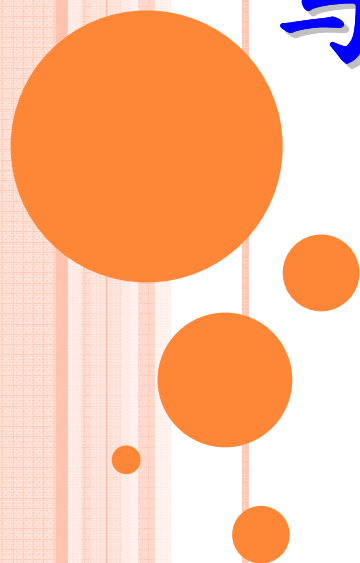


第5部分

设计和管理品牌体验市场沟通 与品牌的创建和管理



I. 梯队效应理论

认知和理解层面

- 感知
- 兴趣
- 知识
- 认知

感性层面

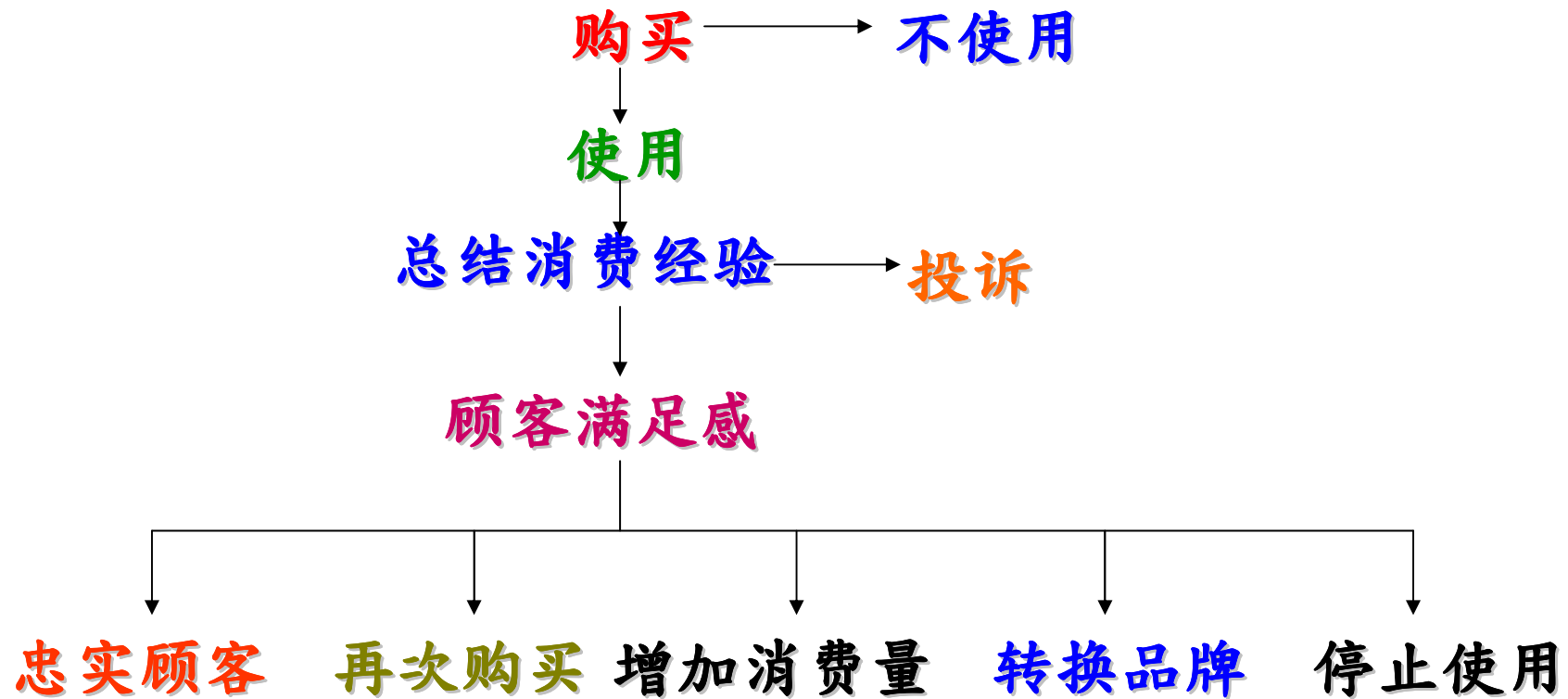
- 喜欢
- 喜好
- 理想

