

# **Branding in the Classroom**

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# Today's Session

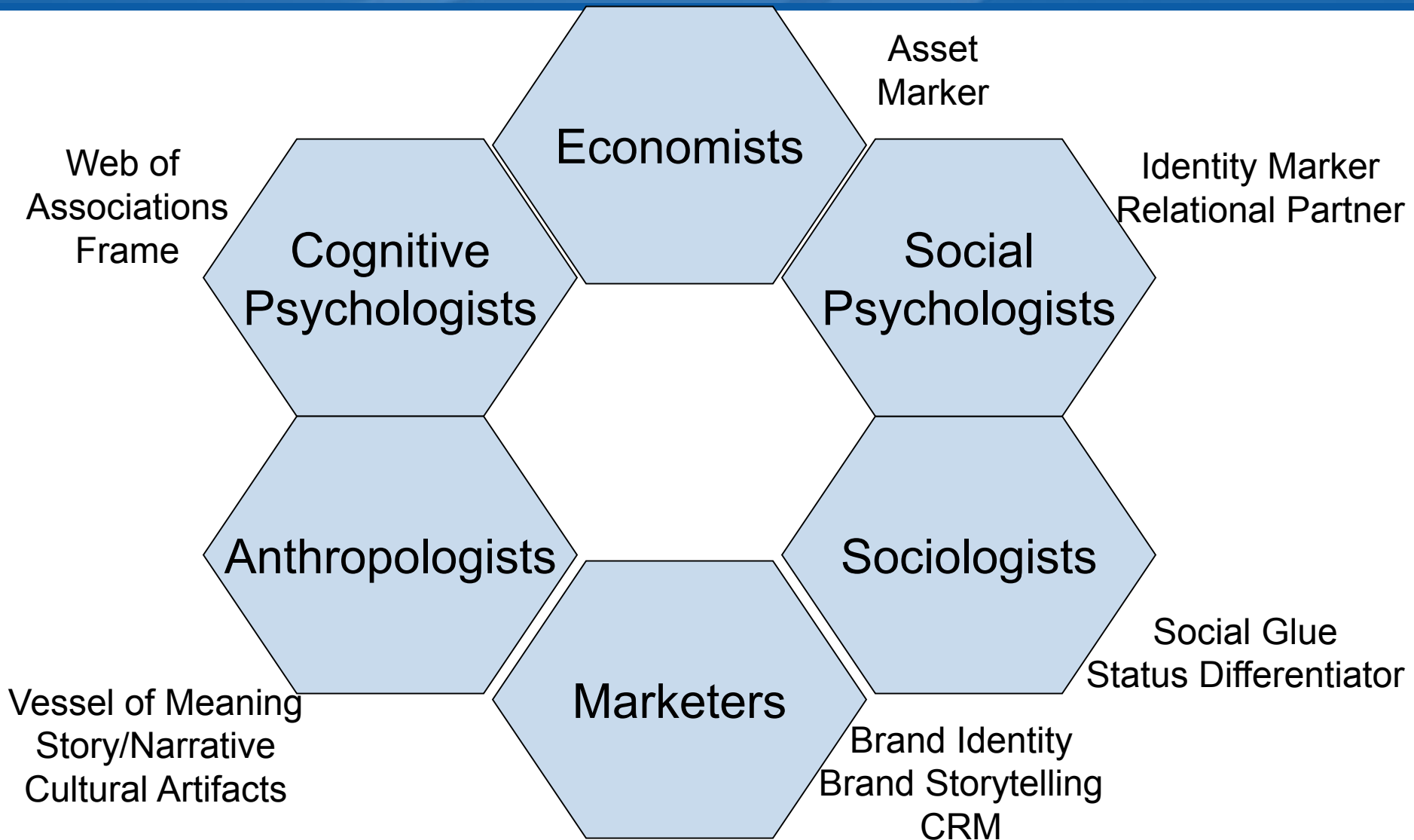
- ▶ What to teach
- ▶ How to teach it
- ▶ Resources

# What is a brand?

# Why can't most brand managers manage brands?



# Managing brands requires a multidisciplinary perspective



# Why can't most professors teach branding?



# What to teach

## ▶ Topical Coverage

- Module 1: Creating Value with Brands
- Module 2: Crafting the Brand Story
- Module 3: Consumers and Their Brands
- Module 4: Managing Brands
- Module 5: Consumer Co-Creation of Brands

# What to teach

- ▶ Creating Value with Brands
  - The Power of Brands
  - The Meaning of Things in Consumer Culture
  - Conceptualizing Brand Equity
  - Measuring Brand Equity
  - Brands as Financial Assets



# What to teach

## ▶ Crafting the Brand Story

- Creating Brand Identity
- Personifying the Brand through Personality and Biography
- Brand Storytelling and Creative Appeals
- Archetypes and Deep Metaphors
- Cultural Branding and Identity Brands
- Changing the Storyline
- The Anti-Brand
- Social Mission Branding

# What to teach

- ▶ Consumers and Their Brands
  - What Brands Do to Us
  - Selling and Buying a Lifestyle
  - Striving for Distinction
  - Brands on the Brain
  - Consumer-Brand Relationships and Brand Loyalty
  - Customer Relationship Management (CRM)
  - Firing Your Customers
  - The Dark Side of Branding

# What to teach

## ▶ Managing Brands

- Brand Architecture
- Managing Brands Over Time
- Managing Heritage Brands
- Repositioning Brands
- Leveraging Brands via Extension
- Killing and Resurrecting Brands
- Managing Brand Crises
- Countering Counterfeits

# What to teach

- ▶ Consumer Co-Creation of Brands
  - Brands in a Web 2.0 World
  - Building Brands in Social Media
  - Open Source Branding and Consumer Generated Brands
  - Viral Marketing and Stealth Marketing
  - Subcultures of Consumption and Brand Communities

# How to teach it

- ▶ Lecture
- ▶ Discussion
- ▶ The Case Method
- ▶ Exercises and Simulations
- ▶ Action Learning
- ▶ Guest Speakers

# Exercises

- ▶ Brand association exercise
- ▶ Brand personality exercise
- ▶ Brand identity exercise
- ▶ Brands in culture exercise
- ▶ Logorama exercise
- ▶ Brand community lab
- ▶ Branding in virtual worlds lab
- ▶ Uncovering the unconscious lab

# Projects

- ▶ Brand blog project
- ▶ Brand repositioning, revitalization, and rebranding project
- ▶ Brand relationship strategy project
- ▶ Brand portfolio strategy project
- ▶ Brand community project
- ▶ Brand alignment project
- ▶ Corporate brand planning project

# Resources

- ▶ [www.brandrelationships.org](http://www.brandrelationships.org)
- ▶ Keller “Strategic Brand Management”
- ▶ Kapferer “Strategic Brand Management”
- ▶ David Aaker’s Books on Branding
- ▶ Wipperfurth “Brand Hijack”
- ▶ Holt “Cultural Branding”
- ▶ *Advertising Age*
- ▶ *AdWeek*
- ▶ *BrandChannel*



