

What makes brands meaningful?

IN ORDER FOR BRANDS TO BECOME MEANINGFUL, IT IS ESSENTIAL TO UNDERSTAND YOUR CONSUMER, AND THE VALUE YOUR COMPANY DELIVERS.

Consumer perceive brands in a certain way, some brands hold high value for them well others do not. This poster, presents a top-level overview of a brand perception model. The model is built on the belief that a company can provide most value to a consumer when it provides exactly what they want, in the most desirable way and for the right reasons.

Below you can find a top level overview of the complete model, which explains the 'WHAT', the 'HOW', and the 'WHY' of both the company and the consumer (1). These come together in the mind of the consumer, and results in the consumers' brand perception. In order for a brand to become valuable to the consumer the 'WHAT',

'HOW' and 'WHY' should be in perfect alignment. Lastly, it presents three identified levels on which companies can operate and provide value, the Functional, Experience and Meaning level (2).

On the right you can find a more detailed look at the consumers side of the model, it is built on the belief that a company is 'hired' to perform certain jobs. The more jobs a company helps the consumer to perform, the higher the value it holds. It explains each of these different types of jobs a company can be hired for (3). Furthermore, it explains in more detail how the different levels (Functional, Experience and Meaning) influence the performance of companies on fulfilling these different types of jobs(4).

MEANING LEVEL

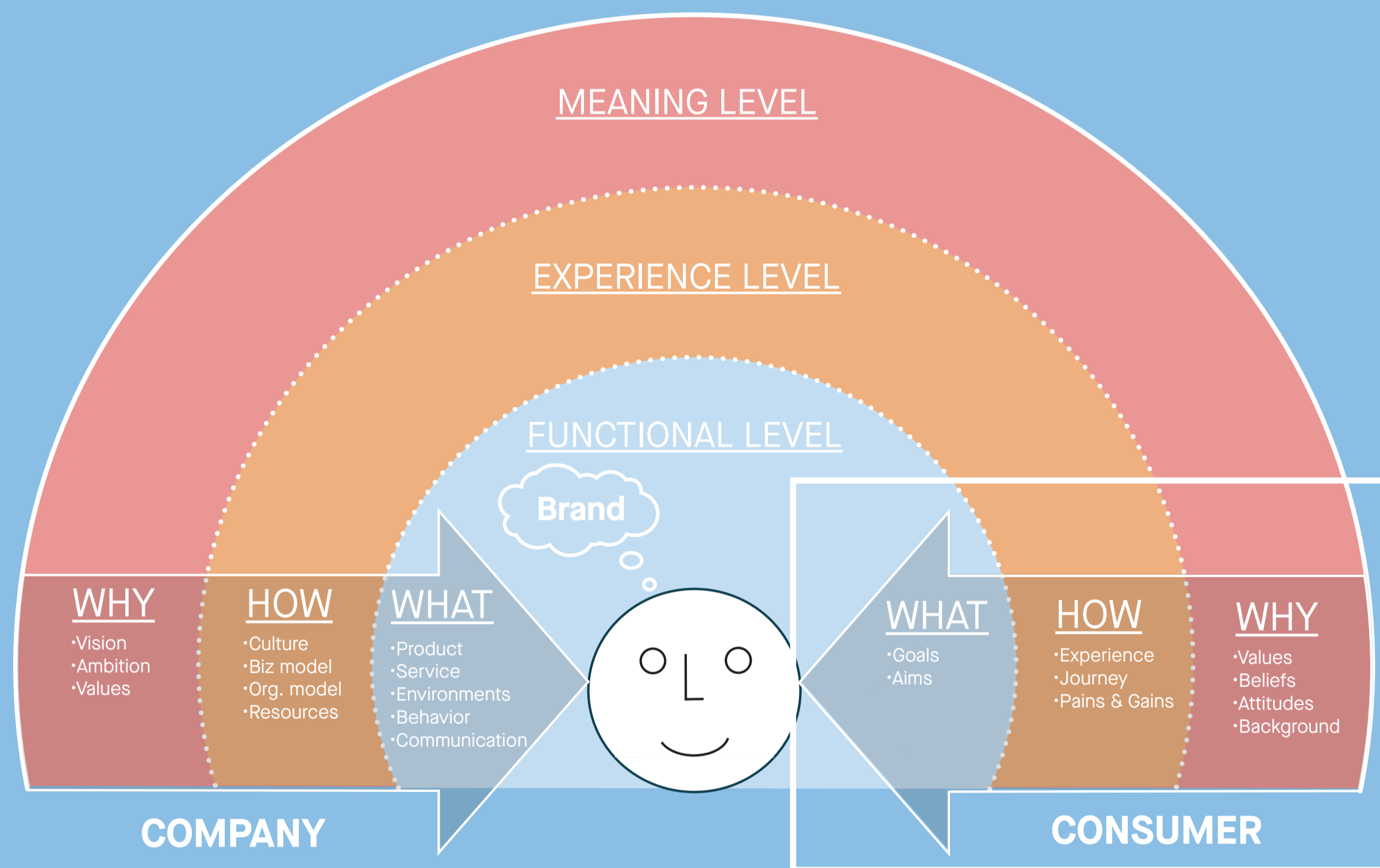
A brand that operates on the Meaning level, not only wants to provide a solution to help the consumer achieve their aim or goal, they want to make sure that this process happens in the most desirable way and they completely understand WHY it is that the consumer wants to obtain that aim or goal.

