



MARK 323 TUTORIAL 2

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TODAYS TUTORIAL

Discussions and more discussions!

Q + A for your assignment (next tutorial is
6 weeks away)

WHAT IS GENERICIDE? OR GENERICIZATION / GENERALISATION

You might not know the meaning but you will definitely know brands that this applies to.

Genericide or Genericization is the process in which a trademark or proprietary name becomes widely perceived as a common noun or verb describing the type of product or service.

For example: Post-It Notes, Band-Aid

GROUP DISCUSSION

10 - 15 minutes

In groups, find a product or service that has undergone genericization.

Discuss reasons why this may or may not be good for the brand, look at what genericide means for Points-of-Parity and Points-of-Difference as well as Brand Equity

PEER DISCUSSION

10 - 15 minutes

In groups:

Using WOW (World of Wearable Art) use the six band building blocks (the brand resonance pyramid) to illustrate how the brand achieves significant brand equity.



WHAT IS THE BRAND RESONANCE PYRAMID

Does anyone know the brand resonance
pyramid?

THE BRAND RESONANCE PYRAMID

Has a few names, either the:

Brand Resonance Pyramid

Consumer-Based Brand Equity Pyramid (CBBE)

Keller's Brand Equity Model

WHAT IS BRAND EQUITY?

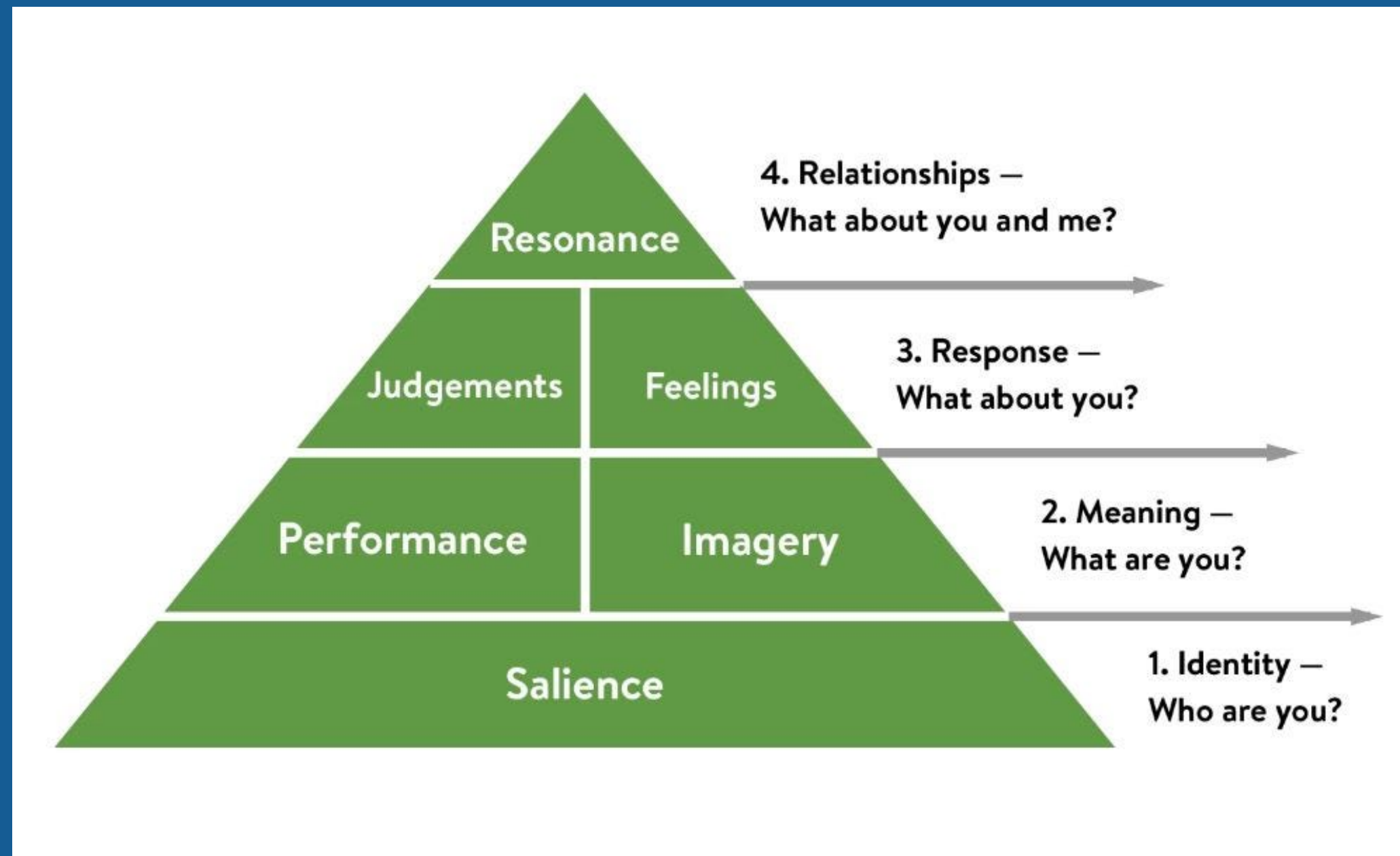
An illustration on a light blue background depicting brand equity. A woman sits on a large laptop, holding a megaphone. To her left, a man holds a glowing lightbulb. To her right, a woman holds a target. The scene is surrounded by icons for communication (speech bubbles), data (bar chart), and people (silhouettes).

