BRAND ATTITUDE - BASE ELEMENT OF ORGANIZATIONS’ COMMUNICATION CAMPAIGNS

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Abstract. This article aims to analyze communication problems, with an emphasis on the clarification of terms such as attitude and effective communication, from an economic perspective. Also, we want to analyze issues related to communication strategies regarding sponsorship activities, making a pass also towards the subject of externalities. Analysis covers, on the one hand, the manner in which the economic agents treat, at present time, the communication campaigns and, on the other hand, the manner in which the placement in the public mind and consumer choices is being made.

Key words: attitude, brand, communication strategies, positioning, sponsorship, externalities

JEL Classification: D64, D62, D83, H23

1. Introduction
The success of a company is given by two ingredients: economic skills and communication skills. For communication skills, things can be simplified even more: we discuss about the ability to sell the product. For a successful sale, the product must have a well-defined attitude, so that the consuming public to identify himself with it easily. So these would be the guiding principles for a successful recipe for communication campaigns. Of course things are, however, much more complex and require a detailed analysis, which we propose further to achieve.

2. Brand and its attitude
Lately, we are witnessing, increasingly more, an approach that is more about attitude than the brand and identity itself. More and more, companies opt, during the globalization, for an extensions attitude, not necessarily for the product or brand extensions. (Olins, 2010) A business should be built having as main coordinate the personality of main products or services. A strong personality defines a brand; in this case, the approach whereby the brand, by his attitude, is stronger than the product itself is not wrong. In this context, a line extension, that works with multiple and diverse products, operates with the identity created through brand, identity that is associated with a certain attitude in the context of economic opportunity (a market segment available at the right time and existing demand for those goods and services)

The organizations thus develop coherent policy of communication, in order to attract the consumer of products and services, and this communication policy include all the internal and external measures of an organization, acting on knowledge, concepts and the ability of market participants towards the information organization (Stănciociu 2004), but starting from the attitude and personality of the brand. Of course that organizations will take into account, in addition to product and service attitude, a consumer classification. Thus, it is absolutely necessary to do a more detailed division of consumers, more than the basic classification that divides consumers into two categories: current users and potential consumers. (see the figure no. 1) Knowing consumers, their needs and requirements, the products or services will develop a personality that collapses, so, on various audiences. (Frâncu, 2013)

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Expected results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current loyal users</td>
<td>Persons who choose the &quot;right&quot; product, most often or always</td>
<td>Consolidation of behavior, increasing consumption.</td>
</tr>
<tr>
<td>Loyal users of competition</td>
<td>People who opt for the product of competition often or always</td>
<td>The conviction to choose the product covered by the communication campaign.</td>
</tr>
<tr>
<td>Consequent users</td>
<td>People who opt for a variety of products from one category</td>
<td>The conviction to choose the &quot;right&quot; product more often.</td>
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<tr>
<td>Users related to price</td>
<td>People constantly</td>
<td>Attracting with low prices or adding</td>
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Modern society is a society of over-information and, hence, of over-communication. To be sure that a communication strategy will achieve its purpose, therefore, knowing the targeted public is absolutely necessary, for so, the strategies should be chosen depending on the type of customer to whom it is addressed. Applying this principle, the product that is the subject of the campaign, has more chances to position itself in the consumer's mind. This is why a communication campaign should be simple and straightforward, based on brand attitude, aspect that makes it so easy to remember and with impact on the public.

We propose an example: the Groupe Danone, the yogurts which have a wide range and a large audience. Each product targets a specific audience. Communication strategies will be done differently, depending on audience. For children, the information will be adjusted by age: the promotion will be done through games and drawings. For Danone yogurt for the whole family, the information shall be linked to family values: family members sit together at the table and enjoy the product. The Danone Activia range, the method is adapted only to a particular segment, the campaign aiming at transmitting information about the beneficial effects that occur after consuming the product. Thus, Danone’s communication campaigns are different, for each category of public side; but the common theme is connected to the attitude of the basic product, which translates to product usability:

- The product is useful for children because of calcium and vitamins (Danonino)
- The product is useful for the elderly, pensioners, income is not very high, because it is not very expensive (Danone Casa buna)
- The product is useful for women because it solves certain health problems (Danone Activia)

Thus, by a common theme, we can achieve different categories of customers. So, Danone has a safe and reliable attitude which shows that the product is suitable for many types of public and can satisfy their diversified requirements.

