



October 10,
2024

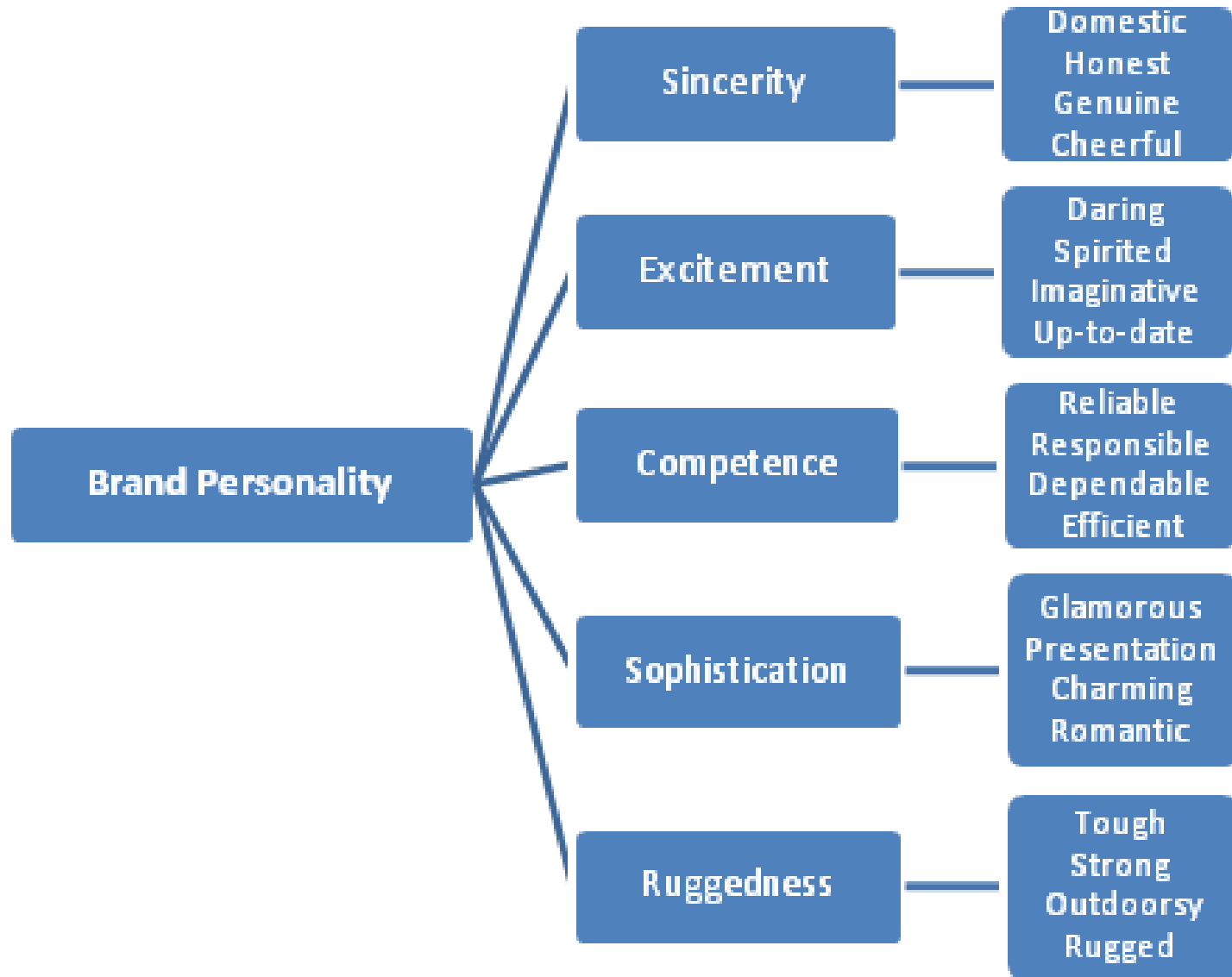
Brand Experience

William Fisher

October 2024



Jennifer Aaker, “Brand Personality” (1997)



Dimensions of Brand Personality of Aaker (1997)

“Fuel Your Branding”

1st Dimension – SINCERITY

Consumers interpret sincere brands as being down-to-earth, honest, wholesome, and cheerful. Sure, some people find **Rachael Ray** annoying, but more people find her endearing – the kind of woman you can sit down with for a chat at the kitchen table.



“Fuel Your Branding”

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Political analogue

s-of-brand-personality/



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Gluesenkamp Perez is a young mother who owns an auto repair shop with her husband. They live in rural Skamania County, in a hillside house they built themselves when they couldn't get a mortgage to buy one. On the trail she spoke frequently of bringing her young son to work because they couldn't find child care. She shares both the cultural signifiers and economic struggles of many of the voters she needed to win over.



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“Fuel Your Branding”

2nd Dimension – EXCITEMENT

The most exciting brands are daring, spirited, imaginative, and on the cutting edge. Not only are **Burton** snowboards on the cutting edge of technology and performance, the products bearing the Burton name are designed with their audience in mind. Funky graphics and forward-thinking designs make Burton a leader in their competitive industry.



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MotoGP



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3rd Dimension – COMPETENCE

Reliability, intelligence, and success are the traits associated with these brands. Even in these trying economic times, there are a few financial services firms that still manage to play well in consumer minds. **Charles Schwab** is the stable, successful, smart guy next door who can tell you what to do with your 401k allocations.



“Fuel Your Branding”

3rd Dimension – COMPETENCE

Reliability, intelligence, and success are the traits associated with these brands.



Best Selling Pocket Knives

Those who need to be ready for anything take one of these with them everywhere. Since 1897, the Swiss Army Knife has been a trusted tool of adventurers around the world. Whether you're exploring the city, the ocean, the mountains or even space, the Swiss Army Knife is the companion you can count on.



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VICTORINOX



VICTORINOX

“Fuel Your Branding”

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4th Dimension – SOPHISTICATION

A brand that is sophisticated is viewed as charming and fit for the upper classes. When it comes to esteem and seemingly eternal longevity, the **Chanel** brand is unequalled. In good times and bad, this brand remains strong as a symbol of a life lived in all the right places, doing all the right things.



“Fuel Your Branding”

4th Dimension – SOPHISTICATION

A brand that is sophisticated is viewed as charming and fit for the upper classes.





Marilyn Monroe's Ferragamo shoes

Donna Scarpe Décolleté



Décolleté fiocco Vara

695 €

Mostra di più +

Nero ●

Taglia ▾

Calzata ▾

Seleziona una taglia

Aggiungi alla wishlist

Trova in boutique

Possiamo aiutarti? +

Metodi di pagamento +

Spedizione e resi +

Confezione regalo +

“Fuel Your Branding”

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“Fuel Your Branding”

5th Dimension – RUGGEDNESS

Interestingly, consumers pick up on this personality dimension quite well. Rugged brands are seen as outdoorsy and tough. **The North Face** has built an empire by outfitting people who actually *do* scary outdoorsy things, and those who just like to look good on the streets of NYC.



“Fuel Your Branding”

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5th Dimension – RUGGEDNESS

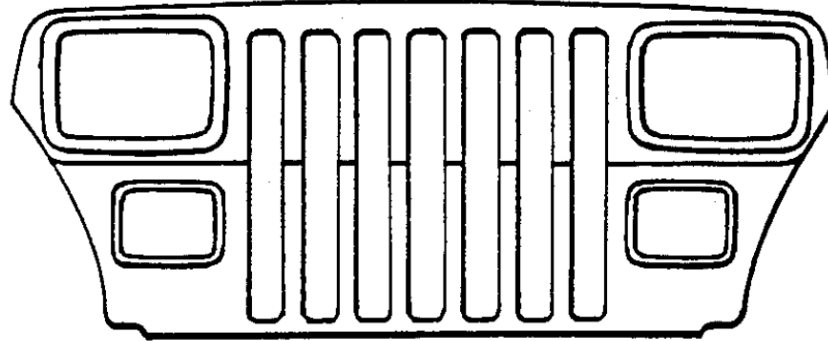
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Application Filed: [1986-07-14](#)

Trademark Application Details



Status

800

Live/Registered

↻ Refresh

REGISTERED AND RENEWED

Serial Number

73609481

Registration Number

1433760

Mark Drawing Code

2000: Illustration: Drawing or design without any word(s)/letter(s)/number(s)

