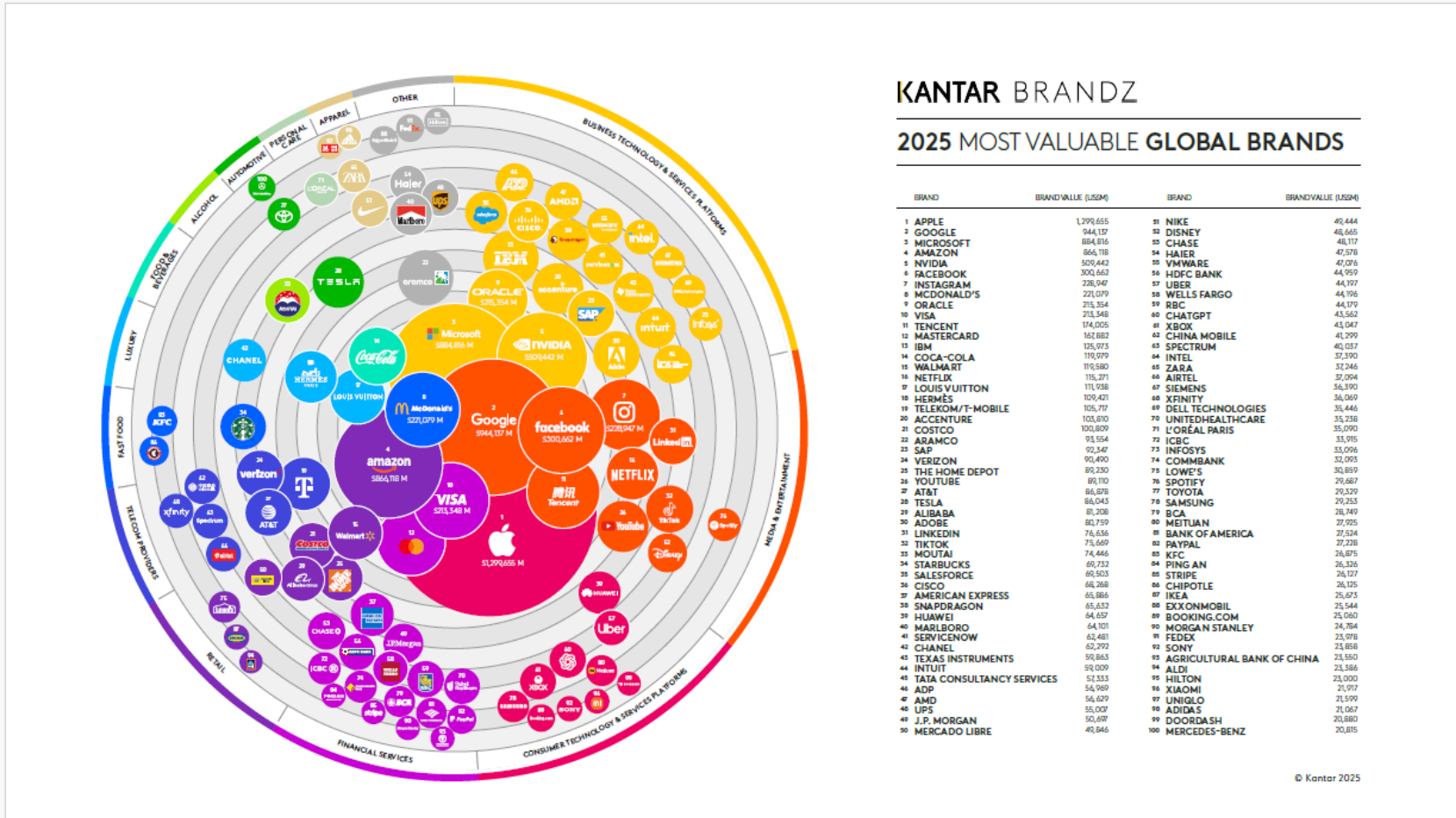


“ Your brand is what other people say
about you when you’re not in the room.”
Jeff Bezos

