STRATEGIC BRAND MANAGEMENT

KAPFERER’S BRAND IDENTITY PRISM
What is Brand Identity?

Brand Identity was mentioned for the first time in Europe by Kapferer in 1986. It is the outward expression of the brand including its name, trademark, communications and visual appearance. The brand’s identity is its fundamental means of consumer recognition and symbolizes the brand’s differentiation from competitors.
### KAPFERER’S BRAND IDENTITY PRISM

Differences between brand identity and image:

<table>
<thead>
<tr>
<th>Brand identity</th>
<th>Brand image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source/company focused</td>
<td>Receiver/target audience focused</td>
</tr>
<tr>
<td>Created by managerial activities</td>
<td>Created by perceptions of the consumer</td>
</tr>
<tr>
<td>Encoded by ‘brand originator’</td>
<td>Decoded by ‘brand receiver’</td>
</tr>
<tr>
<td>Identity is sent</td>
<td>Image is received/perceived</td>
</tr>
</tbody>
</table>
Professor Jean-Noël Kapferer represents brand identity diagrammatically as a six sided prism:
KAPFERER’S BRAND IDENTITY PRISM

These six aspects are divided into two dimensions:

- **The constructed source vs. the constructed receiver:** a well-presented brand has to be seen as a person (constructed source: physique and personality) and also as the stereotypical user (constructed receiver: reflection and self-image).

- **Externalisation vs. internalisation:** a brand has social aspects that define its external expression (externalisation: physique, relationship and reflection) and aspects that are incorporated into the brand itself (internalisation: personality, culture and self-image).
Strong brands are capable of weaving all aspects into an effective whole in order to create a concise, clear and appealing brand identity.

Jean-Noël Kapferer
KAPFERER’S BRAND IDENTITY PRISM

Aspects of Brand Identity Prism

1. **Physique** is the set of the brand’s physical features, which are evoked in people’s minds when the brand name is mentioned. Kapferer states that this aspect has to be considered the basis of the brand.
2. **Personality** is the brand’s character. This can be realized by using a specific style of writing, using specific design features or using specific colour schemes. Also a person can be used to vitalize a brand.
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3. **Culture** is the system of values and basic principles on which a brand has to base its behaviour (products and communication). Many associations in this area are linked to the country of origin; Coca-Cola appeals to American values, Mercedes-Benz to German ones and Citroën to French ones.
4. A brand can symbolize a certain relationship between people. **Relationship** aspect requires a brand manager to express the relationship his/her brand stands for. For example, Lexus differentiates itself from BMW by giving its customers the red carpet treatment.
5. **Reflection** (of the consumer) makes reference to the stereotypical user of the brand and is the source for identification. When thinking in terms of reflection, in the case of Coca-Cola you could describe the consumer base as 15 to 18 year olds (with values such as fun, sporty and friendship), while the actual target group of this brand is far broader.
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6. **Self-image** is kind of a mirror the target group holds up to itself. A Porsche driver who thinks others will think he is rich because he can afford such a flash car. Research has shown that Lacoste users see themselves as members of a sporty club, even if they do not actively play any sports.
Conclusion

• Brand Identity Prism enables brand managers to assess the strengths and weaknesses of their brand using the six aspects of this prism.

• It also helps to find the ways of creating the brand loyalty and financial value.
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Brand Identity Prism for Coca-Cola

Physique:
- Legend bottle
- One bottle design
- Red

Personality:
- Happiness
- Good times
- Everywhere
- Sharing
- Coke hein

Relationship:
- Community
- Equity
- Proximity
- More than a bottle

Culture
- Lifestyle
- Leader
- Secret recipe
- American values

Reflection:
- Young
- Team spirit
- Family
- TOP brand

Self-Image:
- Social
- Push Boundaries
- Communicating
- More than a drink
KAPFERER’S BRAND IDENTITY PRISM

Brand Identity Prism for Starbucks

- Product-oriented
- Quality and wide range of coffee
- Soft and cozy atmosphere: “green” colors
- Proximity
- Personalization
- Friendship
- Conviviality
- Connected (a place to meet, work, exchange)
- Qualitative
- Traditional

- Quality-oriented
- Traditional
- Federative
- Commitment
- Respect (human and environment)
- Quality-oriented
- Perpetuate traditions
- Environmentally and ethically responsible
- Focus on human relationships