行为层面

- 动作
- 忠诚



行为层面：顾客购买后行为



基拿的顾客基础

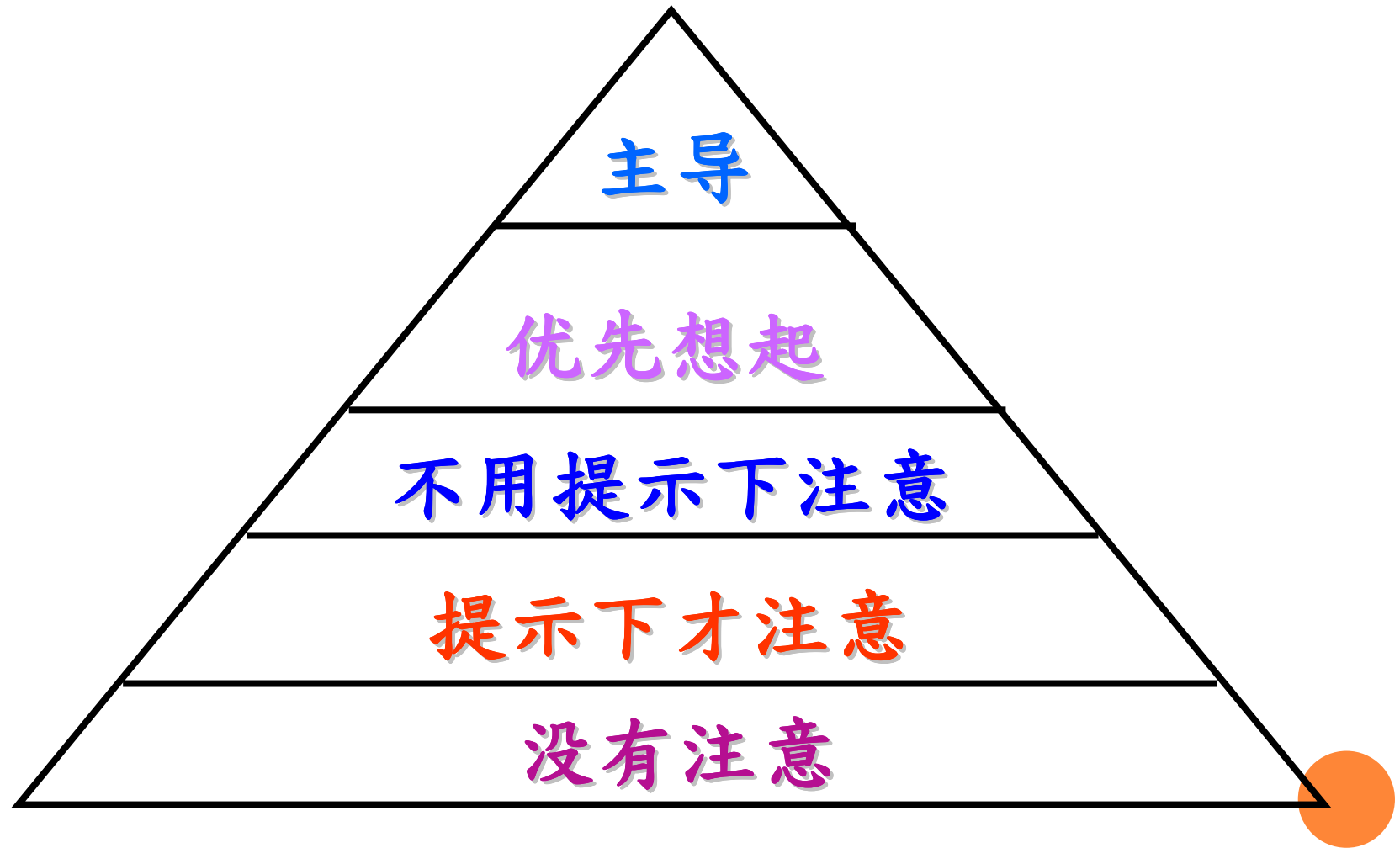
品牌权益模式



- A. 认定：分类，与某些需要联接
- B. 意义：功能+想象（用户，生活风格，应用合．．．等）
- C. 反应：判断+感觉
- D. 关系：依属，参与，忠诚等