“Fuel Your Branding”

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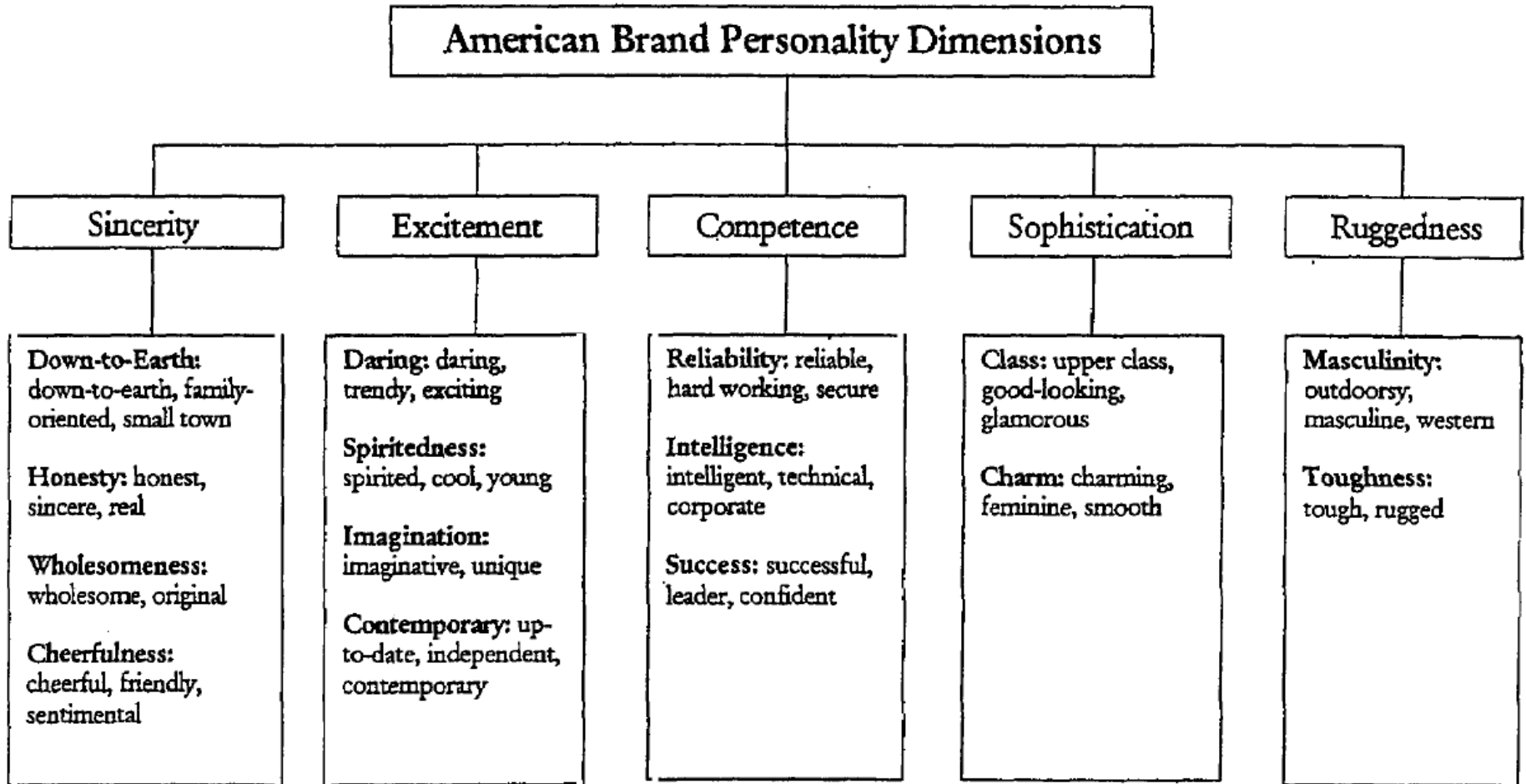


Figure 1. Five American brand personality dimensions, and their facets.



Jennifer Aaker, "Brand Personality" (2001)