Brand Equity
['brand 'e-kwə-tē]

A value premium that a company generates from a product with a recognizable name when compared to a generic equivalent.

 Investopedia

THE BRAND RESONANCE PYRAMID

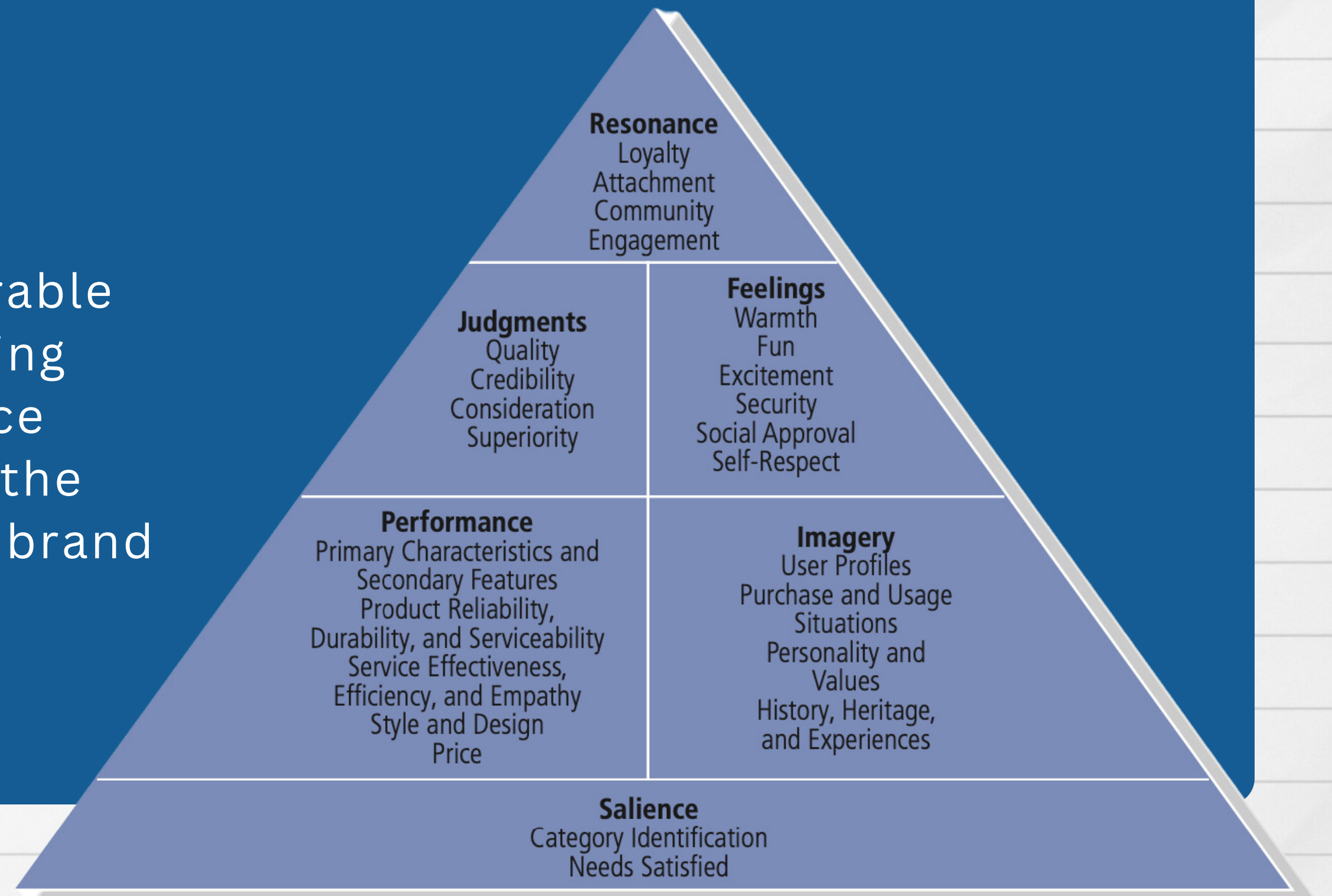


THE BRAND RESONANCE PYRAMID

10 - 15 minutes

In groups:

Using WOW (World of Wearable Art) use the six band building blocks (the brand resonance pyramid) to illustrate how the brand achieves significant brand equity.



GROUP DISCUSSION

10-15 minutes

How do the hurricanes demonstrate brand resonance? How is it characterized?

