

**Buying decisions** are made by a combination of **memory** and **impressions** at the moment of purchase

The mind **stores impressions** of a brand and its evaluation, in **long term memory**

To get things into **memory** requires communications with some **consistency**, though not sameness: a similar basic message executed in different ways

**Brand preference** requires both behavioral and an attitudinal commitment and therefore requires a **memory response** as well as a **situational** one

Strong brands **come easily to mind** with a number of strong, immediate and positive **associations**.

to get things in **long term memory** requires message consistency but not sameness, but also a **strong emotional impact** and that the messages come from a variety of **different stimuli**

How readily individuals store communications depends on **who they are and their involvement level**: hence the need for specific **segment identification** and understanding

strong brands have **strong associations** in long term memory

Once this understanding is developed, then marketing can design their communications to **impact the points of greatest leverage in the consumer buying cycle**:



# How MarCom Works to Build Strong Brands

In order to get into long term memory and build powerful brand associations, marketing communications must be integrated and targeted against the appropriate points in the target group's buying system.



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