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B R A N D





source : Kantar BrandZ 2025

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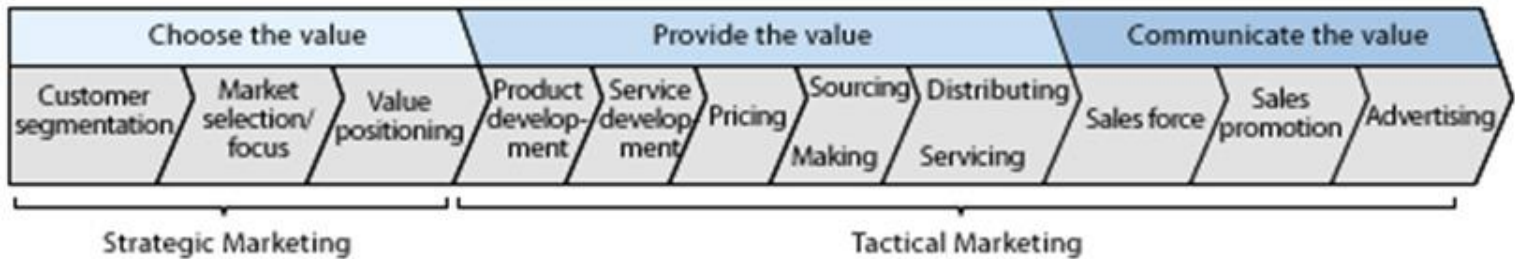
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(a) Traditional Physical Process Sequence

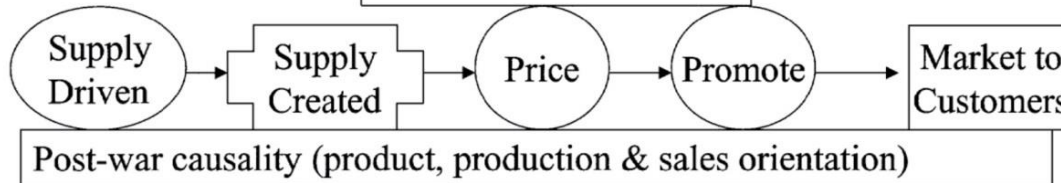


(b) Value Creation and Delivery Sequence

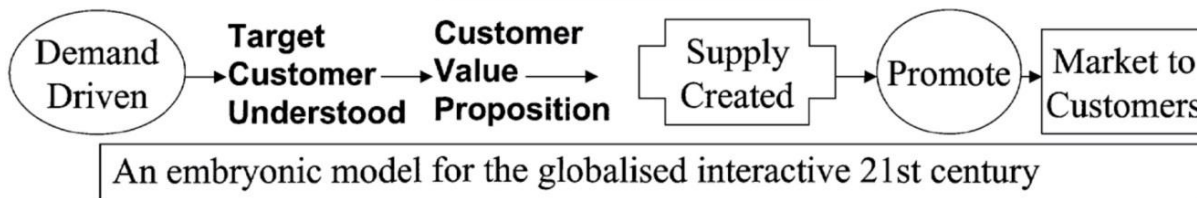


4P's Approach

Model 1: 1960-1980



Model 2: 1990-2000>>>



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(source: Kotler & Keller, 2009; AMA)

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Product

Customer
Solution

Price

Customer
Cost

Place

Convenience



(source: Schultz, Tannenbaum, & Lauterborn, 1993)

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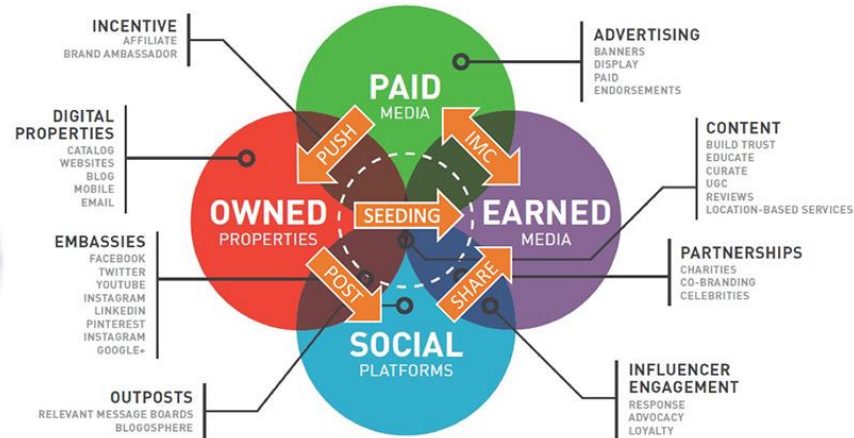