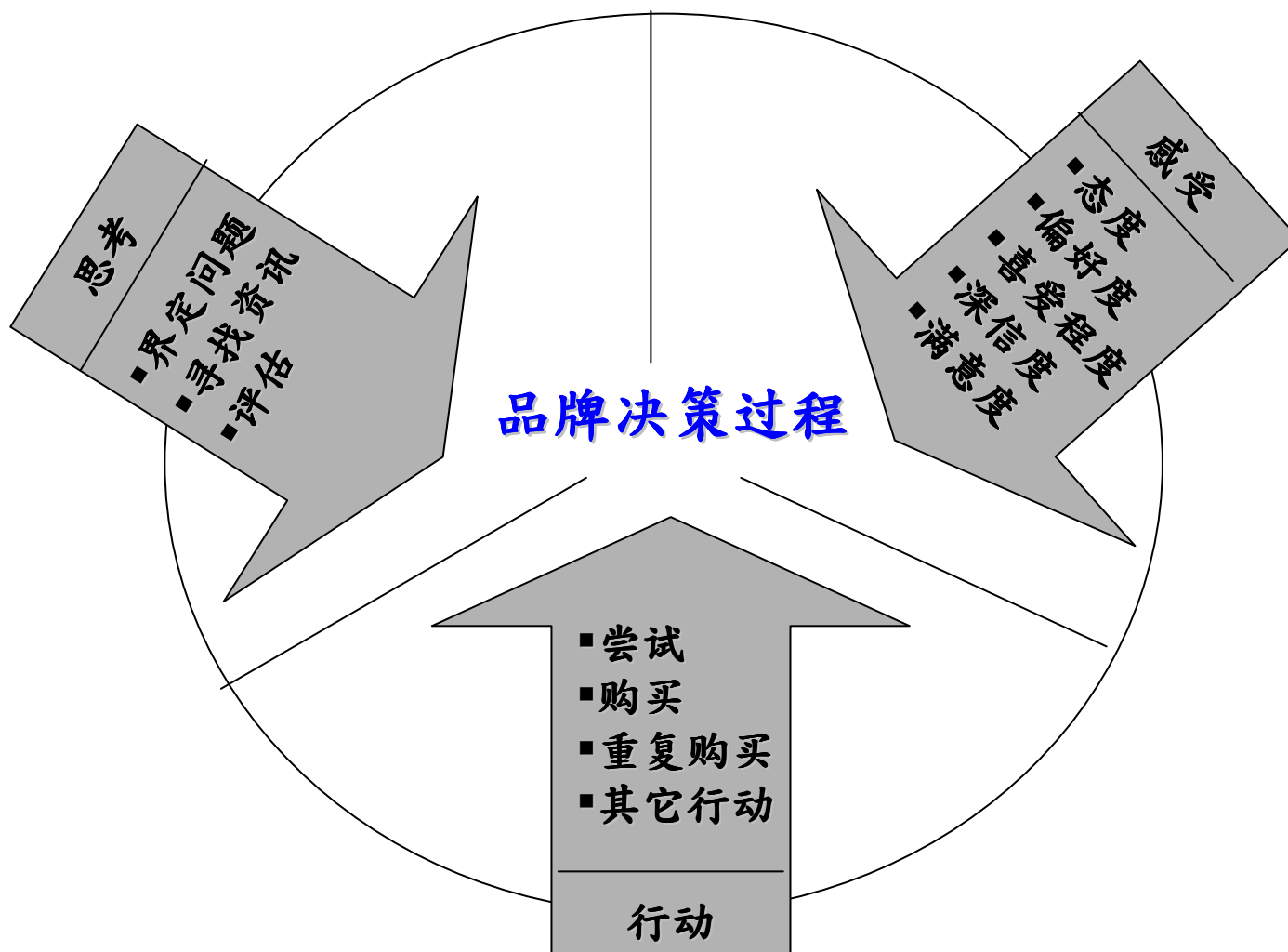


认知金字塔模型



品牌，思考，行动，感受

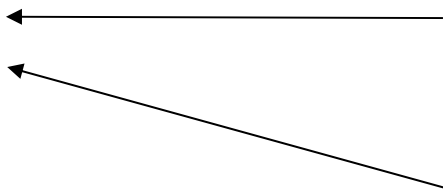
THINK-DO-FEEL反应模式



反应模式与传统的梯队效应

思考

注意



兴趣

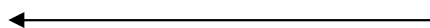
感受

欲望



行动


行动



*上述的AIDA梯队效应理论反映
销售导向理念



品牌决策模式与反应模式的有趣关系

- | | |
|--|---------------------------|
| A. 认知过程
Cognitive Processing | 思考/感受/行动
Think/Feel/Do |
| B. 实验性过程:脉冲
Experiential Processing: Impluse | 行动/感受/思考
Do/Feel/Think |
| C. 实验性过程:体验
Experiential Processing: Experience | 感受/行动/思想
Feel/Do/Think |
| D. 重复/习惯过程
Repeat/Habit Processing | 行动/思考/感受
Do/Think/Feel |
- 

顾客在不同的理性品牌决策过程中每一阶段的心理和行为层面上需关注的问题：

A. 界定问题

- (1) 需要
- (2) 注意
- (3) 选择性感知

B. 寻找资讯

- (1) 注意度
- (2) 品牌知识
- (3) 识别和学习过程
