create "brand energy." This energy is how a brand connects with its customers. In B2C organizations, this often involves the development of a distinct brand personality, an identity that speaks not just to what that company does, but also to how it shares values, passion, and concerns with its target community. To illustrate how powerful this can be, Aaker discusses the brand-as-personality. If you were talking to your brand as a person, what would they say to you? As Aaker explains, "Exploring what a brand-as-person might say to you can be a good way to uncover emotional response to brands." Almost certainly, some of the answers are likely to surprise you, and as Aaker explains through the story of a well-known credit card company, sometimes the same brand personality traits can lead to very differing perceptions. Another way to build brand energy and cement a positive, activated personality is to find customer "sweet spots." How can your brand connect with your stakeholders in areas such as self-identity, lifestyle, or other cultural values? As Aaker explains, sometimes finding these sweet spots is a natural extension of your brand, such as the "Pampers Villager" set up by Pampers in order to provide the go-to resource for childcare questions for parents. For other brands, the connection might not be as obvious in relation to a brand's product offerings, though it will still be able to resonate with consumers along key elements of your brand's vision. Such is the case with Red Bull, a beverage brand that actively sponsors events and activities centered around an active, no-holds-barred lifestyle. Aaker's example of Dove's "Real Beauty" campaign was also especially eye-opening. The key is that having good perception of your brand isn't always enough. Being able to define what you do and actively seek opportunities to engage others is where the real energy comes from. So while each of Aaker's 20 tips is a wealth of sound advice in its own, it's the synergy of these tips, the idea that each builds off the other, that can really produce magic for a brand.

0 of 0 people found the following review helpful. Five Stars By Jackal Really nice thank you.

Aaker on Branding presents in a compact form the twenty essential principles of branding that will lead to the creation of strong brands. Culled from the six David Aaker brand books and related publications, these principles provide the broad understanding of brands, brand strategy, brand portfolios, and brand building that all business, marketing, and brand strategists should know. Aaker on Branding is a "go-to" source for how you create and maintain strong brands and synergetic brand portfolios. It provides a checklist of strategies, perspectives, tools, and concepts that represents not only what you should know but also what action options should be on the table. When followed, these principles will lead to strong, enduring brands that both support business strategies going forward and create coherent and effective brand families. Those now interested in and involved with branding are faced with information overload, not only from the Aaker books but from others as well. It is hard to know what to read and which elements to adapt. There are a lot of good ideas out there but also some that are inferior, need updating, or are subject to being misinterpreted and misapplied. And there are some ideas that, while plausible, are simply wrong if not dangerous—especially if taken literally. Aaker on Branding offers a sense of topic priorities and a roadmap to David Aaker's books, thinking, and contributions. As it structures the larger literature of the brand field, it also advances the theory of branding and the practice of brand management and, by extension, the practice of business management.

"Nobody knows brand strategy better than David Aaker. Aaker has taken all of the essential principles of branding and collapsed them into one epic brand book. Whether you're a seasoned brand marketer or just getting started, this book will provide you with a practical path to creating, nurturing and leveraging strong brands." ---Ann Lewness, CMO Abode Technology "Professor Aaker has truly given the business world a gift: A highly concise and wonderfully cogent and insightful tutorial on the principles of brand stewardship and leadership." ---Joseph V. Tripodi, Chief Marketing and Commercial Officer, Coca-Cola "David Aaker is one of my favorite brand authorities because he understands that the modern brand is an asset that should create value and drive strategy for corporations. His latest treatise is brand dynamite." ---Beth Comstock, CMO "I am a devoted user of David Aaker's work over many years, I like many of you have benefitted from his insights in chunks. Here those chunks are all pulled together, and seasoned with years of his own applied work. It's just outstanding." ---Richard Lyons, Dean, Berkeley-Haas School of Business Administration "Addresses ten strategic brand challenges including created a compelling brand vision, getting digital brand building right, and building the brand internally." ---MaryKay Kopf, Global CMO of the Electrolux Group "David's new book is for learners and experts alike; a knowledge center for branding principles and strategies every marketer needs to know and practice. Why go anywhere else?" ---Elisa Steele, CMO Consumer Apps and Service, Microsoft "Provocative, rooted in substance, a guiding star for modern marketers!" ---Steven Althaus, Director of Brand Management "David Aaker provides 20 core principles and practical steps to create, enhance and leverage powerful brand asset, which can bring sustainable growth. It is a must read for businessman who want to find a key to future success led by power of brand." ---Sue Shim, Global CMO, Samsung Electronics "David Aaker has created a must-read review of enduring principles and current challenges for 21st Century marketers." ---Larry Light, Former CMO McDonalds "David Aaker's many books have been helpful guideposts for my career in business and marketing. Here is a great book that succinctly summarizes what he has learned in his storied career about building enduring, successful brands. Apply David's 20 principles, and your brand will be more successful, and you will be a better leader guaranteed!" ---Jim Stengel, Former Global Marketing Officer "I found the book to be compelling reading for any CMO in this ever changing time and world. It touched raw nerves of challenges we are facing as a company and increased my to do list. And it connected the dots of the evolving role of marketers in organizations." ---John Wallis, CMO Hyatt Hotels Corp "The real test of marketing genius is not to produce a successful product but to build a lasting brand. Dave Aaker has done more to help us understand brand building than anyone else." ---Philip Kotler, co-author of Marketing Management, 14th ed. About the Author David Aaker, recognized authority on branding, has written six books on brands and brand strategy and another twelve on related topics that together have sold well over one million copies. He developed several concepts including the "Aaker" brand vision model, branded energizers, branded differentiators, the brand relationship spectrum, and framing a category. Aaker is the Vice-Chairman of Prophet, a brand and strategy consultancy, and Professor Emeritus of Marketing Strategy at the Haas School of Business, UC Berkeley. The winner of three career awards for contributions to the science of marketing (the Paul D. Converse Award), marketing strategy (the Vijay Mahajan Award), and the theory and practice of marketing (the Buck Weaver Award), he has published over one hundred articles and seventeen books including "Strategic Market Management" 10th edition, "Managing Brand Equity," "Building Strong Brands," "Brand Leadership" (co-authored with Erich Joachimsthaler), "Brand Portfolio Strategy," "From Fargo to the World of Brands," "Spanning Silos," "Brand Relevance," and "Three Threats to Brand Relevance." His books have been translated into eighteen languages and sold well over one million copies. Named as one of the top five most important marketing/business gurus in 2007, David Aaker has won awards for best article in the "California Management " and (twice) in the "Journal of Marketing." A recognized authority on brand equity and brand strategy, he has been an active consultant and speaker throughout the world. A regular columnist for AMA's "Marketing News," he writes the Aaker on Brands blog at [davidaker.com](http://davidaker.com) and

for the HBR.org blog.