

Brand personality: a case study of moods of norway

[Psychology](#), [Personality](#)



Introduction

Moods Of Norway (from now on referred to as MON)) is a Norwegian fashion and apparel brand that focus on stylish clothes and other merchandize inspired by the cultural and geographical characteristics of the brand's country of origin. The main competencies of company come from the founders' creative interpretation and inclusion of the huge Norwegian heritage in its branding. MON makes efforts in fitting their clothes to the international urban society. The company was launched in 2002 by SimenStaalnacke, PederBørresen, Stefan Dahlkvist and Jan Egil Flo, who are the current designers and retail manager respectively (moodsofnorway. com, 2013). Since the company's inception, it has come a long way on its international journey. The company has established retail stores located in Norway, USA, Sweden, Belgium, Netherlands Switzerland, Spain and among others. Currently, the production facility of the merchandise is located in Turkey, Bulgaria and Asia, in addition to distribution. Through establishment of wholly owned stores and operations, MON tries to increase margins and brand control.

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MON's main goal is to make happy clothes for happy people around the world (

moodsofnorway. com

, 2013). The main idea, as mentioned, was to create a Norwegian clothing

brand that represents Norwegian culture mixed with stylish international design. MON produces both men's and women's wear, through provision of product diversity, from modern designer suits to combinations of traditional patterns from the Norwegian countryside mixed with casual, everyday clothing. Methodology

To answer the questions given for this project we will start out by looking at brand dimensions using the brand resonance pyramid (Keller, 1993, 2001, 2009). The Brand resonance Pyramid, sometimes called, the Customer-based Brand equity pyramid objectively shows a growth to brand resonance from a customer's point of view. To reach the epitome of brand equity, a brand should successfully reach six different steps, making up the six blocks of the pyramid: salience, performance, imagery, judgment, feelings and resonance (Appendix 1).

Then, we will look at the brand personality, this will be done by using the brand personality dimensions module (Aaker, 1997) (Appendix 2). This will give us a chance to explore all aspects of MON's brand, we will be able to discuss and establish by using this model, what kind of brand personality MON has and how they have gotten it. At the end we will discuss the possibility of MON to improve on their brand awareness and look at which parts of it they should focus on, we will do this by looking at the brand awareness pyramid (Appendix 3).

1. I. Brand Building Blocks of MON

a.

Identity: Who is MON?

Salience can be equated to some aspects of brand awareness stipulated by (Aaker, 1991). Keller states that this basic-level replies to the fundamental question of “ Who are you?” (Keller, 1993). MON has a unique and original style with an aim for the metro sexual hyper fashioned people on a global scale. The recognition effect of MON is tied together with the “ Hipster” lifestyle and MON is using their unique and different design to attract this target group. On MON’s facebook page, people will refer to their “ tractor collection” which means the size of their MON’s clothing collection (Facebook. com, 2013). The tractor plays a big part of the recognition of MON as a brand; it is used in MONadvertisement, commercials, in some stores and at the promotion parties. Every brand has a logo, and MON chose a tractor because of the humorous side and to make the contrast between the high-endbrand and the desire to do whatever they want while keeping to the brand values and their own design

(tv2. no

, 2013)

MON’s endorsement by many celebrities like Louis Vito and Terrence Howard, their highly publicized promotion parties and their very effective use of blogging andsocial mediasites has helped increase the depth of the brand awareness among their target group while their brand extension into women clothing and accessories, cologne and even, waffle maker has increased the breadth of their brand awareness. b.

Meaning: What is MON?

The second block on the pyramid relates to brand meaning and it answers

the ideal question of “ what are you?” After having reached a good brand recall and recognition, consumers are able to develop specific brand associations that should be positive, unique and favourable (Keller, 1993). Brand image is composed of two dimensions; a functional, rational and performance-based association and an abstract, affective and imagery-conscious association.

Whether it is the functional or symbolic dimensions of a brand that are predominant in the consumer’s association to the brand varies between industries and brands but the functional benefits will still be important as these cover the basic motivations in considering a brand (Keller, 2008). For clothing brands, the functional benefits are a major factor in the strength and favourability of brand association the consumer’s association.

MON portrays itself as good quality, durable products by using outdoorsy advertising focusing on the ruggedness of the Norwegian landscape and the ability of their product to withstand the wind, water and snow.

Keller describes performance as the overall evaluation of the product or service’s ability to meet functional needs. It refers to the product characteristics (primary and supplementary ones in addition to style, design and price), reliability, durability ,

serviceability, effectiveness, efficiency and empathy in service delivery (Keller, 1993). To create loyalty and attachment to the brand, it is essential that the product meets the consumer’s expectation and often exceed these (Keller, 2008). MON’ s clothing line does meet the consumer’s expectation.

With a price range for the higher middle class in industrialized countries, top-industry quality and eccentric style and design, they meet the product requirement of their target group.

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Brand Imagery depends on the extrinsic properties of the product and service, including the ways in which the brand attempts to meet customers' psychological or social needs (Keller, 2013). Their goal of “making happy clothes for happy people” (moodsofnorway. no,

2013) appropriately describes their brand image

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MON's target

group are the eccentric, metro sexual, 21

st

century urban Man though their product range

has grown to include women clothing, accessories and cologne. These “happy people” have attributed value and meaning to the MON brand. The essence of brand positioning is that the brand has a competitive advantage or “unique selling proposition” that gives consumers a compelling reason why they should buy it (Keller, 2013) and MON's eccentric styles and colours that are unique and differentiates it from its competition is its “unique selling

proposition". Customers are able to associate to the lively, fun, Norwegian and unique brand personality.

c.

Response: What about MON and its customers?

The third level of the pyramid corresponds to an increase in a consumer's reaction to the brand, ideally replying to the question: 'What about you?' (Keller, 1993). This level is also split into two sides: the cognitive and the affective. The former is called Judgments, and the latter is called Feelings summarizing the consumer's opinions of the brand and emotional attachment to it. The fourth level of the pyramid is the block of resonance.

It

is at the top of the pyramid because it corresponds to the highest level of commitment by consumers. People with a high level of resonance have developed a strong relationship and a personal identification with the brand.

Judgment

Brand judgments are customers' personal opinions about the brand, which customer makes by putting together all the different brands. There are four important types of judgments about quality, credibility, consideration and superiority. (Keller, 2013) For luxury fashion brands, the judgment of superiority plays a central role because of the uniqueness of the brand.

In the case with MON, the perceived quality attached to made-in-Norway products has boosted the success of the company in recent years. And it also relates to judgment on the credibility of company as a whole. Customers can see that this company has had a strong growth over

the last ten years and judge it based on its past successes. Also, the uniqueness of MON has been converted to brand superiority MON

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Appendix 1

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Appendix 3

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