Another example that better emphasizes the role that attitude plays in positioning the brand in the minds of the consuming public is the sub-brand Sprite. Coca Cola attempted some time ago a consolidation of a sub-brand of its portfolio, Sprite, through an atypical and original promotional campaign, simultaneously. The technique used is that of promotional contests or games with prizes, but the message is other than the one that normally the public would expect. The policy used is quite simple: once presentation of the product is done, the product’s defects, disadvantages are also disclosed, meaning that the campaigns show that is not necessary a useful product. The first campaign of this kind was short but suggestively entitled "Sprite – you lost". It was a campaign in which the central idea was that show the promotions as they really are, therefore Sprite says seriously. Moreover, the slogan "Say it seriously" would become one representative for the further campaigns and overall for the brand image. This campaign introduces a contest where the grand prize was represented by a car. But how each consumer's chances of winning are very small, Sprite console audience from the start, saying that chances to win are reduced, but at the same time congratulating for winning the shirt or scooter on which there are more chances. The next promotion was a continuation of the previous one, on "Win and you get angry" and the central idea was that generally the earns of promotions are going to who does not need that award. The last campaign had a very well adapted a message intended to target audience (represented by adolescents), namely "Small prizes are not cool. Because of this, we do them big!" And Sprite applied to practice this slogan, the prizes being really big: bear two meters tall, giant key chains, shirts and stickers. Prizes offered by Sprite throughout its campaigns are not considered to be valuable, on the contrary, could easily come in the category of low (scooter, keychain and giant shirt, etc.) But the effects of this technique highlight the strong attitude and the safety in brand, effects that generate a high degree of reliability: target audience knows that the manufacturer is honest with him, do not lie and present reality as it is and thus will be open to a much greater extent to receive the brand messages. Communication channels used to promote these campaigns were both the traditional and the less conventional: broadcasting of the commercial was held through several television channels; promotional materials and posters were distributed at participating stores; youth (being the targeted segment of Sprite) had available also the cell phone to keep the contact with the Sprite promotion, activating Bluetooth function on mobile phones. Once the Bluetooth connection was activated, in a short time the Sprite campaign ad was sent on mobile phones; last but not least, Sprite appealed to its own website www.sprite.ro, site currently used for interacting with adolescents. All these unconventional campaigns have been so successful that now Sprite tends to become a brand himself, but a less conventional one. The target audience of Sprite is young, aged between 18 and 25 years. It is a difficult public, as state almost everyone who works in the advertising industry, youth is exchanged their options; often there is no loyalty to a brand and choices are based on instinct and the moods they are going through. To know and better understand the trends characteristic of young people in this age group, between September 2006 and April 2007 there has been a market research, qualitative and quantitative, conducted by Daedalus Consulting, affiliated to Millward Brown network, in January 2005. (Sândulescu, 2007) This research took place in Bucharest, Iasi and Brasov, on a sample of 571 respondents in equal proportions girls.
and boys. Previously, the same qualitative methodology was applied in ten other European countries. Through this market research analysis aimed at identifying the needs and desires of young people aged between 18 and 25 years, from the perspective of dreams, concerns, hobbies, passions also their fears. It also sought to explore the expectations of young people about the brands and exploring the ideal brand features. According to the survey, young people have an open mentality, are rational, dynamic also searching for news; they are afraid of things permanent, leading to routine, boredom also monotony; on the contrary, they have a developed sense of exploration, seeking to know and do different things, which give them new experiences. In choosing a product, the youth take into consideration the report of price, quality, image, focusing on the image; 82.7% of those interviewed felt that the way you look can help in life. So, brands play the role of designing an image about the self that otherwise could not support it. The brands are almost always seen as responding to their needs and helping them to differentiate, or where appropriate, to integrate into a group. Therefore, we are talking about a brand attitude that is transferred automatically to consumers who choose that brand. Usually young people choose those brands considered to be cool, fun, offering a certain social status; young people identify with these brands, so brands that promote the values closest to those that young people believe in will gain their options. Under these circumstances, youth-brand relationship turns into an emotional relationship based on feelings that brand transmits. The feelings like you’re in fashion, the way you dress, the accessories you buy, the feelings that you are part of a group who shares the same beliefs and values are key messages that should be included in any advertising campaign aimed at this audience. Sorin Psatta, Integrated Communication Director of the group BBDO Group Romania, including Graffiti BBDO (advertising agency), Media Direction (media agency), Proximity (CRM agency) and Graffiti PR (PR agency) believes that an advertising campaign aimed at young people must be anchored in reality and include the main values of the times we live in. That is global (not local, any border is for a young a barrier to overcome), contemporary (present continuous time is favorite for the young) and especially very, very fun (boredom is the main enemy of age). If you add a bit of cleverness, I think we are approaching the winning recipe and we can talk about a brand >> cool <<. (Sândulescu, 2007) Sprite is an example of a successful relationship between brand and young people, having all the ingredients of a cool, fashionable brand. Sprite brand is a mirror of the younger generation and its advertising campaigns are characterized by innovation and eccentricity, values that have got very good if we consider the sales recorded; Alexandru Dumitrescu, Associate Creative Director at McCannErikson, during the period the Agency has worked with Sprite to achieve the analyzed advertising campaigns, states that "given the sales in Romania, I believe that we already exploit very well the potential of this brand among young people." (Sândulescu, 2007) From graffiti, extreme sports, until this slightly embarrassing situations, but real, Sprite is a brand that successfully uses unconventional methods of communication. Sprite is a brand that understands those realities that must be faced by young people, empathizing with them; these realities are the subject of advertising campaigns, being converted, with humor, in advertisements topics. (Sândulescu, 2007) The communication process is therefore a bit eccentric, but if we consider the age segment, it is very appropriate. Alexandru Dumitrescu states that "Sprite somehow make anti communication because remove the cool advertising clichés for young people and adopt an honest and direct tone, ironic and often even self-irony. Rare thing for a brand, be it addressed to the youth. "(Sândulescu, 2007) Sprite chose to have a sincere and honest message, so that it transmits the real values. Young people today have fewer prejudices, compared with previous generations; they say what they think; for such public, the slogan “Say it seriously” really fits perfect.

