

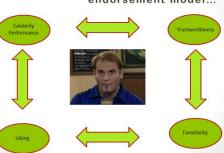
### Elaboration Likehood Model...

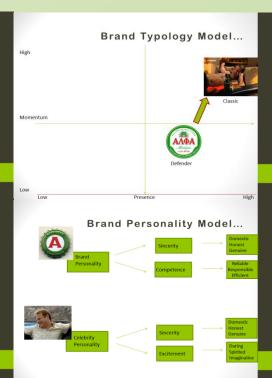


### Levels of product model...



### Determinants of celebrity endorsement model...





## Positioning map (Added value model)...





# Pen portraits model...



Who is Billy? ❖Age:18-35 ❖Income: Low to middle
❖Marital status: Single

♦Occupation: Employee ♦Hobbies: Meet with friends, doing various activities

Functional value: A beer with unique taste

♦Emotional value: The beer covers his needs and become a 'tool" that connects the friends.

### Attitudes to beer and company

Wants to have fun with his friends

Company has sense of humour and they are revelers.
They want sophisticated and yet simple flavour of their beer.

They want familiarity; simple promotion and advertisement of product.

## Meaning Transfer Model...

Culture Endorsement Consumption



Society





Celebrity persona

Purchase

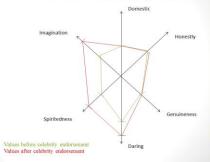
#### Brand values model...











### Brand loyalty model...

Brand needs changes to its package and better

Brand has humorous sense and it wants to go through the ads to consumers and thus wants to limit as much as possible the influence of competitors

Target consumers are low to middle income, active and simple men

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