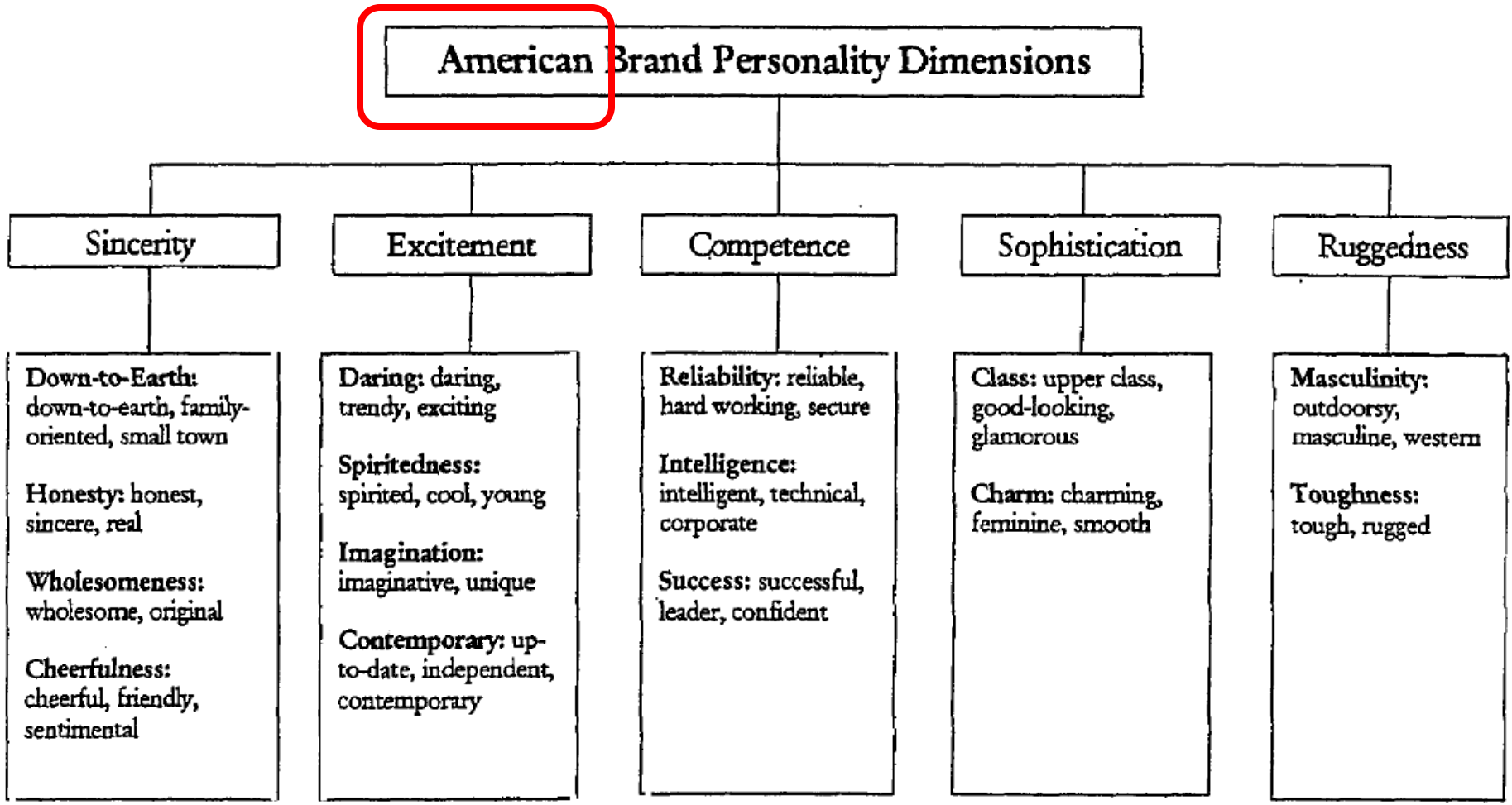


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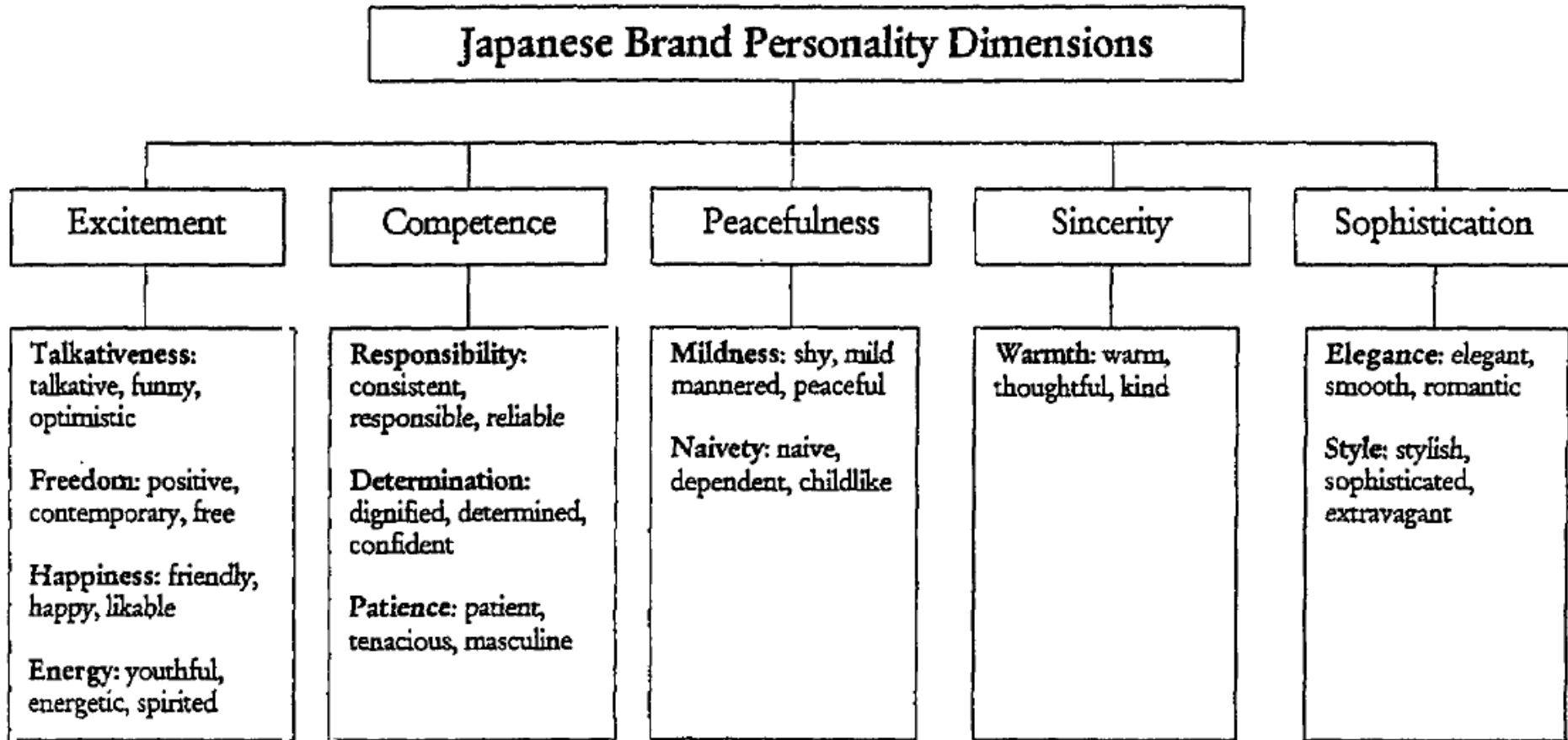


Figure 2. Five Japanese brand personality dimensions, and their facets.



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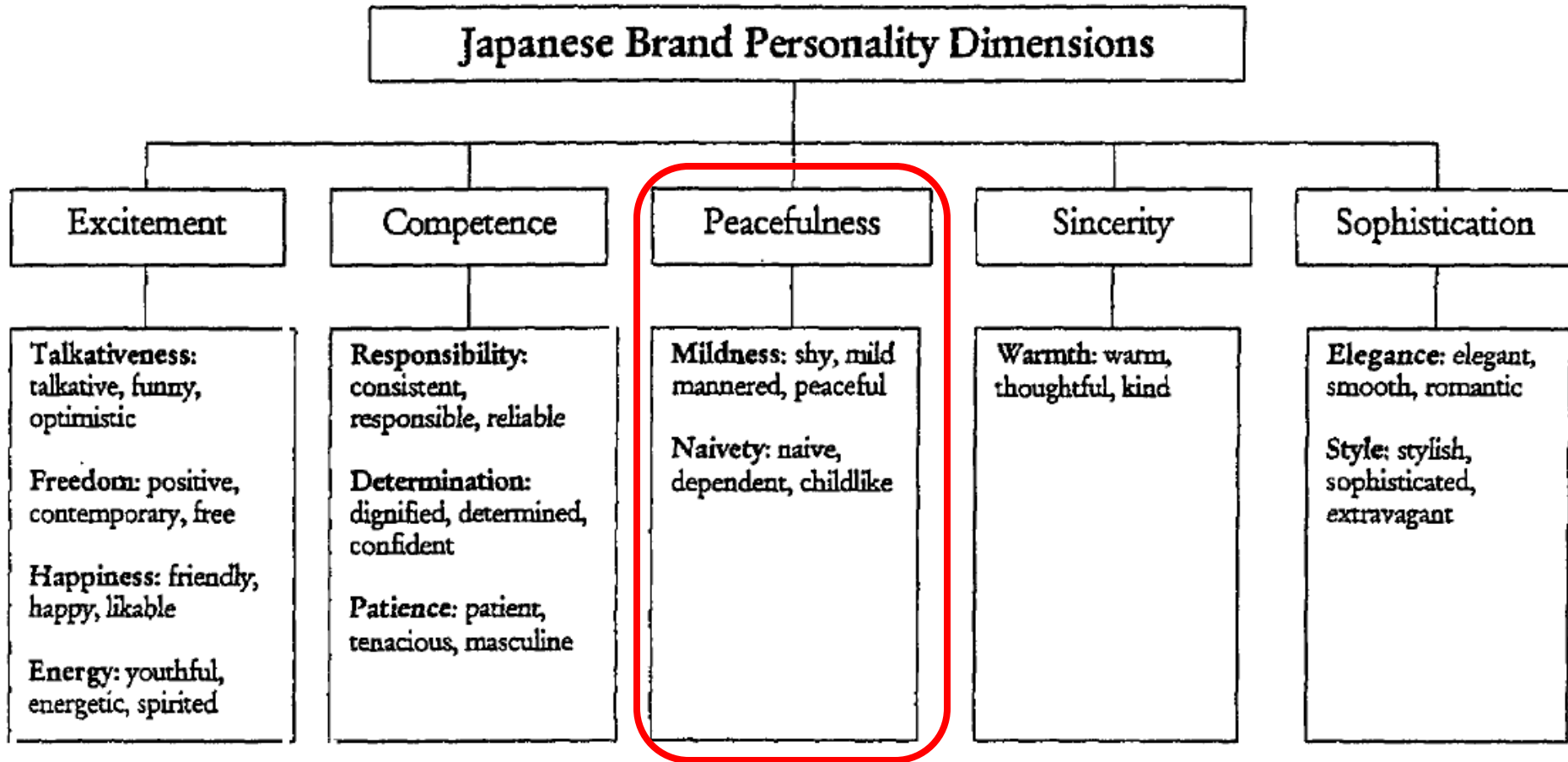