- (4) 主动或被动性识别和学习过程



C. 评估选择

- (1) 理性 / 亲和性反应
- (2) 参考组
- (3) 偏好和深信度
- (4) 喜爱度
- (5) 讯息来源的可信度

D. 行动

- (1) 尝试或购买
- (2) 样本
- (3) 店访

E. 总结

- (1) 理性或条件性学习
- (2) 从满意中学习
- (3) 理知上的不和谐



II. 品牌认知 (BRAND AWARENESS)

- 定义
 - 它包括:

注意(Awareness)
+
识别 (Recognition)
+
忆记(Recall)



A. 注意

- 仅指目标和潜在顾客是否知道品牌在市场的存在，是否注意此品牌
- 顾客不知道某一特定品牌的存在讨论美誉度，形象，购买.....等是空言
- 大众媒介广告一般是引起社会大众注意品牌的有力武器

B. 识别

- 在国内很多人谈的『认知度』即等同『识别』这一品牌知识层面
- 对某一品牌的认识包含对品牌拥有一定的知识，能根据某些提示说出以前接触（听或见）的经验及正确将此品牌与其他竞争品牌区分



C. 忆记

- 顾客将某一品牌从记忆中回想起来的能力
- 可分为『没有提示』 (Unaided)及『有提示』 (Aided)两种忆记能力
- 它要求你的品牌在潜在及目标顾客的记忆中占位置，并在购买过程中忆起你的品牌（即在Evoked Set中）

D. 认知的『深度』和『广度』

- 深度指顾客从脑海中忆记起某一品牌的容易程度
- 广度指对某一品牌有关的采购及应用处境 (Purchase and Usage Situation)，愈多则愈广



