The Relevance of Dynamic Brand Image Campaign in Corporate Advertising: A Conceptual of Theory

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This paper conducts a good corporate advertising campaign theory to develop a good brand name, name recognition and brand awareness as well as establishing good will for an organization in Malaysia and its products and services. Corporate advertising also targeted at both internal and external audiences and involves the promotion of the organisation as well as its ideas. Corporate advertising are designed with two main goals namely creating a positive image for the organisations and communicating the organisation's views on social, business and environment issues. Through corporate advertising, the organization may convince the public that it has a positive attitude towards important issues and generate public concern about issues that are positively related to its corporate identity.

Keywords: Corporate Advertising, Corporate Identity, Brand Name and Awareness, Products and Services.

1. INTRODUCTION

Branding has been around for centuries as a means to distinguish the goods of one producer from those to another (Kevin, 2002). In fact, the word *brand* is derived from the Old Norse *brandr*, which means "to burn" as brands were and still are the means by which owners of livestock mark their animals to identify them. According to the American Marketing Association (AMA), a brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. Thus, the key to creating a brand is to be able to choose a name, logo, symbol, package design or other attribute that identifies a product and distinguishes it from others (Kevin, 2002).

Well-managed brands drive respected reputations and, as Fombrun and Van Riel (2004) have documented, favourable reputations result in higher financial return. Stakeholders grow to respect strong brands. In a time pressured society, if a brand has consistently delivered satisfaction its customers are likely to become confident that they can minimize their search activity, abdicating choice to a low cluster of brands per category. Through well-conceived and effectively managed brands, firms are able to build favourable reputations which enhance the confidence of staff, buyers and users. Even in times difficulty, firms reap the benefits of well-developed brands.

The problem is that some organizations overlook the value of a brand’s reputation, failing to realize that trust takes time to build and needs to be managed. Customer confidence results from repeated brand interactions characterized by consistency and perception that the brand cares for the customers. Brands are powerful entities because they blend functional and performance best values. As is becoming more apparent to many organizations, brands’ unique functional values can soon be understood by competitors, who are capable of not just emulating the functional advantage, but also then surpassing it.

To lever their brand investments, once managers have created customers trust in their brands’ functional superiority, they then seek to build customers’ appreciation, and firms must ensure their systems deliver the desired level of functional based satisfaction. A positive brand image is created by marketing programs that link strong, favourable and unique associations to the brand in memory.

It is almost axiomatic that if organizations don’t pay sufficient attention to brand positioning, they will pay even less attention to brand strategy (Joseph, 2011). Brand strategy involves important choices that organization must make about a range of brand related issues if they want to control and influence events and deliver competitive advantages. The absence of brand strategy, on the other hand, hands control to competitors and results in no competitive advantage (Joseph, 2011).

2. LITERATURE REVIEW

2.1. Corporate Advertising

The aim is to promote and campaign for the organization rather than its products and services. Any advertisement that focuses
more on public relations than sales promotion is corporate advertising. Its objective is to build a company’s image, reputation and presence in the eyes of general public or within an industry.

According to Ormeno (2007, p. 46), corporate advertising is “company-initiated forms of communication employed to elicit desired responses from ultimate constituencies, directly addressed towards them.” Corporate advertising also refers to “media space or time bought for the benefit of a company, than for its products.” Corporate advertising regarded as one of a variety communication tools that might be used to promote the desired of corporate identity of the corporate brand rather than specific products or services (Rooster and Bellman, 2005).

Corporate advertising is done merely because a company wants to promote its interest through image enhancement and promote a certain cause. The best definition of corporate advertising is to view the way of function that has developed in many companies and corporate advertising offers a framework for effective coordination in all internal and external communication (Cornelisen, 2008) as well as is to establish and maintain good reputation with stakeholder and the organization is a dependent.

Corporate advertising can be defined as the paid use of media that seeks to benefit the image of the corporation as a whole rather than its products or services alone. Because all of a company’s advertising contributes to its reputation, both product and corporate advertising should reflect a unified strategy. Corporate image advertising should ‘brand’ a company the way product advertising brands a product.

Corporate communication is a successor of public relation and its role is considerably larger than its predecessor. It is regarded as a tool in management and a successor of public relations (Argenti, 2009; Mohamed and Abu Bakar, 2008; Dolphin, 2000). Yet, researches and scholars continue to utilise the terms. Ideally, it requires the media to deliver the message to the public.

