



Book Review: 24 Brand Mantras - Finding a Place in the Minds and Hearts of Consumers

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ABSTRACT *24 Brand Mantras- Finding a Place in the Minds and Hearts of Consumers* written by Jagdeep Kapoor and published by SAGE Publications India Private Ltd, New Delhi in the year of 2009. Total Pages are 103 and the price is Rs.195. ISBN of this book is 978-81-7829-943-3

The book is divided into two parts namely, Brand Mantras for the Minds and Brand Mantras for the Hearts. Each part consists of 12 Mantras. Let us review the author's view on the 24- Brand Mantras.

BRAND MANTRAS FOR THE MINDS

Mantra-1: TO BUILD A BIG BRAND, ADOPT A SHORT BRAND NAME

Author opined that organizations need to have a short brand name, in order to build a big brand. Further author pointed out the four advantages offered by short brand names as follows: 1. It can be easily pronounced and Consumers can ask for it comfortably, 2. It increase recall amongst the clutter of competitive brand, 3. It goes a long way in building big brands and great business, 4. Purity of the brand name is retained. Ex: Zee, Lux, Yahoo.com.

Mantra-2: DO NOT LET JAZZY RESEARCH REPLACE COMMON SENSE

Author emphasized that, many a time, brand can win if they use common sense, and they do not let jazzy research. In Brand Mantra -2, author suggests that research findings need to be tempered with a little bit of common sense, in order to be a successful brand. It must go hand in hand with common sense.

Mantra-3: USE BENEFIT SEGMENTATION TO BUILD BRANDS

Author suggested benefit segmentation as a brand mantra to build brands and also he mentioned that how brands like Dettol, Vicks Vaporub, Moov, Krack have used benefit segmentation to place their brands in the minds and hearts of the consumer.

Mantra-4: SAMPLE, TO SELL AMPLE

Sampling can be even more powerful than advertising. Author explained how sampling leads to sales with example of Maggie noodles; Kellogg's and also suggested how the film industry can use clips of film as sampling promotion material.

Mantra-5: DO NOT HESITATE TO COMMUNICATE

Communication helps to connect the brand and its benefits to the minds and hearts of the consumer. Author explained four fear factors that make the entrepreneurs hesitate to communicate namely 1. Every one knows that how good the company's product is, then more players will jump in to fray, 2. Communication and advertising will make the tax man turn in to company's way, 3. Practising Communication for a product means that it is not as good as it claims to be, 4. Communication is high-spending advertising

Mantra-6: LIKE SALT USE ADVERTISING IN THE RIGHT PROPORTION

Author stressed that advertising has to be used like salt in the right proportion. He means it in terms of 1. An absolute

concept which has to be translated in to advertising spends. 2. Proportion of advertising to other elements of the communication.

Mantra-7: WHAT IS VISIBLE, SELLS

Marketers who make their brands visible are likely to be more prosperous. High visibility will make the brand market leader with vibrant sales. Ex: Britannia, Bingo, Nakshatra, Tanishq and Navneet Publishing.

Mantra-8: BRAND IMAGES ARE FRAGILE, HANDLE WITH CARE

Be it product or service, brand images are fragile and it must be handled with great care. Caution must be exercised and every precaution taken must be in line with the fragile brand image and should be handled with care. Ex: Bisleri's tamper proof pack with breakaway seal and Ford's recall of cars due to faulty tyres.

Mantra-9: YOUR CONSUMER'S NEED COME FIRST

In Brand Mantra -9, author suggests that greed and profiteering will only address the short term. It is the responsibility of the company to ensure that consumers' needs are met. It is very important that in brand building, you must place the consumers' needs first as we all know that consumer's are kings.

Mantra-10: DO NOT UNDER PRICE YOURSELF

Author insisted that it is important to have appropriate and relevant pricing in spite of low prices. Author opined that pricing must be seen in relation to its target audience. Appropriate and relevant pricing is the right one, keeping in mind the brands perceived value. Over pricing also is not the answer. Do not under price yourself or you will lose out in more ways than one.