Promotion

Marketing Communication



Digital Marketing Strategy (4 Media Elements)

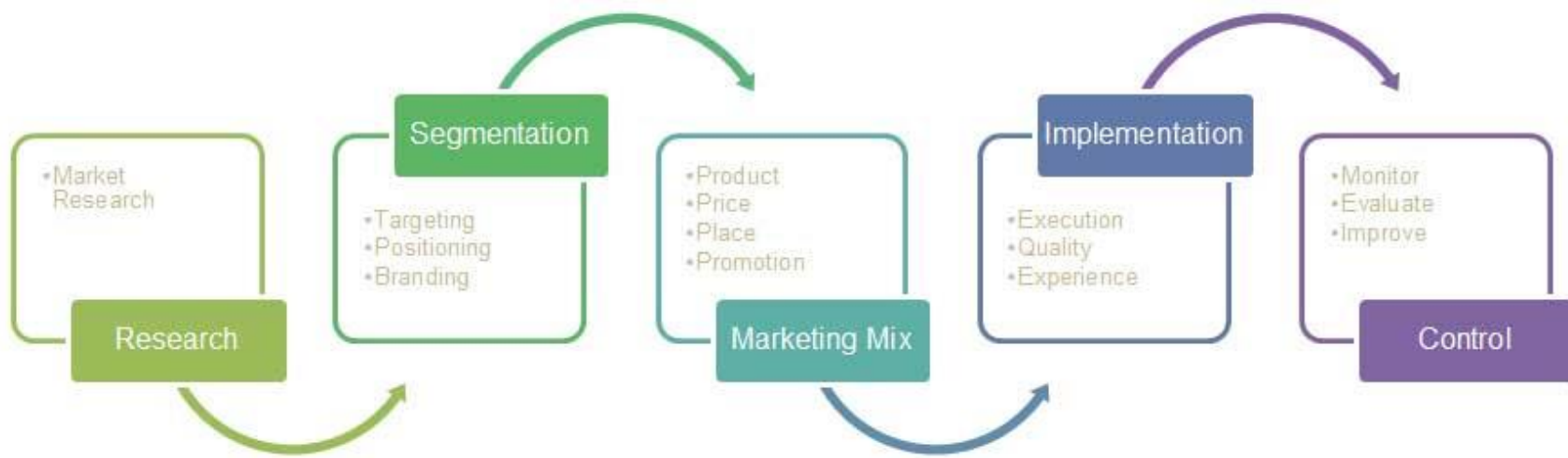


(source: Schultz, Tannenbaum, & Lauterborn, 1993); Shimp, 2000)