So Sprite is a brand for which the monotony, boredom or routine is no real danger, as it has always been a brand that has continuously reinvented using creativity. Incidentally, this is the recipe for success in communication, recommended by Andrei Balan, Strategic Planner at advertising agency Leo Burnett in the period under review: "the best way in order to make effectively communication of a brand for young people is breaking patterns and constantly reinvent itself. Those in charge of communication of a brand should be able to break the rules, to break the apathy and boredom that make anyone reach for the remote when the advertising starts. Brand communication must constantly reinvent itself." (Sândulescu, 2007) The communication strategies used by Sprite are quite simple, the product is presented in a language accessible to young people, in their places and with their methods. The ultimate goal is to achieve a communication campaign that will transmit certain feelings to young people, that will determine a identification with the product itself. So, the communication campaign for Sprite has all the ingredients necessary for a close tie with the target audience: originality, humor, dynamism, young actors, vivid colors, a pleasant soundtrack and a memorable slogan.

As a conclusion to the above mentioned, for the success of a communication campaign, organizations should take into account a very important element; it is about positioning in the public mind, which is especially important when referring to the final consumer options. This positioning is made into the context of diversified markets, with many economic agents present; thus, the attitude of a brand becomes more important, being the feature that can make the difference in the options of the consumers. Based on these considerations, to reach its goal, which is to create the hierarchy in the public mind, the hierarchy that would bring benefits to product or brand which is the subject the campaign, a communicational campaign must always have regard to brand attitude, with which many consumers start to identify.

In a society of globalization, multinational companies therefore start from a simple premise their way to success, namely: they must build brands with attitude, not products or services. This idea, however, is not a new approach; it finds its foundation in the approaches to management theorists of the ‘80s. Until that time, any large corporations concern was the production of goods and services, an idea that was, incidentally, fundamental for the
industrial age. (Klein, 2007) Subsequently, the shift was made also to the approach centered on the idea of creating brands, not products, for recently, the approach to be completed or finalized to the idea that brands need to have a defining attitude. Among the pioneers who approached strategies through which production of goods was only a secondary part of their operations and the main production was given in fact by the images of the marks, we mention: the company of sports products Nike, IT products and services firms Microsoft and Intel and clothing company Tommy Hilfiger. The real effort consisted actually not in production but in marketing. (Klein, 2007) It was the beginning of a period in which the winning strategy was, and is, once the construction of stronger identities to support products and services which respond directly to the needs and demands of consumers. The transition from a culture centered on the technical towards a marketing culture (or the consuming public seduction) was made, but it was not very easy. (Olins, 2010) In parallel, the communication process has undergone changes and has evolved with the organization and its culture. Thus, each stage was marked by modes of communication and expression of its own, focusing first on the tradition expressed orally (stories, legends, mythology) later in writing by the emergence of the press with moveable type invented Johannes Gutenberg (books and newspapers) and in the current period, using modern communication systems (radio, television, telephone, internet). (Eldin, 2000)