2. 品牌认知对购买行为的影响

- 没有认知，便没有购买，故首要是保证品牌在顾客的考虑单子上(Consideration Set)
- 提高认知度，可增加品牌在顾客的Consideration Set和Evoked Set内
- 同时忆记的品牌中，顾客感到愈熟悉的品牌，其被购买的机会愈高
- 认知是对品牌形象和根据形象所能联想的利益和特点的开端



3. 提高品牌认知度的方法

- 首要问题是针对注意程度？认识程度？或记忆程度？
- 『见』，『听』，『想』频度愈高，认知度愈高
- 鲜明而不复杂的名字，商标，符号，包装，口号有助提高品牌认知度，熟悉度和唤起对品牌的记忆



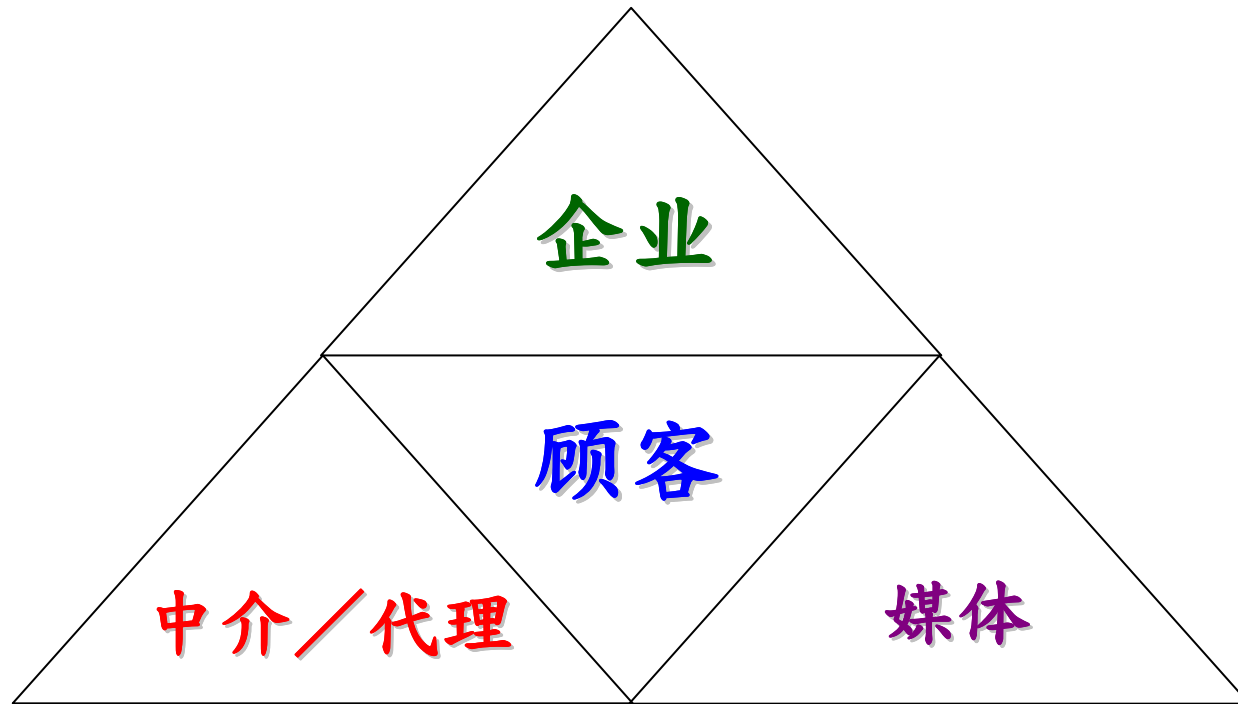