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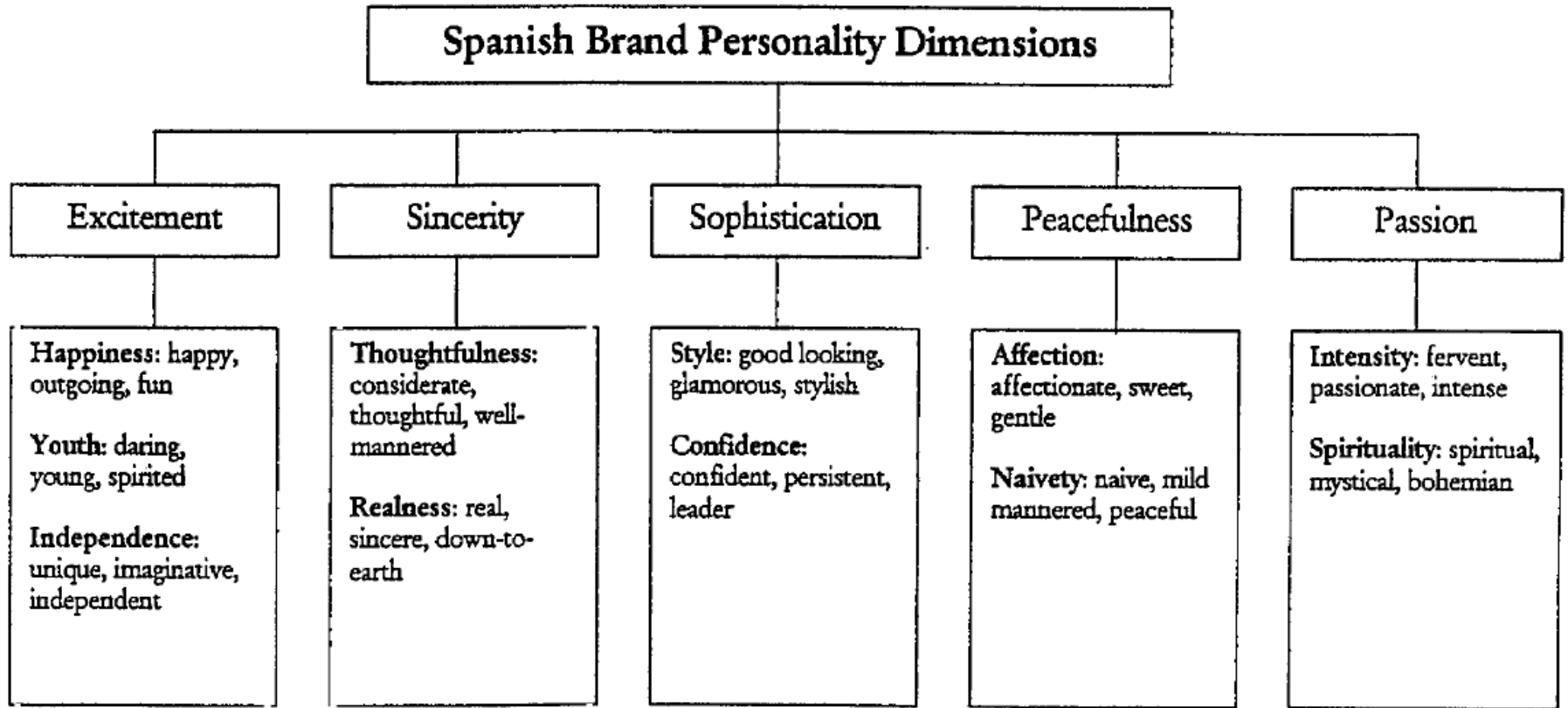


Figure 3. Five Spanish brand personality dimensions, and their facets.



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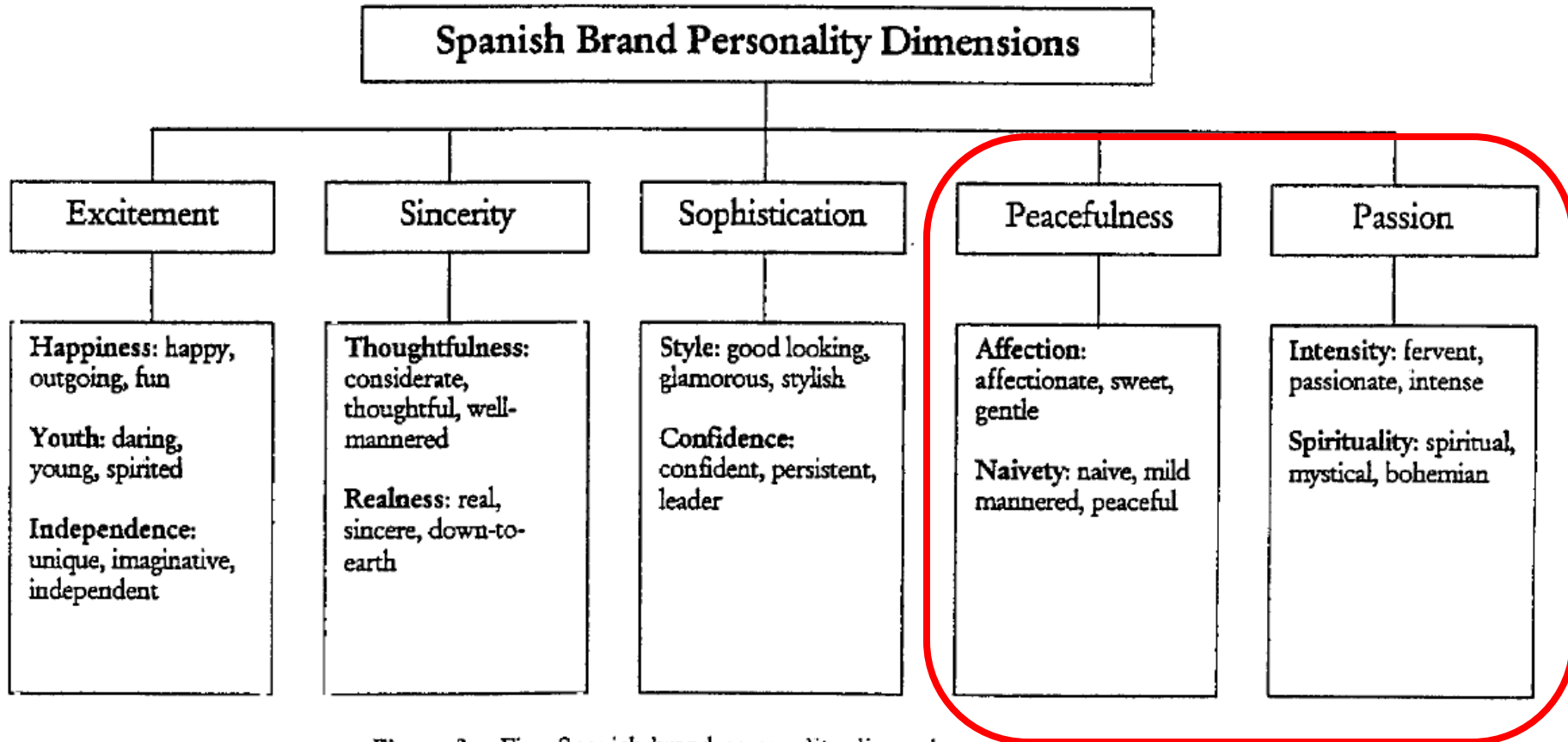


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Hieronimus (2003)	examined the dimensions of brand personality in German context	Germany specific: Trust & Security, Temperament & Passion
Smit et al. (2003)	developed a new brand personality scale for the Netherlands	Dimensions corresponding with Aaker's brand personality scale: Competence, Excitement, Ruggedness Netherlands specific: Gentle, Annoying and Distinguishing
Supphellen & Grønhaug (2003)	examined the dimensions of brand personality in Russian context	Russian consumer's perceptions of brand personality possess similarities as well as differences with regard to western consumer's perception of brand personality
Rojas-Me'ndez et al. (2004)	measured the personality of Ford brand in Chile	Identified brand personality dimensions: Excitement, Sincerity, Competence and Sophistication



Sung & Tinkham (2005)	examined the dimensions of brand personality across the cultures of USA and Korea	Dimensions corresponding with Aaker's (1997) Brand Personality Scale: Competence, Sophistication and Ruggedness Korea Specific: Ascendancy and Passive Likeableness USA specific: Androgyny and White Collar
Chu & Sung (2011)	examined the dimensions of brand personality in the context of China	Dimensions corresponding with Aaker's (1997) Brand Personality Scale: Competence, Excitement, and Sophistication China specific: Joyfulness, Traditionalism and Trendiness
Rojas-Me'ndez et al. (2013)	examined perceptions of Chinese consumers about the American brand personality	Three main dimensions of U.S. brand personality viz. Amicableness, Resourcefulness, and Self- centeredness

Source: Ahmad (2014), https://www.researchgate.net/publication/303760328_Applicability_of_Brand_Personality_Dimensions_across_Cultures_and_Product_Categories_A_Review



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Case Study: Levi's

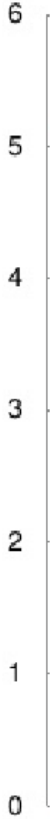
Levi's Brand Personality

- Utilitarian: Durability and Comfort
- Expressive: “Levi's allows for the expression of independence, strength, and masculinity”
 - Solomon, 13 *Advances in Consumer Research* 619 (1986)