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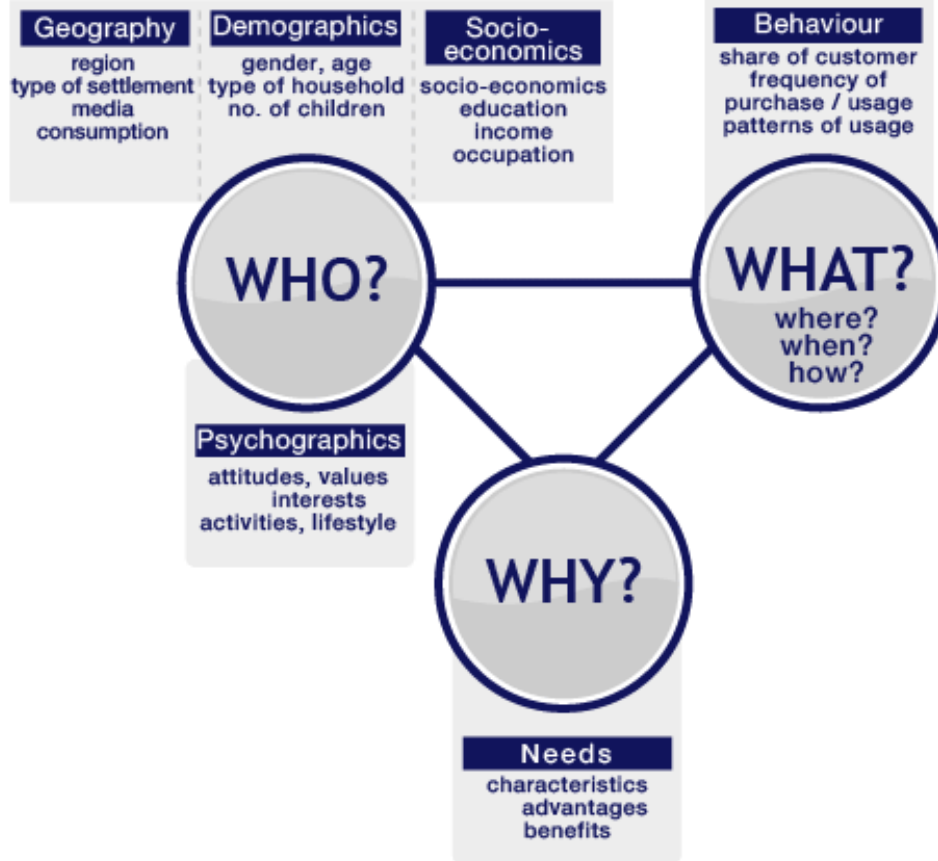
(source: Kotler & Keller, 2009)

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Segmentation

a group of customers who share a similar sets of needs and wants.



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The part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrates an advantage over competing brands.

The act of designing the company's offering and image to occupy a distinctive place in the mind of the target market.

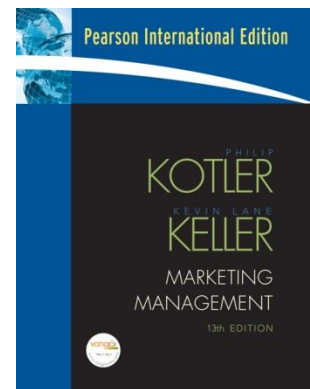
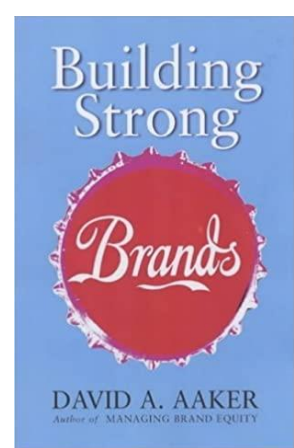
Brand Positioning

takes the basic tangible aspects of the product and actually builds the intangibles in the form of an image in people's minds.

(source: Aaker, 1991;
Kotler & Keller, 2003; Temporal, 2010)