III. 品牌信息的四大来源

- 经计划的讯息
- 产品信息：设计，菜单现，价格及分销渠道
- 服务讯息：服务员工……等
- 非计划讯息：员工，媒体，口碑，投诉

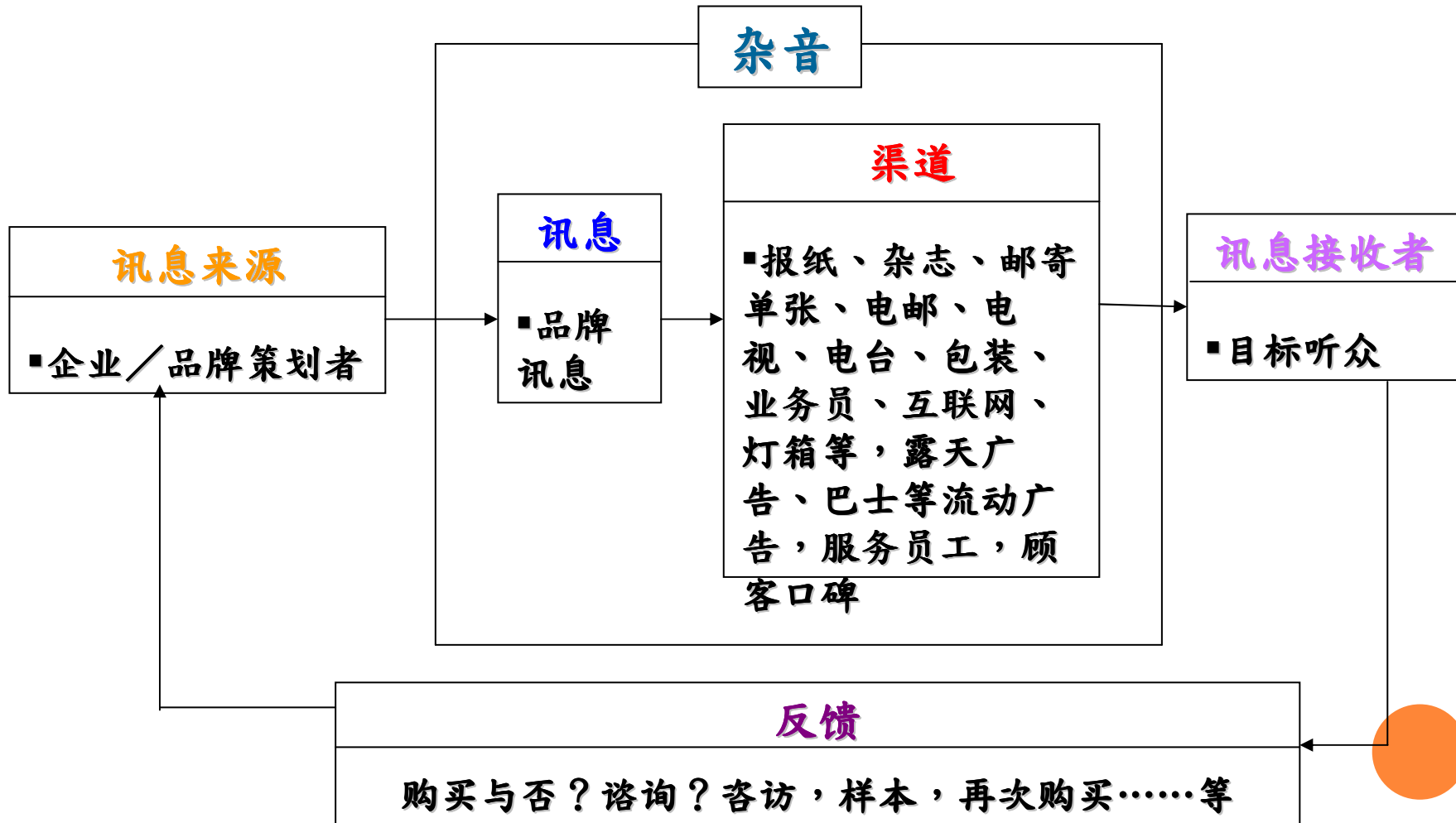
→ 公众及潜在客户通过此等讯息渠道了解品牌，衍生品牌形象



市场沟通金三角



互动市场沟通模式





社会上的媒体不是完全好，亦不是完全坏

近年趋势

○手机通讯频道

○社会媒介: 对创建品牌市区有极端作用

○户外广告日益重要

○原因：

- 观看时间 (Viewing time) 及覆盖面 (Exposure)