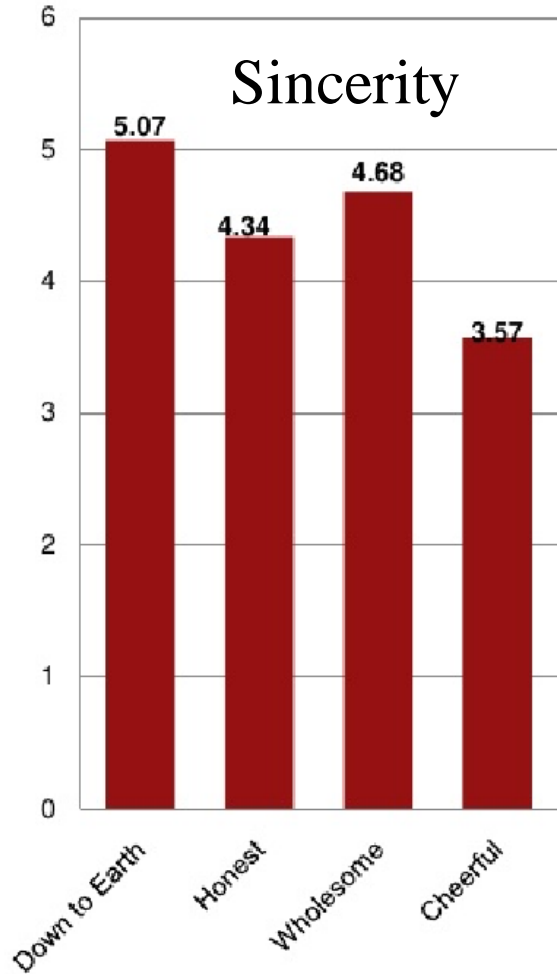
Levi's Brand Personality

Brand Personality Facets



Levi's Brand Personality

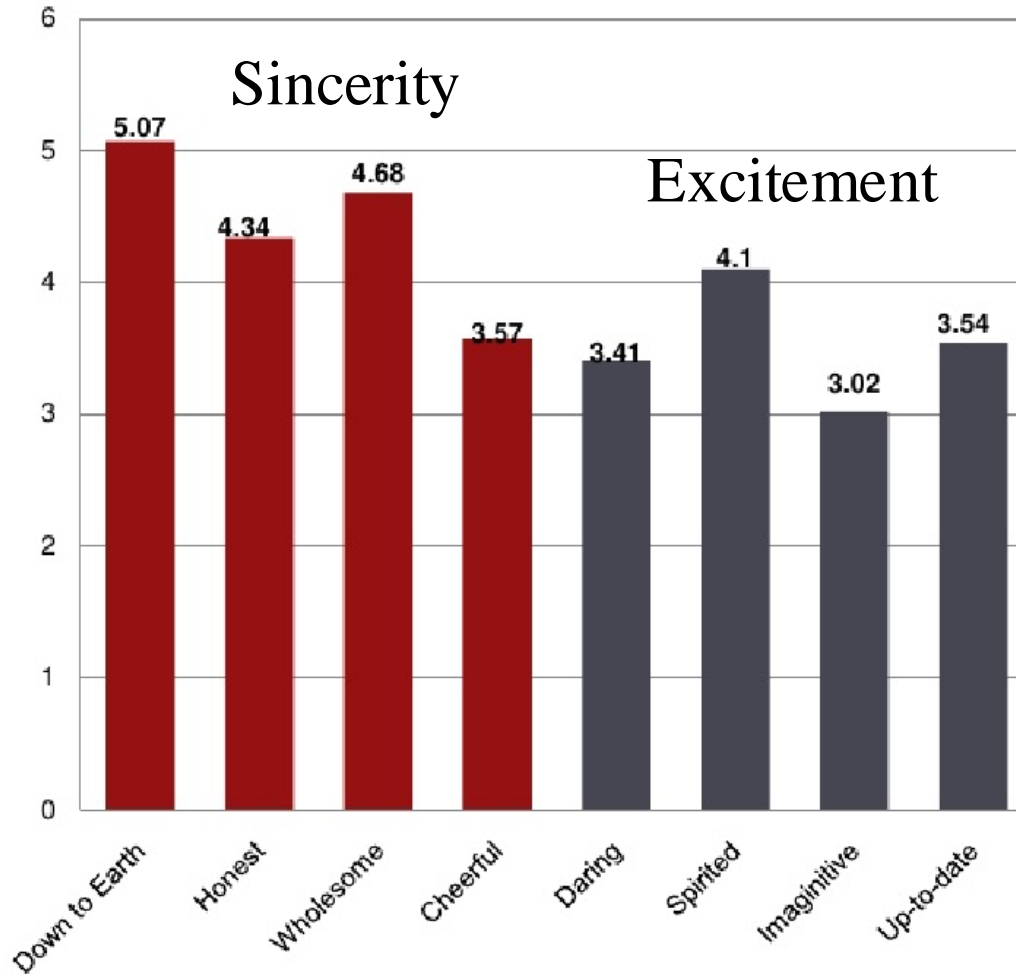
Brand Personality Facets



Source: Burns et al., <http://www.slideshare.net/minneapolis/brand-management-levis-brand-exploratory-amp-inventory>

