

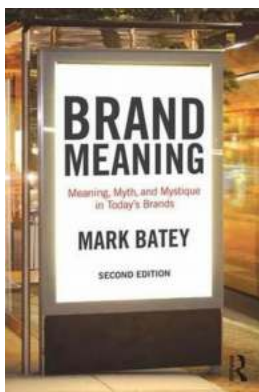
Meaning Myth And Mystique In Today Brands

In today's highly competitive market, brands play a crucial role in capturing consumer attention and loyalty. However, beyond the basic functionalities and features of a product or service, there lies a deeper layer of meaning, myth, and mystique that sets successful brands apart.

Meaning: The Power of Symbolism

Brands have evolved from mere logos and names to become powerful symbols that connect with consumers on an emotional level. They represent values, aspirations, and personal identities. Take Apple, for example. Its bitten apple logo has come to symbolize creativity, innovation, and prestige. The meaning behind a brand is what compels consumers to choose one product over another, even when the features and prices are similar.

Building meaning requires a deep understanding of the target audience and their desires. Successful brands create a narrative that aligns with these desires, making consumers feel seen and understood. Nike's "Just Do It" slogan, for instance, taps into the universal human desire for achievement and empowerment. By associating their brand with such ideals, Nike has successfully built a strong emotional connection with consumers.



Brand Meaning: Meaning, Myth and Mystique in Today's Brands by Mark Batey (2nd Edition, Kindle Edition)

★★★★☆ 4.5 out of 5

Language : English

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Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled



Myth: Stories that Transcend Time

Mythology has always played a significant role in shaping cultures and societies. Brands can harness the power of myth by creating stories that resonate with their audience. These stories imbue brands with a sense of grandeur, evoking a feeling of transcendence that goes beyond the product or service they offer.

Coca-Cola's association with the jolly red-suited Santa Claus is a perfect example of myth-making. Through clever marketing campaigns, Coca-Cola has created a strong association between its brand and the magic of Christmas. The story of Santa Claus and Coca-Cola has become intertwined, giving the brand a timeless quality that resonates with consumers year after year.

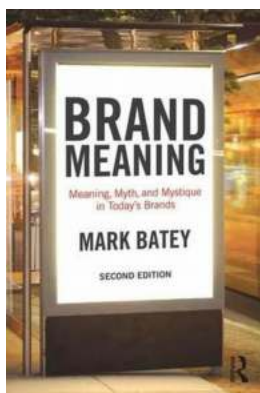
Mystique: The Power of the Unknown

Brands that maintain an air of mystique capture consumers' curiosity and intrigue. They leave room for interpretation and imagination, fostering a sense of anticipation and excitement. Apple's product launches are a prime example of this. The company carefully controls information leaks and creates suspense around each new release, generating excitement and hype among its devoted followers.

Luxury brands often use mystique to elevate their status. By limiting access to their products and creating a sense of exclusivity, they add an allure that sets them apart. Louis Vuitton, for instance, establishes its status as a luxury brand through carefully curated stores, limited editions, and high-profile collaborations.

The air of mystery and exclusivity surrounding the brand enhances its appeal to discerning consumers.

In today's consumer-centric world, meaning, myth, and mystique are essential components of successful branding. The power of symbolism, storytelling, and the unknown enables brands to establish emotional connections with their audience and differentiate themselves from the competition. Understanding and leveraging these elements can help brands become not just products, but meaningful icons in the minds and hearts of consumers.



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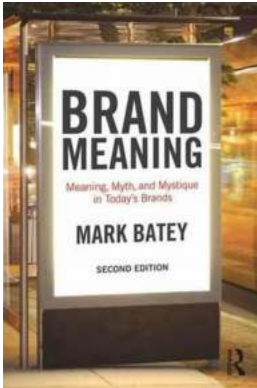
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This second edition of Brand Meaning lays out new territory for the understanding of how brands both acquire and provide meaning. The author draws on his experience with leading international companies to propose a compelling framework for the conscious and unconscious ways in which people connect with products and brands. Revised and updated, it contains contemporary as well as classic examples of brand meaning in practice from various countries, and expands on the theory, methods and applications of brand meaning. The book's multidisciplinary approach and concise yet comprehensive content makes it an

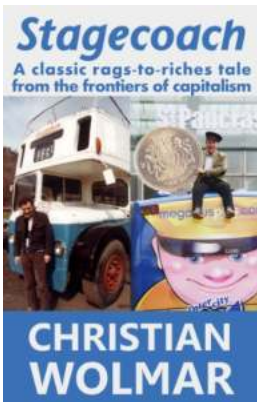
ideal supplemental reader for undergraduate, graduate, and MBA courses, as well as valuable reading for practitioners in the fields of marketing, advertising and consumer research.

For more information, visit www.brandmeaning.com.



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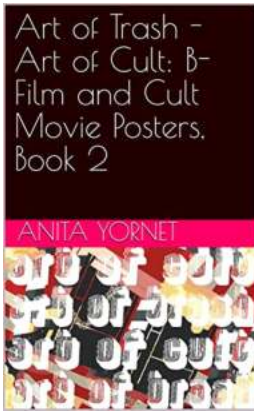
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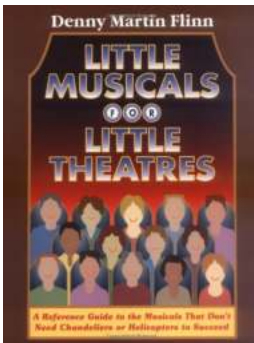
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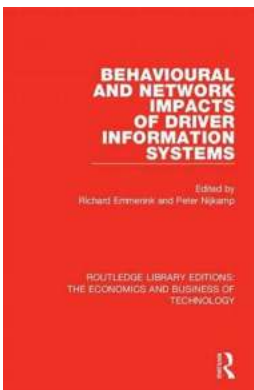
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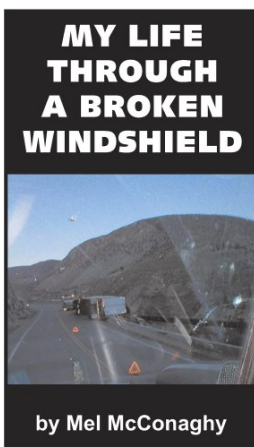
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