- 公路里数增多

- 发达社会中，人们花在交通的时间更多

- 量体裁衣，可塑性高，且能与周边环境相配合

- 科技进步





Minsk Outdoor Advertising





MTR



Samsung 2008 MTR Outdoor Advertising Campaign

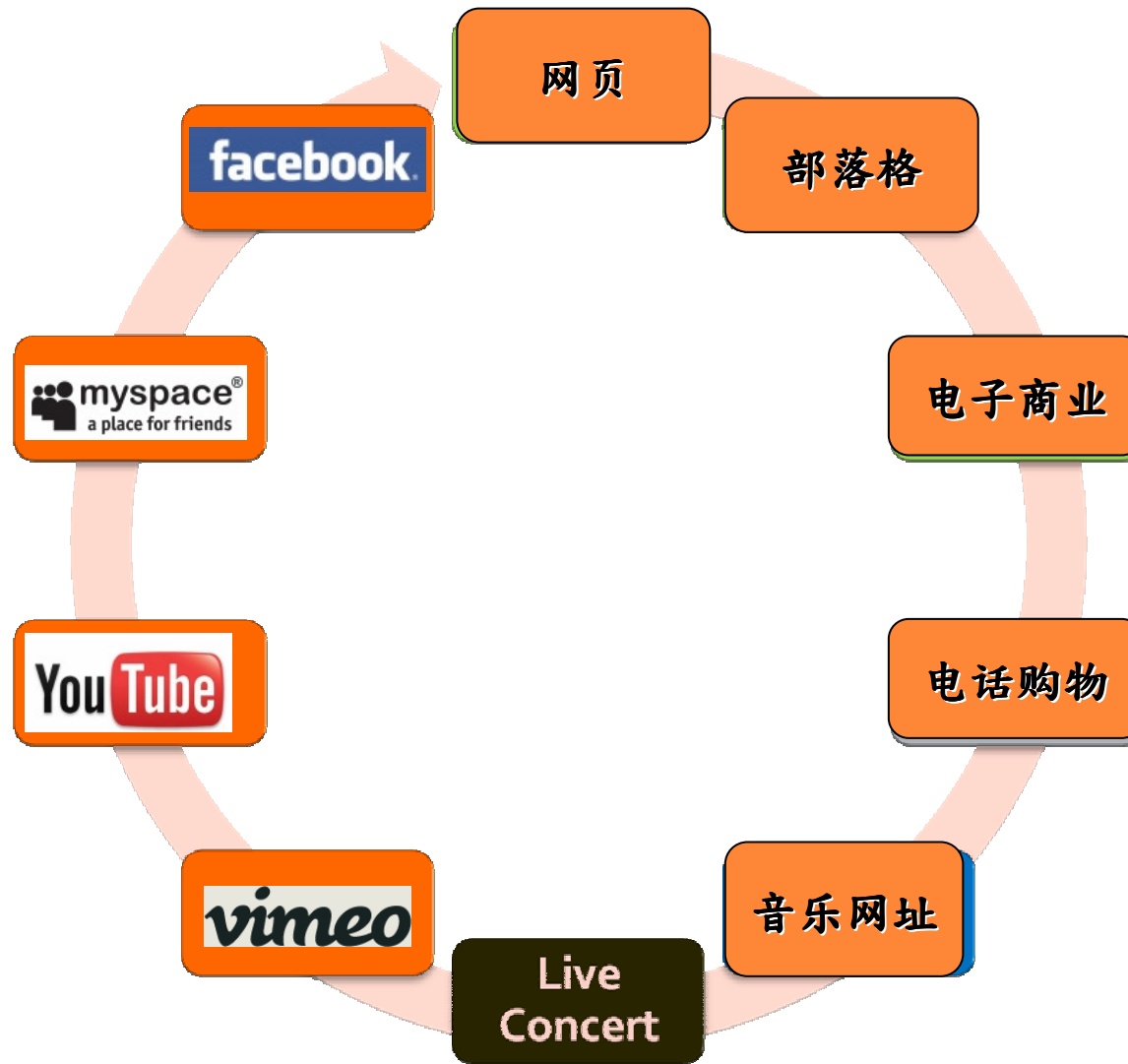




Motorola was great in promote their product though this medium in Hong Kong Airport.



