

Advanced Organizational Communication and Information Based Leadership
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Balmer's 6 elements of corp.marketing mix

- 1. **corporate identity**: "What we indubitably are"
- 2. **corp. communication**: "What we say we are"
- 3. **constituencies or marketing & stakeholder management**: "Whom we seek to serve"
- 4. **corp. brand management**: "What is promised and expected"
- 5. **corp. reputation**: "What are we seen to be"
- 6. **culture or organizational identity**: "What we feel we are"

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- **Brand Associations** The feelings, beliefs and knowledge that consumers (customers) have about brands. These associations are derived as a result of experiences and must be consistent with the brand positioning and the basis of differentiation.
- **Brand Commitment** The degree to which a customer is committed to a given brand in that they are likely to re-purchase/re-use in the future. The level of commitment indicates the degree to which a brand's customer franchise is protected from competitors

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- **Brand Equity** The sum of all distinguishing qualities of a brand, drawn from all relevant stakeholders, that results in personal commitment to and demand for the brand; these differentiating thoughts and feelings make the brand valued and valuable.
- **Brand Equity Protection** is the implementation of strategies to reduce risk and liability from the effects attributable to counterfeiting, diversion, tampering and theft so that the differentiating thoughts and feelings about the brand are maintained and remain valued and valuable.
- **Brand Essence** The brand's promise expressed in the simplest, most single-minded terms. For example, Volvo = safety; AA = Fourth Emergency Service. The most powerful brand essences are rooted in a fundamental customer need.



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- **Brand Experience** The means by which a brand is created in the mind of a stakeholder. Some experiences are controlled such as retail environments, advertising, products/services, websites, etc. Some are uncontrolled like journalistic comment and word of mouth. Strong brands arise from consistent experiences which combine to form a clear, differentiated overall brand experience.
- **Brand Extension** Leveraging the values of the brand to take the brand into new markets/sectors.



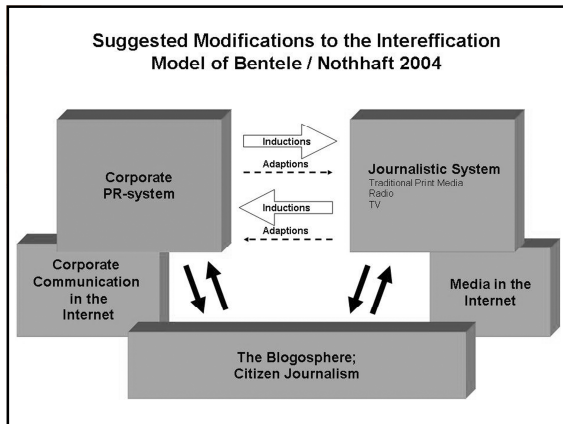
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- **Brand Positioning** The distinctive position that a brand adopts in its competitive environment to ensure that individuals in its target market can tell the brand apart from others. Positioning involves the careful manipulation of every element of the marketing mix.
- **Brand Strategy** A plan for the systematic development of a brand to enable it to meet its agreed objectives. The strategy should be rooted in the brand's vision and driven by the principles of differentiation and sustained consumer appeal. The brand strategy should influence the total operation of a business to ensure consistent brand behaviours and brand experiences.



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“Old Media Relations Models don’t work with new media”
John Guiniven in *Tactics* July 2007.

- A common mistake is to take a PR model used for working with traditional media and apply it to social media – It won’t work!
- Traditional approaches (news releases or e-mail sales talk) are often greeted with skepticism; bloggers love calling attention to a spin.

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The growth of blogosphere

- 1999 The number of blogs less than 100
- 2005 more than 17 million
- 2006 47 million blogs worldwide
- 2007 70 million blogs; 1,4 new blogs were created every second
- 2008 number of blogs diminishing; mobile media add popularity
- Today the blogosphere is the world’s largest and most influential communication arena

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Weblog revolution

- Citizen journalism and weblogs are affecting not only the practices but also the theory of PR. They, among other things, increase the importance of niche audiences.
- The blogosphere will take over the historical role of media as a watchdog of the society.



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