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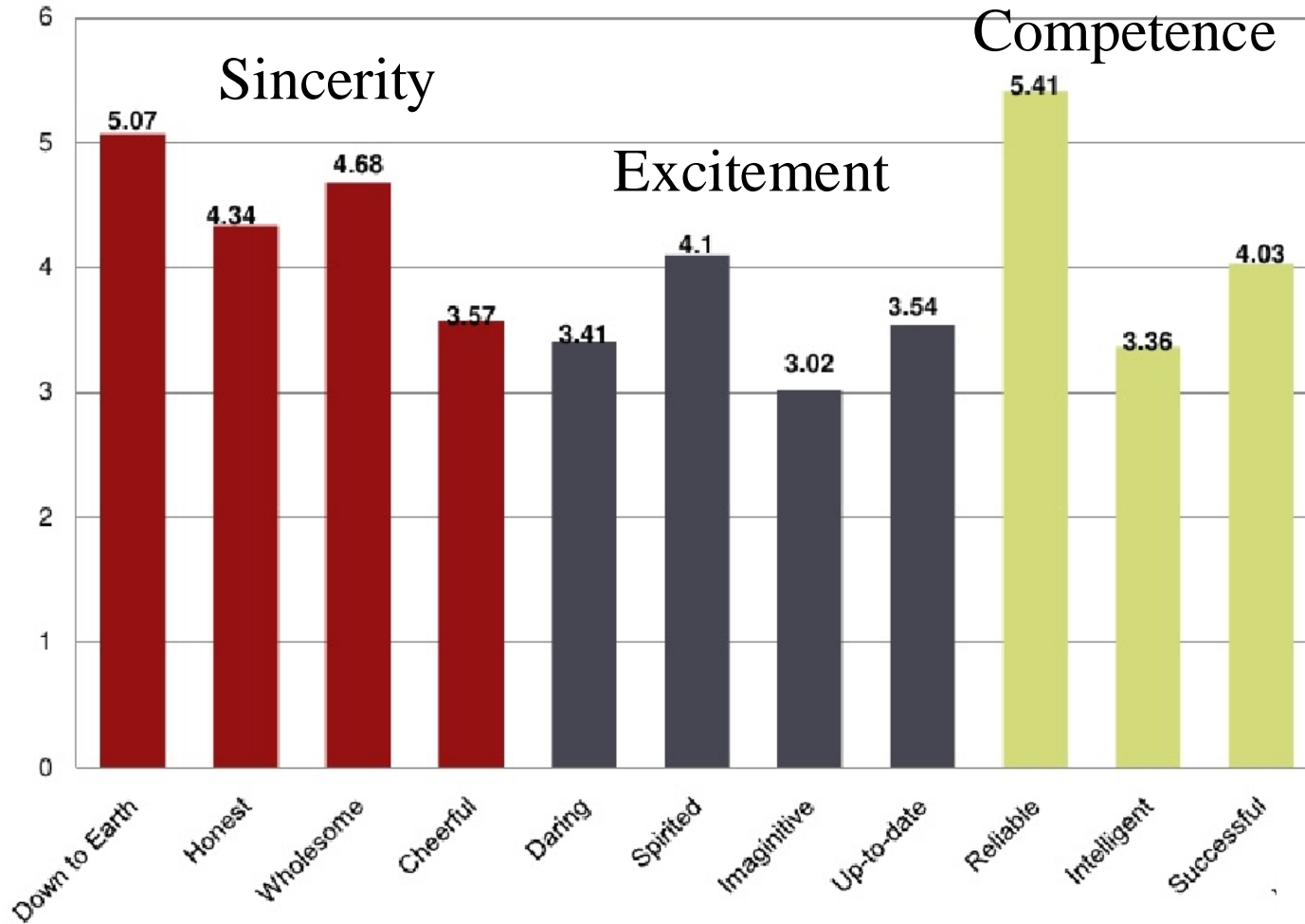
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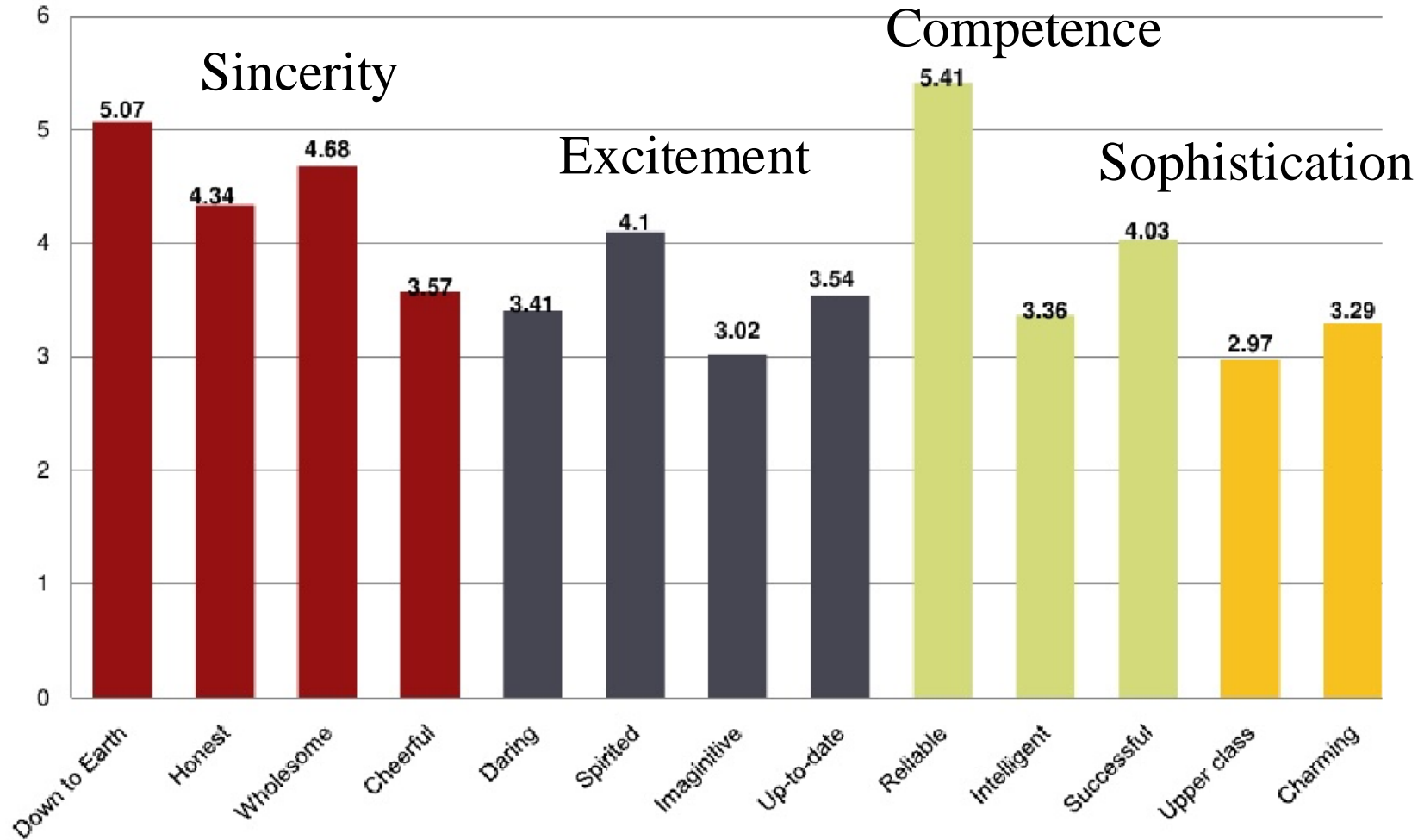


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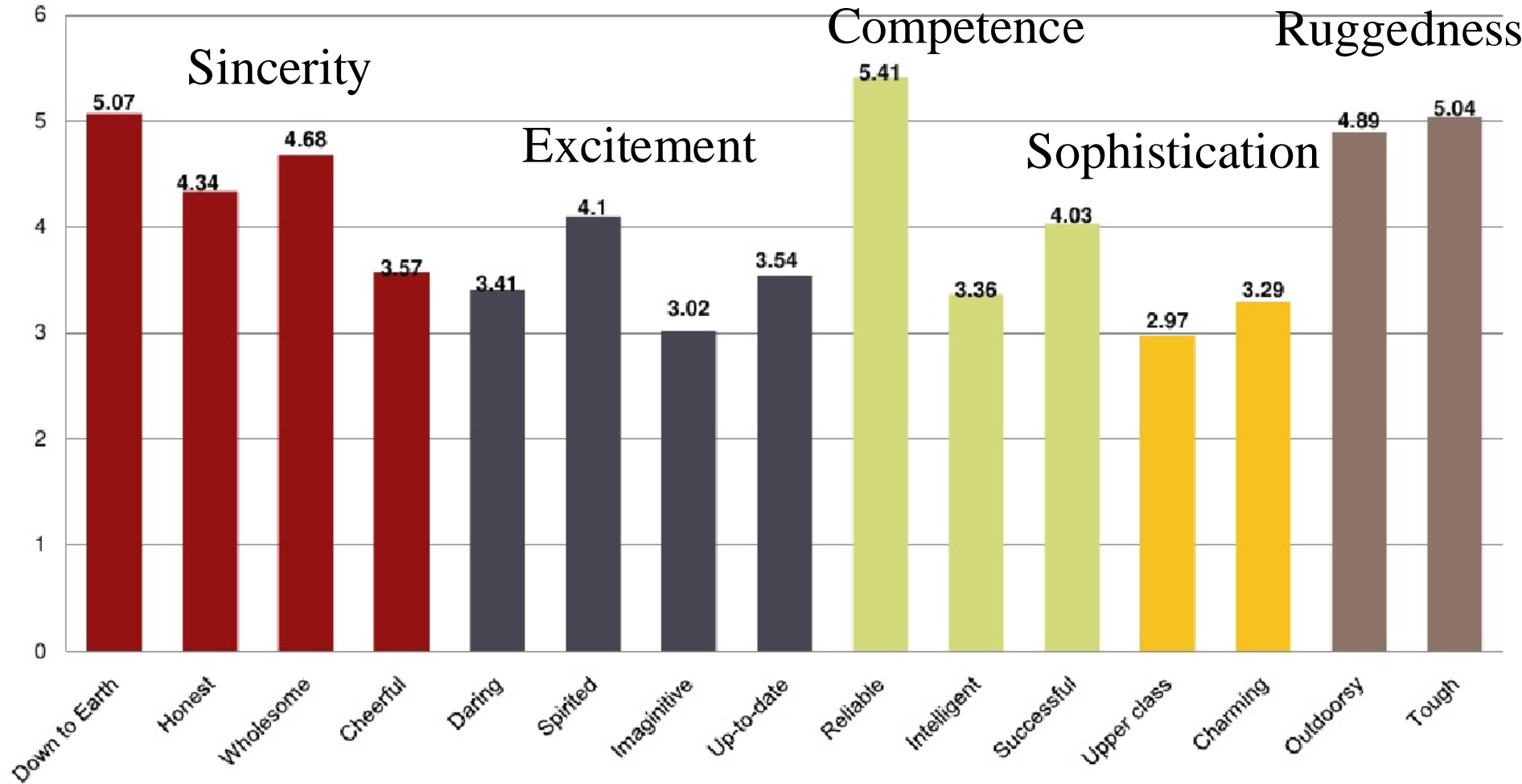