社会媒介: 由消费前的体验到消费后的体验



Source: Noesium Consulting Inc.

CORPORATE BLOGS



IMS & VoIP industry insights

VoIP Survivor

[Blogs](#) | [About](#) | [Archives](#) | [Contact](#)

[RADVISION Blogs » VoIP Survivor](#)

PCs to Replace Desktop Phones? Not in This Lifetime

By [Tsahi Levent-Levi](#) | Categories: [Clients](#), [Technology](#) | April 23rd, 2009

A lifetime may seem too long, but I can sure vouch for 10 years. At least 10 years.

Earlier this month, Irwin Lazar reported at Enterprise 2.0 about [Microsoft's arguments that desktop phones are dead](#):

At VoiceCon this week Microsoft's Gurdeep Singh Paul argued that the desktop phone is dead, and that organizations who fail to make the switch to PC (or application) based telephony will fall behind those that do.

Irwin also states that he believes otherwise:

Our research tells a different story [...] The overwhelming majority of participants are deploying softphones, but generally only for home or traveling workers. In these cases softphones are delivered as an adjunct to the desktop phone rather than as a replacement.

Irwin discusses the strategies UC vendors need to adopt, in order to win deals without expensive replacement of existing equipment, but I want to focus here on something else.

The desktop phone has been a part of our lives for several decades now. I am in my thirties, and owning a home - a physical one, that is - is something that I still cherish. I still have one at home today, and one at work. At home my phone is a wireless one; at work my phone is an IP-based Cisco phone. But I still consider both desktop phones for all purposes and intent.





Subscribe
Email



Subscribe
RSS



FOLLOW ME



Media Application
Development Made Simple
SCOPIA IVP 3.0



Code Of Contact



Video Over Enterprise

WEB COMMUNITIES

Realize VoIP Newsletter, April 2009

Editor's Note

By [Amir Zmora](#), VP Marketing

This first issue of our "renewed" newsletter features new and exciting articles as well as important announcements, such as the launch of our [Developer Community](#). This new community is designed for anyone and everyone interested in multimedia Voice and Video over IP communication, including developers, CTOs, Product Managers, analysts and journalists. This is THE place for you to engage and collaborate with people who share your interests and enhance the ability to communicate with us and your industry peers.

The newsletter features two interesting articles about [SIP video standards](#) and all [the different flavors of SIP](#). These articles remind me of the early days of SIP, before RFC 3261, when video was barely supported and interoperability was a real nightmare - with new releases of the protocol standardization released very often, and no one seemed to consider backward compatibility. We've come a long way since then and today, with the maturity and status of SIP, we can laugh about those days and enjoy the current maturity of the protocol. Yet there are still many challenges ahead and RADVISION remains deeply involved in both interoperability activities and video standardization.

The newsletter also covers [product updates](#), [news](#), [blog posts highlights](#) and other [recent activities](#). One of the exciting news releases you will find inside is the introduction of our [BEEHD](#) product. This solution allows developers to introduce High Definition Video Communication clients to the market quickly - and at a fraction of the cost.

We trust you will find this newsletter valuable and enjoyable. We look forward to presenting you with more exciting news and information in upcoming issues.

分析：

- 博士伦隐形眼镜
- 维他奶
- Chow Sang Sang
- Carlsberg Chill

的品牌体验与效果

➔ 我们学懂什么？



PLUS BRAND COMMUNITY



总结 (Take-away)

