

Our project is doing  
on this particular  
product: sunsilk  
weather defence and  
friz...

[Business](#), [Marketing](#)



Brand Character and Personality Brand personality and characteristics take takes in to consideration different aspects of a brand and relates them with human traits or qualities. Sunsilk Frizz and Weather Defense Shampoo brand is a new brand in the market, hence the need to give them a suitable personality that can appeal to consumers (Mooij, 2010). Personality of this brand takes in to consideration elements such as excitement, sophistication, sincerity, ruggedness and competence (Hanafizadeh & Behboudi, 2012). Excitement of the brand refers to aspects such as youthfulness of a product. Sincerity, on the other hand, refers to how genuine or real a brand is while ruggedness refers to the texture of a brand. Sophistication of this brand has to do with prestigious qualities of the brand while competence refers to the ability of a brand to achieve what it is intended to achieve (George, 2012). These qualities will make the Sunsilk Frizz and Weather Defense Shampoo brand possesses great human traits that will give the brand a personality that consumers can associate themselves with in their day to day lives. These traits will go hand in hand with other qualities of the brand such as scent and affordability that all play a role in ensuring success of the brand among target consumers.

The Sunsilk Frizz and Weather Defense Shampoo product is a new brand in the market and has to step in the market on the right foot, that is, it has to appeal to most consumers in order have a huge impact on consumers. The advertisements for this brand will help to portray the best image possible for the brand. The Sunsilk Frizz and Weather Defense Shampoo brand will bear several traits including being carefree, youthful, genuine, outdoors, accomplished, and elegant. These qualities will help consumers to easily

identify the brand and relate with it as well associating its qualities with its main functions. The product will help women preserve and protect their hair, remain stylish while at the same time maintaining a youthful look.

#### Evaluation and Control

Advertising campaigns often generate a lot of controversy or problems that can affect a brand's value. Some of these problems may be real or perceived, but all of them can have a big negative impact on the products. For a new product like SunsilK Frizz and Weather Defense Shampoo, most people are not familiar with it. They will, therefore, try to associate it with various different similar products or brands and controversies are likely to arise in differences in how people receive the messages in the advertisement campaigns (Felsch, 2004). The marketing department has to be prepared for any challenges or problems that may arise from any marketing campaign and respond to them effectively.

One strategy for responding to problems from the campaigns includes providing all relevant information about the products and the brand. The marketing team will provide all information and respond to emerging questions appropriately (Thorson, & Duffy, 2012). The marketing team will track down performance of each campaign in order to find out how it was received among the target consumers. Tracking will be achieved through using appropriate software tools and relevant technology.

#### References

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