EXPERIENCE LEVEL

A brand that operates on the Experience level, not only wants to provide a solution to help the consumer achieve their aim or goal, they want to make sure that this process happens in the most desirable way. However, they do not invest great effort in understanding WHY it is that the consumer wants to obtain that aim or goal.

FUNCTIONAL LEVEL

A brand that operates on the Functional level purely focusses on the 'WHAT' of the consumer. They want to offer a product or service that helps the consumer obtain their aim or goal. However, they do not invest great effort in understanding HOW or WHY the consumer wants to obtain that goal or aim.



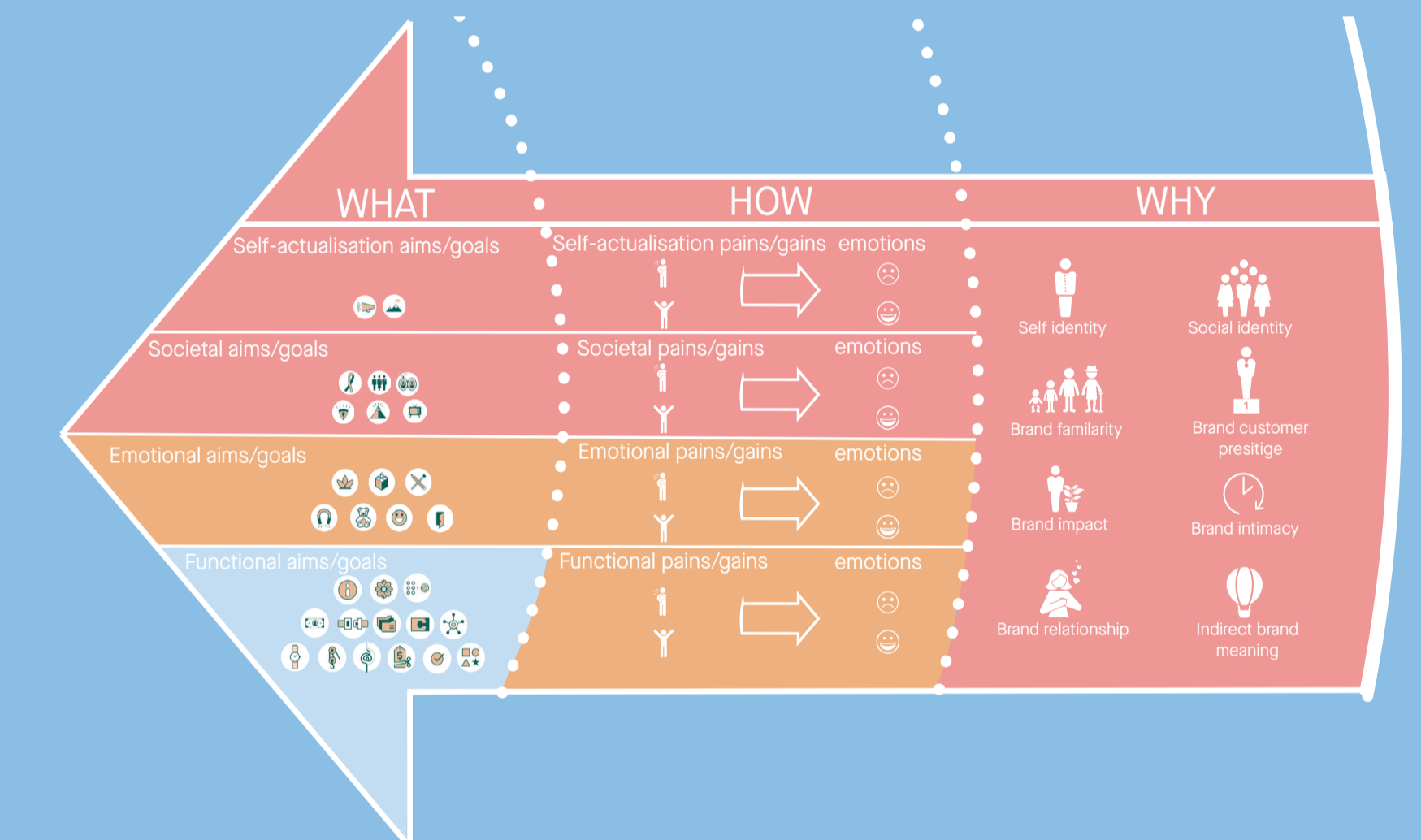
CONNECTING COMPANY AND CONSUMER THROUGH BRANDS