2.2. Brand Image

A brand is a mixture of many things, which include the company reputation, its products or services and their quality, it’s rational and emotional attractions, vision and personality, how it is positioned, how it communicates, and how it is managed.11 Above all, a brand is what people feel about a company, product or service, and how good an experience they perceive from buying it. As great relationships depend on trust, quality, reputation and every interaction over time, companies have to concentrate their efforts fully on this holistic approach to branding. Ideally, the brand should not only be easy to identify, it should also be easy to remember.13

As a sequence of this the great brands of the future will be built on the basis of care, and they will increasingly balance profitability with social responsibility. These companies will operate not only as businesses but also as living entities that care for what is happening in the world and for the people who live in it. The focus will be on relationship building and bringing people together.

Brands have never been more important than they are today. A brand represents a name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.12 The accelerating rate of turbulence change, the volatility of economies and markets, increased market fragmentation, and the relentless progress of technologies and innovations have caused the destruction of many companies that have failed to develop the lifeline of a strong brand.11 As consumers become more sophisticated and are given more choices, it is crucial for Malaysian companies to develop and promote their own brands in order to remain competitive in global marketplace.

In a world where everything tends to be equal, only brands differentiate the products. The availability of new technologies has enabled companies to easily replicate the products, systems, services and processes others, generating a huge strategic problem for businesses in making themselves and their brands appear different.

Previous research revealed that customer satisfaction is directly related to intentions to repeat purchase, and that happy customers are much less tempted to switch suppliers. Other studies showed that many customers are not price sensitive but want their suppliers to help them add value through other means such as managing inventories and design services.

Strong brands differentiate companies and products from their competitors, and make access to new markets and industries easier.11 They also provide returns on investment worth much more than the value of the net assets of businesses by providing a long term flow of profits. Strong brands have no life cycles if they are looked after and managed well. They can last for decades, even centuries.

Branding encourages companies to focus on long term strategic view of how to sustain business profitability and survive recessions. Spending less effort in building powerful brands may lead to failure in a highly competitive marketplace during recessionary times.11 Moreover, stronger brands with the ability to differentiate and stay focused on value delivery will gain a more strategic perspective to sustain business and enjoy more stability in recessionary times. Good brand management helps make

| Table I. Top 10 brands in the world 2015. |
|---|---|---|
| Rank | Brand | Brand value (US$milion) |
| 1 | Apple | 170,276 |
| 2 | Google | 120,314 |
| 3 | Coca cola | 78,423 |
| 4 | Microsoft | 67,670 |
| 5 | IBM | 65,095 |
| 6 | Toyota | 49,098 |
| 7 | Samsung | 45,297 |
| 8 | GEC | 42,267 |
| 9 | McDonald | 39,809 |
| 10 | Amazon | 37,948 |

Note: “The 100 Top Brands” by BusinessWeek, 2015.

| Table II. Top 10 brands in Malaysia, 2015. |
|---|---|---|
| Rank | Brand | Brand value (US$million) |
| 1 | PETRONAS | 9,479 |
| 2 | Genting Berhad | 2,917 |
| 3 | MayBank | 2,243 |
| 4 | CIMB Group | 1,964 |
| 5 | YTL | 1,914 |
| 6 | Sime Darby | 1,699 |
| 7 | Maxis | 1,315 |
| 8 | TNB | 1,244 |
| 9 | DIGI | 1,108 |
| 10 | Telekom | 1,094 |

Note: The brand finance top 100 Malaysia brands 2015, November 2015.
strong brands and great customer relationships. However, it is surprising that many companies still pay little attention to the management of their brands, compared to the meticulous way in which they manage other aspects of their business.

3. KEY FUNCTIONS OF CORPORATE ADVERTISING

Corporate advertising has two major functions, namely
(i) brand identity (window) and
(ii) image building (mirror) (Patti and McDonald, 1989). The role of the window refers to the preparation and execution of a communication policy. It delivers the result of the messages that portray all facets of the organization in clear and attractive way. The mirror role refers to the monitoring the relevant strategies and policies of the organization’s development.

