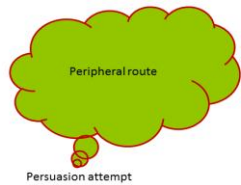


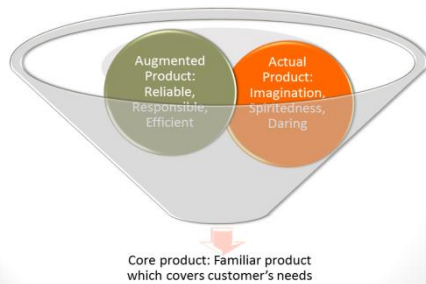
Product and celebrity...



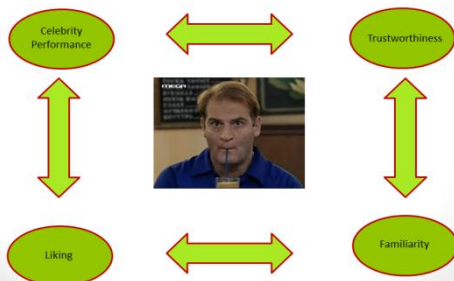
Elaboration Likelihood Model...



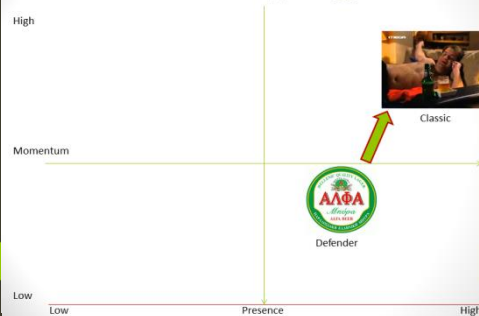
Levels of product model...



Determinants of celebrity endorsement model...



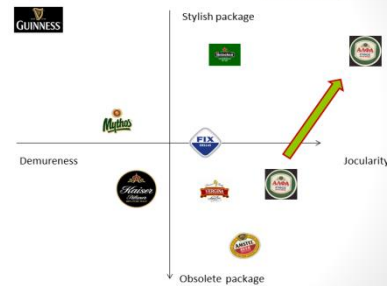
Brand Typology Model...



Brand Personality 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.

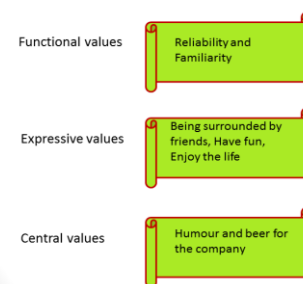
Attitudes to beer and company

- ♦ 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.

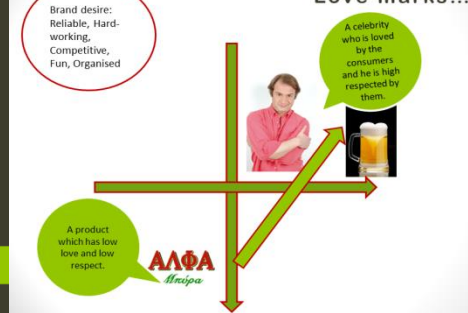
Meaning Transfer Model...



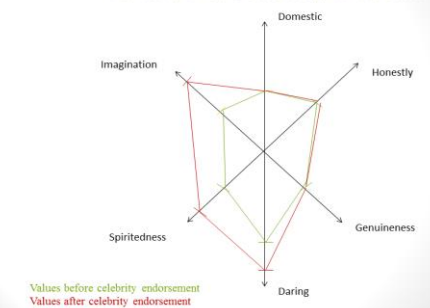
Brand values model...



Love marks...



Brand Personality Model...



Brand loyalty model...



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