Mantra-11: BRANDS MUST MAKE PROFIT, NOT ONLY NOISE

Professional brand building must lead to value and wealth for the company. And at the end of the day, the brand must make a profit while providing perceived value to the customer. Author clarified that truly winning brand is one that makes profit. Ex. Fair & Lovely

Mantra-12: FOCUS ON CONSUMPTION RATHER THAN PURCHASE

Author stressed that Marketing does not end with the purchase. It ends with consumption and also further explained that product which satisfies the consumer, may result in repeated sale and yet another. Regular consumption builds

brands, where as only focusing on purchases may mislead marketers.

BRAND MANTRAS FOR THE HEARTS

Mantra-13: BE HUMBLE, OR YOU WILL TUMBLE

Author pointed out that, humble-down to earth approach through which the brand builder constantly tries to understand the needs of the consumer. Author further clarifies that consumers like humble brands. Consumers make or break brands. Therefore, the consumer must be addressed and interacted with utmost humility.

Mantra-14: BUILD RELATIONSHIPS TO BUILD BRANDS

Relationship building exercise must be honest, genuine and regular. Ex: Many hotel chains like ITC or Marriott regularly build relationships with the consumers by wishing them on their days of joy like their birthday and wedding anniversary. This helps in building a strong bond between the brand and the consumer. Author explained that, if there is closeness between brand and consumer, then there will be a greater chance of success.

Mantra-15: RESPECT YOUR RETAILERS

When a retailer decides to stock a brand, he is investing his time, effort, and money and shelf space in it. Without the co-operation, participation and support from the retailer, Marketer may not be able to build brands. Hence, for profitable and vibrant brand building respect your retailer.

Mantra-16: AVOID GENERALITY TO GIVE YOUR BRAND A PERSONALITY

Author suggested that to withstand in the market, brand should have a distinctive personality and this will help your consumers in identifying with your brand's personality traits. A brand personality enhances the perceived value of the brand, generality reduces it.

Mantra-17: NURTURE YOUR BRAND AS YOU WOULD A CHILD

Author considered a brand as like a child and he further stated that a brand should be nurtured in the same way with love, care, devotion, attention and passionate involvement. Author pointed out four things to keep in mind while building brands namely, 1.Never neglect it, 2. Do not let your brand drift, 3. Use varied ingredients to develop your brand regularly, 4. Be passionate about your brand.

Mantra-18: SERVICE IS THE FIRST STEP TO A GREAT BRAND

Brand Managers must ensure that customer gets the ser-

vice as he desires, only then you can expect to grow in the market. A pleasant experience will lead to positive word of mouth and therefore, healthy repeats. World class service enhances the brand, expanding customer satisfaction, increasing sales, growth and profits. Service is indeed, the first step to a great brand.

Mantra-19: REMEMBER, CONSUMERS LOOK FOR PERCEIVED VALUE IN BRANDS

Author opined that consumers prefer for a brand which provide them a balanced perceived value in terms of utility and image, even though it may be slightly high priced. Tangible and intangible part together delivers a certain perceived value to the customer.

Mantra-20: DO NOT SELL THE RIGHT PRODUCT TO THE WRONG AUDIENCE

Analysis often reveals that product fails to take off because it was not segmented right, which means that right product was aimed at the wrong audience. Author pointed out that, make the marketing work for you, which is pre-empting you from selling the right product to the wrong audience.

Mantra-21: PAY HEED TO CONSUMER EMOTIONS

Author insists Brand Managers to pay attention to consumer sentiments and they can capitalize larger by properly handling emotions.

Mantra-22: DO NOT PRE JUDGE YOUR CONSUMER

It is better to observe communication and then judge the consumer. It would be an error to prejudge your consumer. Author explained how Camay soap failed in the Indian market. Brand arrogance and a take it for granted attitude also marked the launch of Camay soap in India from the stables of P&G.

Mantra-23: RESPECT THE LOCAL CONSUMER

Author opined that brands like Nokia, LG, and Samsung have succeeded in India because they respected the local consumer and adopted their brand strategy and products as per the Indian consumer's needs. The seller-buyer relationship must be based on equity.

Mantra-24: BE HONEST, DO NOT CON

According to author, an incisive marketing strategy is always based on honesty and can't survive if its foundation is based on a bed of lies. Honesty is the very strong foundation on which the structure of all brand building efforts must rest.