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Ways of Cultivating “Brand Personality”

- 1) Consumers’
Experience of the
Product or Service
- 2) Features of the
Trademark Itself
- 3) Advertising
- 4) Customer
Relations



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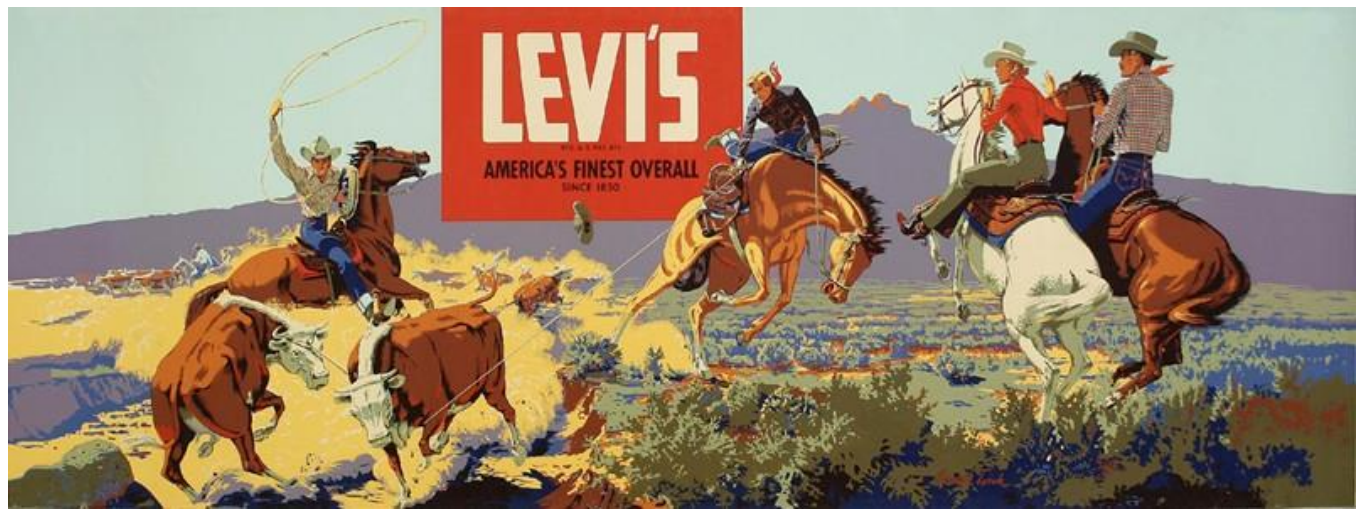
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I’ve Tried Every Denim Style, But I Keep Returning to Levi’s 501s



Famous 501 fans: Marilyn Monroe, Bruce Springsteen, Kaia Gerber, and Run DMC Photos: Getty Images

Vogue, 2023



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Efforts to Change the Brand Personality



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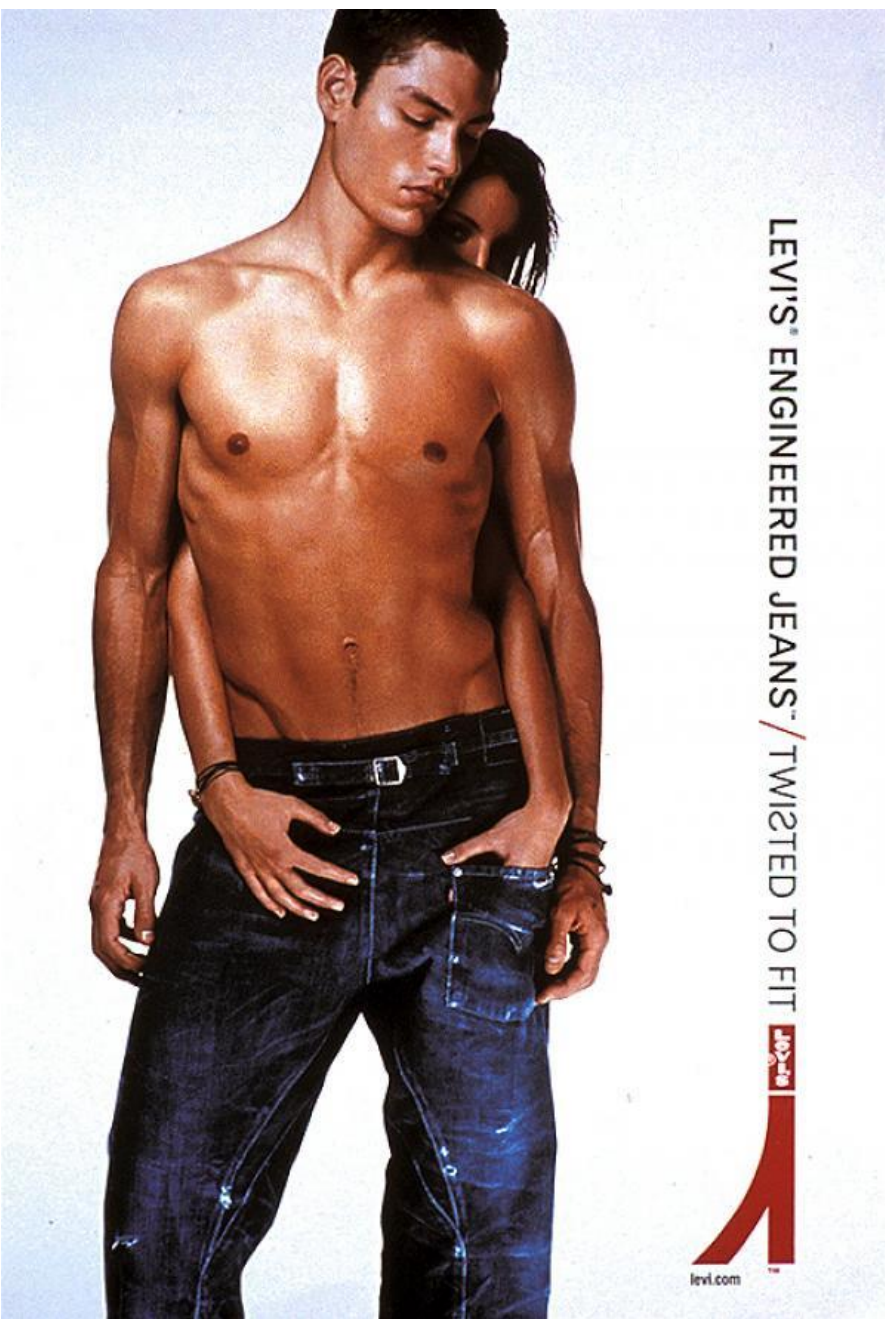
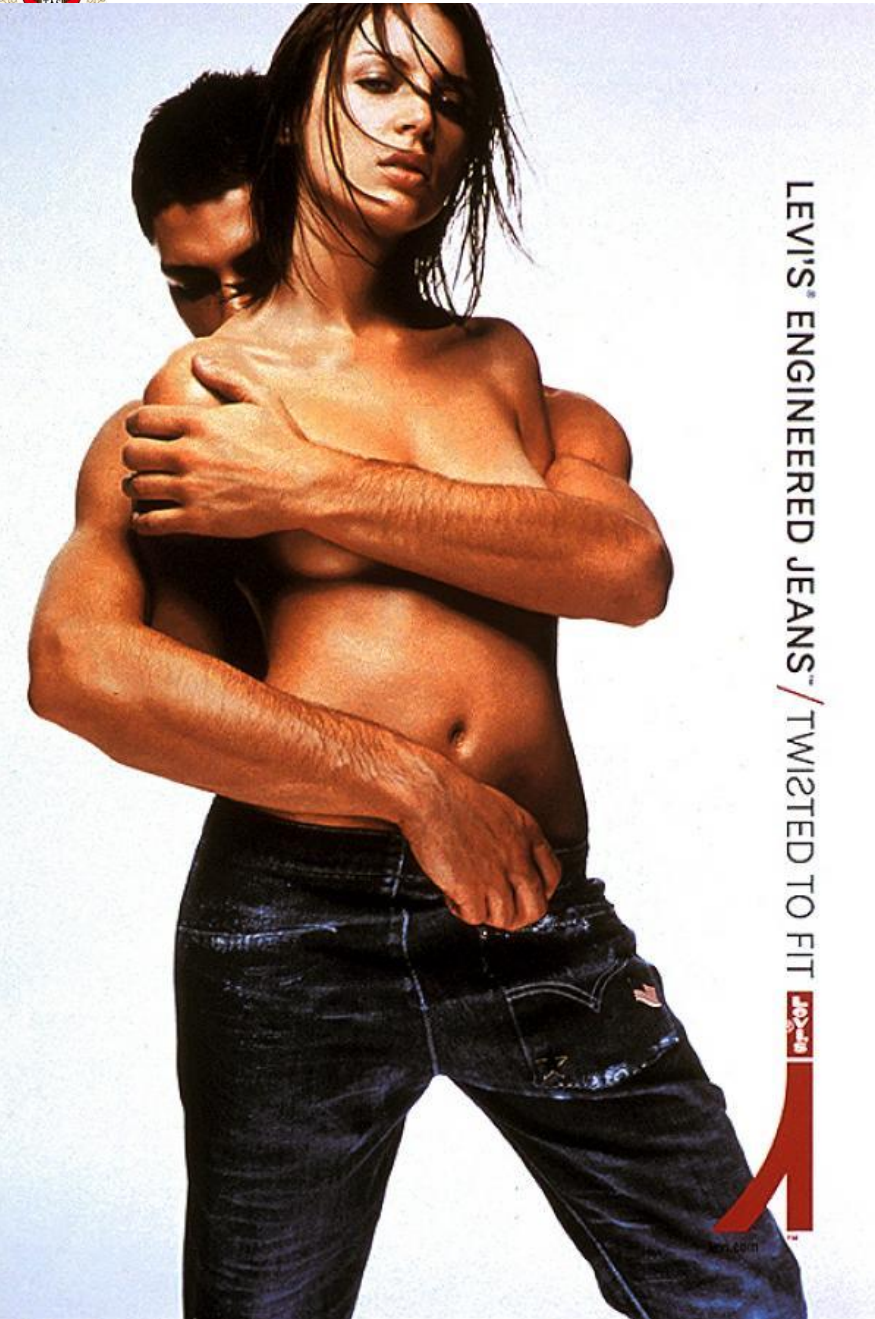
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STRIKE UP FOR THE NEW WORLD.