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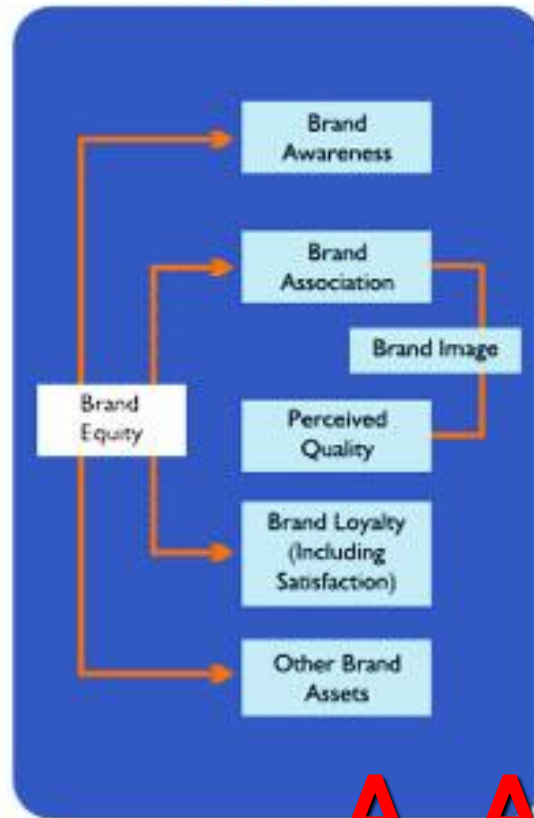
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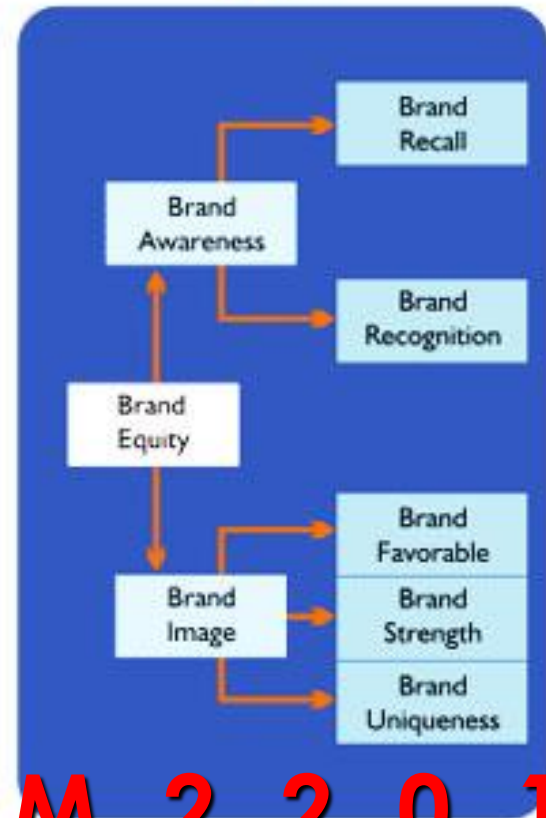
Brand Equity

a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers.

Brand Equity Measurement
By Aaker

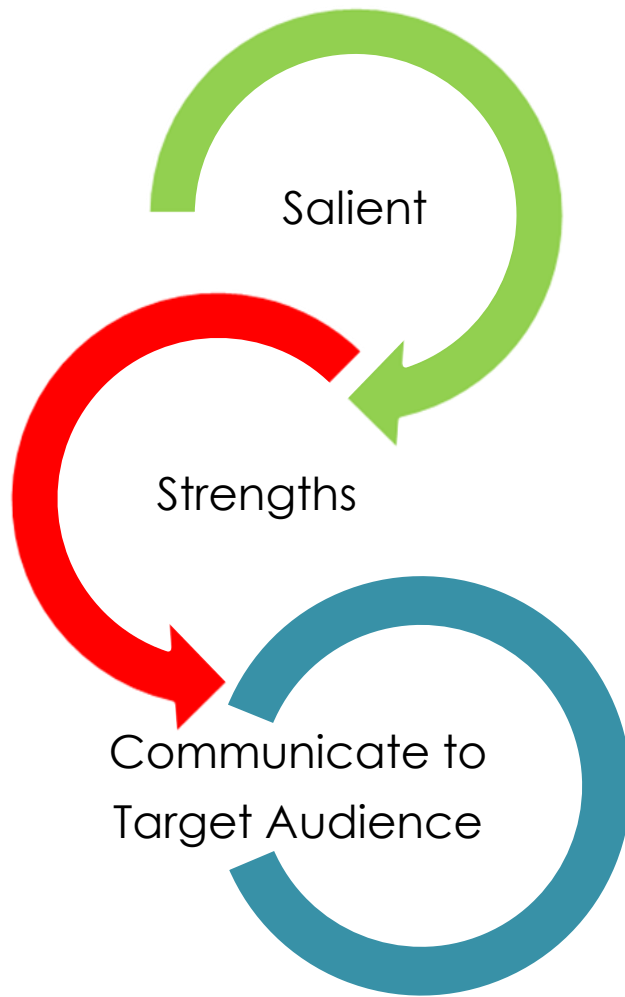


Brand Equity Measurement
By Keller



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Brand Positioning

Emphasizing the distinctive characteristics that make it different from its competitors.

Brand Identity

Express the brand's tangible & intangible characteristics.

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(source: Temporal, 2010; Kapferer, 2008) DUSADEE.NI@SSRU.AC.TH



A Brand Personality Framework

(J Aaker , 1997)



Brand Personality

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