1

COMPANY		CONSUMER
The companies' offerings should enable the consumer to obtain their aims and goals, this is WHAT the company offers.	WHAT	The Consumer has a certain aim or goal they want to achieve, this is WHAT they want.
The company has certain internal processes and resources in order to provide and facilitate their offering, these create HOW they offer it.	HOW	The process of obtaining their aim or goal should go in the most desirable way, this is HOW they want it.
The company has certain values, ambitions and visions, these together built the WHY of the company.	WHY	There are specific reasons behind WHAT the consumers wants and HOW they want to get it, these reasons are the WHY.

3

SELF-ACTUALISATION JOB	A self-actualisation job refers to the consumer wanting to be his/her best self, to realize potential growth and self-fulfilment. It refers to the individual aspect of the WHAT, the HOW, and the WHY.
SOCIETAL JOB	A societal job refers to the consumer wanting to look good or gain power or status. It refers to the social aspects of the WHAT, the HOW, and the WHY.
EMOTIONAL JOB	An emotional job refers to the consumer seeking a specific emotional state, such as feeling good or secure. It refers to the emotional aspects of the WHAT, the HOW, and the WHY.
FUNCTIONAL JOB	The functional job refers to the consumer wanting to perform a specific task or solve a specific problem, for example mowing the grass. It refers to the functional aspects of the WHAT, the HOW, and the WHY.



4

THE WHAT	THE HOW	THE WHY
The 'WHAT' is divided into four different groups. Each representing a different job that needs to be done. Ranging from functional, emotional, societal and individualistic jobs. Each job has their own specific aim or goal. The degree to which a company understands their consumer, so the WHAT, the HOW and the WHY influences how many aims and goals are known and thus can be helped achieved.	HOW a consumer wishes to obtain their goals/aims is divided into the same four types of jobs. Each aim or goal that the consumer seeks to achieve, has its own process and so experience. The degree to which a company understands their consumer, influences how well they are aware of each experience, and thus the more they are aware, the better they can provide desirable experiences.	The 'WHY' is different from the how and the what. It is not divided according to the jobs to be done methodology, this is since these higher reasons are fulfilled by multiple different jobs. Only companies that operate on the highest level truly understand WHY consumers want to achieve their aims and goals in a certain way.

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