

Keller's Customer-Based Brand Equity Pyramid

A major contribution to branding theory was that made by Kevin Keller (1993; 2001; 2003) with his introduction of the concept of customer-based brand equity and the brand hierarchy

Brand equity, according to Keller, is the effect that brand knowledge has on consumer response to the marketing of a brand, with the effect occurring when the brand is known and when the consumer possesses favorable, strong and unique brand associations (Keller, 1993).

The **Customer-Based Brand Equity (CBBE)** model identifies four steps which denote questions asked by customers, and represent a branding ladder, with each step dependent on achieving the previous one (Keller, 2001). These steps consist of six brand building blocks, with a number of sub-dimensions (Keller, 1993). To build a strong brand, the aim is to reach the pinnacle of the pyramid where a harmonious relationship exists with customers.

Custom Term Papers, Research Papers and Essays
for just \$7.95 / page

Custom Term Papers

Custom Powerpoint
Presentations

Custom Essays

7 days \$ 7.95 / page

5 days \$ 9.95 / page

3 days \$ 13.95 / page

2 days \$ 16.95 / page

24 hours \$ 19.95 / page

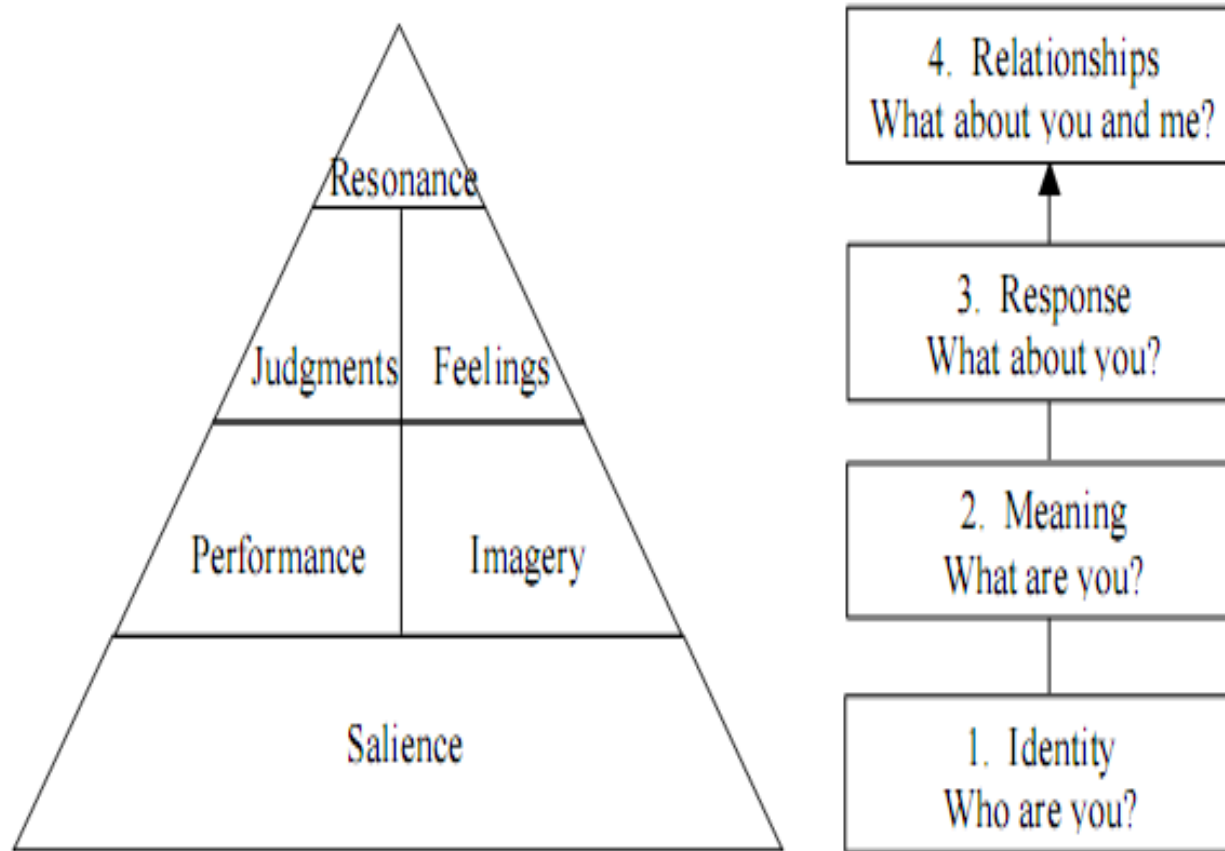
12 hours \$ 24.95 / page

8 hours \$ 29.95 / page

Dissertation (30 days)
\$12.95 / page

Order Now

Keller's Customer-Based Brand Equity Pyramid



Custom Term Papers, Research Papers and Essays
for just \$7.95 / page

Custom Term Papers

Custom Powerpoint
Presentations

Custom Essays

7 days	\$ 7.95 / page
5 days	\$ 9.95 / page
3 days	\$ 13.95 / page
2 days	\$ 16.95 / page
24 hours	\$ 19.95 / page
12 hours	\$ 24.95 / page
8 hours	\$ 29.95 / page

Dissertation (30 days)
\$12.95 / page

Order Now