3. Sponsorship - premises and controversy

The '80s also brings another change in communication strategies, change that actually put the foundations of a concept which is currently one of the basic coordinates for organizations; it is sponsoring phenomenon, a phenomenon that has evolved over time and developed the phenomenon of social responsibility. Sponsorships emerged as a phenomenon that was meant to compensate, in fact, the lack of public funds. Slowly, however, corporations have seen sponsorship as a hybrid of philanthropy and image promotion and began to treat it more as a marketing tool, and a very efficient one. (Klein, 2007) As its value increases as a promotional tool and as in various branches of cultural industries the dependence on revenues from sponsorships increased, there was a growing interest from larger companies in this direction. In this context, it created a legal framework regulating the conduct of such activities, planned and implemented in each country. In Romania, there is a law on sponsorship. Specifically, Article 21 paragraph 4 p) of the Tax Code regulates this activity. (Fiscal Code, 2014) Therefore, there is fiscal facility for companies (and this category includes corporate taxpayers paying income tax) that take into account the possibility of direct / grant, with no additional cost, funds / goods / services through sponsorship, acts patronage and private scholarships. The costs of sponsorship and / or patronage, as well as private scholarships (financial funds, goods or services) are deducted from the income tax, due and paid to the state. In other words, the funds incurred for such actions subsequently decreases the amounts to be paid directly to the state in income tax. Conditions for granting of this facility are clear in such:

- The company should be paying income tax;
- Directed funds should be below the lowest of the limits: a. 3% of the turnover; b. 20% of income tax due;
- The actions must be justified by legal acts (contracts) concluded accordance to the law (Law 32/1994 and Law 376/2004). (Fiscal Code, 2014)

But some questions arise concerning the purpose itself of the activity of sponsorship. The purpose therefore is a noble one for companies or an economic one? On the one hand, we can consider the social impact of sponsorship, but on the other hand, we discuss about the company's effort to create and maintain, thereafter, a brand attitude, attitude through which the company is positioned in the options of the consumers, action clear with economic effects. The next question is: what is the percentage allocated to the private benefits and the percentage allocated to the social benefits? And what are the costs? This theme is a constant concern for the economic environment and the subject is closely linked to the existence of externalities, whether positive or negative, as externalities operate with values of private costs or benefits registered at economic agent and values of social costs or benefits manifested in society. In general, positive externalities are difficult to spot. In these cases, the private benefits are lower than social benefits. In situations where companies recorded negative externalities, the discussion becomes wider since they require solving practical solutions. The latest example comes from the sphere of automobile manufacturers; it is about the crisis that the automobile manufacturer Volkswagen is facing, being accused of using a soft that does not meet the standards of the level of pollutant removed emissions, emissions being in fact much higher than permitted, thus generating high atmospheric pollution. Among the most common solutions for solving the negative externalities, in economic literature, we find the solution (fee) Pigou and Coase solution. Pigou proposed that the solution should be the internalization of negative externalities and suggests the creation of a tax system for economic agents that cause negative externalities (pollution activities) and grants for economic agents that generate positive externalities or those who support negative externalities. (Economics, 2000) The Coase Solution also proposed the internalization of externalities and involves assigning property rights in order to internalize externalities. According to this solution, the economic agents can adopt concrete measures to internalize externalities, but under some circumstances, meaning there is a limited number of economic agents affected by the negative externalities and there is a clear defining of property rights (usually the occurrence of externalities is due or caused by fact that the rights of ownership of economic resources are not well defined). (Economics, 2000) It should be noted that in practice, internalize these negative externalities is not so easy to do.

Despite all controversies on this subject, one thing is certain: brands with attitude will always be involved in the social sphere, whether we discuss sponsorship or real campaigns or even foundations of social responsibility.
4. Conclusions

Based on the information discussed above, we can conclude that, currently, companies need, increasingly more, elements that help them differentiate and position themselves clearly into the mind of consumer and in the public options. The way companies (economic agents) will think and implement communication strategies is extremely important, and these strategies must be based on a few relatively simple basic coordinates: brand attitude, involvement in sponsorship activities, generating positive externalities. In this sense, some recommendations can be made, regarding the communication strategy:

- Establishing the type of consumer, whether loyal or potential, and their needs;
- Correlation of the needs of target audience with the concept/product launched on the market;
- Development of a clear, personalized and constant message, which gives personality to the product or service;
- Establishing communication strategies and ideas for promotion, in order to transmit the brand attitude;
- Involvement in social sphere;
- An analysis of positive externalities and the negative ones;
- Existence of a feed-back from the public, for which to be taken into account.

5. References