There are a number of sub-roles of Corporate Communication and its functions, namely
(i) identity communication,
(ii) investors’ relations,
(iii) philanthropy and corporate social responsibility,
(iv) government relations and crisis management (Argenti, 2009). Corporate advertising main task is to develop a good brand name for the organization, name brand awareness, establishing goodwill for the company and its products and services.

4. THE NEEDS OF CORPORATE ADVERTISING

Corporate advertising is designed with two goals in mind;
(i) creating a positive image of the firm and
(ii) communicating the organization’s views on social, business and environmental issues. Specific applications include
(i) to boost employee morale and smoothing labor relations
(ii) to assist newly deregulated industries ease consumer uncertainty and answer investor questions and
(iii) to assist diversified organizations to establish an identity for the organization rather than relying on brand names.

It is important for the key person in the organization i.e., brand manager or corporate communication manager to fully understand corporate advertising strategies (Biehal and Sheinin, 1998). This is to ensure the information delivered to the public may greatly influence consumers’ knowledge about the company. The influence may affect the way they think with regard to the organization’s individual brands. There are three components of communication effects that can be achieved through corporate advertising, namely
(i) brand awareness,
(ii) brand attitude and
(iii) brand purchase intention (Crane, 1990). The emphasis in corporate communication in the number of years relatively has been placed on coordination and integration of the organization’s communication activities (Van Der Waldt, 2004).

5. ELEMENTS OF CORPORATE ADVERTISING

5.1. Public Relations Advertising

It is done to gain public support for the products and services offered by the organization. It also aims to disseminate the information on the organization’s reputation as well as to develop and maintain relationships with the community. The key to effective public relations is that it must convey a story and the best public relations is news. Public relations and advertising are rarely competitors and work hand-in-hand to get the brand message to attract many prospects as possible. Even though it is usually seen as news, it has credibility that is lacking in most advertising. On the other hand, even a unique product is news for only a short period of time. Unlike advertising, a public relations message is ultimately controlled by the media. Ultimately, the media make decisions concerning when, where, and if a particular product story will be carried. It is the elements of message control and credibility that most distinguish public relations and advertising.

5.2. Corporate Identity Advertising

The purpose is to enhance the organization’s corporate identity as well as to inform the public about their established identity. Effective advertising influences prospective customers to try advertised products and services. Sometimes advertising influence primary demand that is, creating demand for an entire product category. More frequently, advertising attempts to build secondary demand, the demand for a company’s brand.12

5.3. Corporate/Institutional Advertising

It is an activity used by the organization to deliver the messages to the public and seeks to benefit of selling its reputation and image to the public. Advertising is big business, to say the very least. Ad expenditures in the United States alone totaled approximately $137.8 billion in 2014. Some Americans companies invest more than $2 billion annually on domestic advertising. Table III lists the top 10 top-spending U.S advertisers in 2014.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Advertiser</th>
<th>Total U.S spending (billion)</th>
<th>Std. error mean</th>
<th>Sig. (2-tailed)</th>
<th>Mean difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>4.6</td>
<td>0.17215</td>
<td>0.270</td>
<td>-0.29987</td>
</tr>
<tr>
<td>2</td>
<td>AT &amp; T</td>
<td>3.3</td>
<td>0.20766</td>
<td>0.270</td>
<td>-0.29987</td>
</tr>
<tr>
<td>3</td>
<td>General motors</td>
<td>3.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Comcast corp</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>Verizon communications</td>
<td>2.5</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>6</td>
<td>Ford motor</td>
<td>2.5</td>
<td></td>
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<tr>
<td>7</td>
<td>American express co</td>
<td>2.4</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>8</td>
<td>Fiat crysler automobiles</td>
<td>2.2</td>
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<tr>
<td>9</td>
<td>L’Oreal</td>
<td>2.2</td>
<td></td>
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<tr>
<td>10</td>
<td>Walt disney co</td>
<td>2.1</td>
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</tbody>
</table>

Note: Ad age datacenter., July 2015.
5.4. Recruitment Advertising

It aims to create interest among the public to work with the organization and to provide a platform to inform the public on the benefits gained when employed with them. Advertising presells a company’s products and provides salespeople with valuable introductions prior to their personal contact with prospective customers.12

6. FAVOURABLE ATTITUDES OF CORPORATE ADVERTISING

6.1. Excellent Vehicles for Positioning the Firm

Every organizations need to establish an image in their market place just like products. The corporate image advertisements are one way to accomplish their objective and a well-positioned product is much more likely to achieve success than is one with a vague or no image. Organizations with strong positive corporate images have an advantage over competitors that may enhance when they promote the company in general. One of advertising’s most important functions is to publicize brands.13 That is, advertising makes consumers aware of new brands, educates them about a brand’s distinct features and benefits, and facilitates the creation of positive brand images.