GO FORTH

[LEVI.COM/GOFORTH](https://www.levi.com/goforth)



“Guy Walks Across America”

- Levi seem to have embraced the online viral space by recently sponsoring a group of young filmmakers at Conscious Minds to use 2,750 pictures to create a film of a gent called Mike walking across America from New York to San Francisco.
- The clip on YouTube has so far reached over 600,000 view and is growing fast. In a letter to Adfreak, the young filmmakers said, "We came up with the concept and idea ourselves and pitched it to Levi's to get a sponsor to help fund the project," said Blake Heal, VP of Development for Conscious Minds, "They loved the authenticity of the project and our pioneering spirit and provided us with a sponsorship to execute our vision. [Levi] covered gas, food and production resources – and of course 501s for the whole crew."

Source: <http://www.chrisrawlinson.com/2010/07/levi-guy-walks-across-america/>



John Anderson, President & CEO, Levis Strauss (Forbes, 2010)

- ***The Levi's "Walking Man" digital campaign featured a man in jeans literally walking across the entire USA. What is the takeaway for digital marketers?*** We have 150,000-plus Facebook fans in India today. Online is a good market with youth as target audiences because they watch very less TV, they're online all the time .the Web is their life. For our Walk across America campaign, no one knew it was Levi's because we didn't brand it. The message there is that you can't force brands down youth, like TV for instance which pushed brands. Instead, they should discover it themselves and then own it, thereby becoming your ambassadors. Another point is that when something goes on YouTube, it's global by nature. Consumers today operate in a global medium.



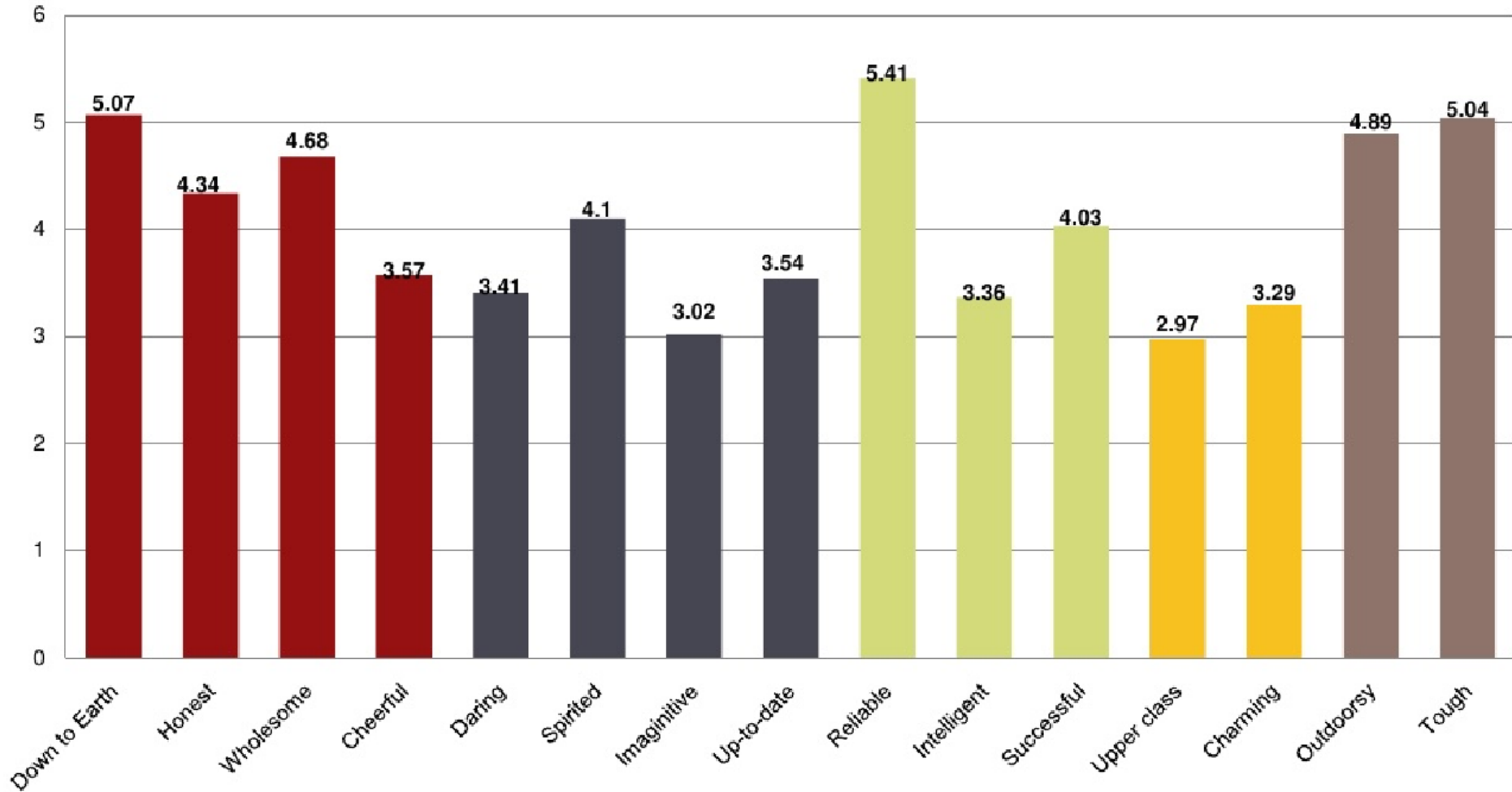


SAN FRANCISCO (May 5, 2010) — From San Francisco to the beaches of Taipei, in London, Dhaka and Cape Town, Levi Strauss & Co. employees are taking a day off work to volunteer in local communities around the globe. Working with non-profit organizations that share the company’s focus on environmental sustainability, equality and the fight against HIV/AIDS, employees will participate in approximately 165 community projects in 44 countries around the globe as part of the company’s 10th annual Community Day. “Giving back to the community is deeply woven into the history of this company. Taking the day off to volunteer is one of our favorite ways of demonstrating that giving back never goes out of style,” says Levi Strauss & Co. CEO, John Anderson. The company will also be donating \$500,000 in grants to non-profit organizations around the world as part of its Community Day outreach.



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