6.2. Benefit Received from the Public

Today, Public Relations efforts of firms have increased the attention paid to these events by the media have lessened as more event to cover. The ultimate result when a public relations effort engaged by a company does not guarantee it will receive press coverage and publicity. The corporate image advertising gets the message out but the consumers may not perceive it as positively as information from an objective source.

6.3. Reach Selected Target Market

Corporate image advertising should not be targeted to the general public. Generally, it is targeted to investors and managers of other organizations. General public may not appreciate this form of communication, however, the target market does. Ultimately, this form of advertising may be accomplishing its objectives.

7. UNFAVOURABLE ATTITUDES OF CORPORATE ADVERTISING

7.1. Questionable Effectiveness

There is no strong evidence to support the belief that corporate advertising works. Many have doubts that data cited earlier demonstrates a correlation between stock prices and corporate image. A study conducted by Bozell and Jacobs Advertising of 16,000 ads concluded that corporate advertising contributed to only 4% of the variability in the company’s stock price, compared 55% effect attributable to financial factors.

7.2. Constitutionality and Ethics

Some critics contend that since larger firms have more money they can dominate public opinion unfairly. Such point was resolved in the courts in favour of the advertisers. However, many consumers still see such advertising as unfair and immediately take a negative view of the sponsor. A number of valid points have been offered for and against corporate advertising. Two things are certain:

(i) A question who is right
(ii) the use of this communication form continues to increase.

8. CONCLUSION

There is no magic to branding, but they are some rules that need to be adhered to, namely

(i) great brands are built on clear strategy
(ii) to understand there is more to branding than logos, design and advertising
(iii) need a consistency across all ‘touch points’ of the brand and
(iv) a strong guardianship of the brand.

If a company follows these rules and works hard at managing its brand strategy and image, then it can be safely expect rewards to follow. From the eye of management, the very likely strongest indicators of brand success are profitability, market presence and customer loyalty. Most companies aspire to the brand resilience for the long term and need to accomplish a friendly blend of the three ingredients which is art, science and craft. The art is in endowing the brand with a superior brand proposition and keeping it consistent with up-to-date and executing it as creatively as possible. The science is measuring and understanding the brand’s performance while the craft is achieving the brand demandingly in all its individual aspects throughout the organization.

Great brands are built on clear strategy. To develop any brand and to ensure its success, one should develop a brand vision that emotionally connects the company with the outside world, secondly, to define the brand’s values in the form of personality characteristics, thirdly, to create a positioning statement that describes why the company’s brand is different and better than its competitors and fourthly, to ensure the key staff are involved in the above.

There are needs to be a very clear understanding of what the brand stands for, what the desired consumer perceptions of different target audiences are, and why it is different and better than the competitors’ positioning.11 These are brand promises and they must be realistic, credible and believable. Importantly, they have to be delivered, that is great execution in every way.

Family companies, owner managers, directors and chief management of companies have to understand that there is more to branding than logos, design and advertising.11 Branding has to be a top-down driven initiative however, staff of the company can make it work or it fail. Successful companies usually include key staff members in developing brand strategy. The ambassadors of a company’s brand are not just the top management, but every person a customer or potential customer come into contact with Ref. [11]. The organisation wide commitment is vital.

The success of the brand should move to global status and having global mindset, building trust on customer’s needs, trust on company’s partners, service quality, branding must be internalised and the CEO and brand guardianship. As brands are strategic assets in their own right, they have to be managed as such Ref. [11]. The speeding rate of boisterous changes, the volatility of economies and markets, increased market fragmentation as well as the relentless progress of technologies and innovations have caused the destruction of many companies that have failed to develop the lifeline of a strong brand. In short, companies need
to develop and promote their own brands in order to remain competitive in the global arena.

References and Notes

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