

# Key Terms & Definitions

The following definitions are provided to create clarity and a common language among the BAM360 team and BMGF Steering Committee. Where possible, we used definitions from industry and from practice area thought leaders. In some instances, we saw the need to provide our own definitions, which we highlighted in a text box. In these cases, we provided additional definitions and descriptions to show the range of thinking and interpretation.

## AUDIENCE (OR TARGET AUDIENCE)

The group of people who are the intended recipients of a marketing initiative (product, service, or communication). Because this report is particularly focused on private sector marketing best practices and developments, we often use **Consumer** or **Customer** to represent this concept, as that is the language most often used by private marketing practitioners.

## BRAND

While many books have been written about brands and branding, it is difficult to find a definition that is both concise and not lacking in some important aspect. Our definition takes inspiration from thought leaders and existing definitions:

A brand is a strategic asset with a reputation.

Our recommended definition emphasizes the brand as a strategic asset, which implies both value and the need for strategic resource management (akin to facilities, equipment, or inventory resource management). This definition also makes it clear that the brand is what people believe it to be, whether the brand associations are intended (e.g., resulting from packaging, communications, customer service, etc.) or unintended (e.g., resulting from corporate mistakes, false news, etc.). We also like that this definition is easily memorable.

In the section that follows we have included definitions that we consulted and find helpful in demonstrating the breadth of ideas and nuances associated with the concept of “brand.”

“A brand is the sum of all expressions by which an entity (person, organization, company, business unit, etc.) intends to be recognized.” Interbrand, a global branding consultancy. (Source: [Interbrand](#)).

“A brand [is] an expression of the company’s strategic intent” (Max Urde, Researcher and Brand Strategist, *Brand orientation, A Mindset for Building Brands into Strategic Resources*, p. 123).

“Brands are marketing tools that create mental representations in the minds of consumers about products, services, and organizations. Brands create schema that help consumers decide whether to initiate or continue use of a product or service.” Doug Evans, Director of Public Health Communication and Marketing Programs, George Washington University (*Systemic Review of Health Branding*, 2015, p. 24).

“...an organization’s promise to a customer to deliver what the brand stands for not only in terms of functional benefits but also emotional, self-expressive, and social benefits... more than delivering on a promise. It is also a journey, an evolving relationship based on perceptions and experiences that a customer has every time he or she connects to the brand.” David Aaker, “father of modern branding” (*Aaker on Branding, 20 Principles that Drive Success*, p. 1).

“...A brand legitimizes the consumer – the individual’s and community’s origin and authenticity. A brand is no longer a flat sign for corporate identification, a 2-dimensional logo plastered on the outside of a bottle. Brands are distinctive markers of human identity.” Doug Atkins, Brand Strategist (*The Culting of Brands*, p. 115)

“Brands are a means to an end, and the end is this: to create and cultivate profitable, long-term relationships with customers.” Roland T. Rust, Customer Centered Brand Management, HBR, Sept 2004.

## BRAND EQUITY

“The sum of customers’ assessments of a brand’s intangible qualities, positive or negative.” (Source: [Harvard Business Review](#)).

## BRAND MANAGEMENT

Brand management was developed by Procter and Gamble in the 1930s to focus and organize resources to grow brands. This involved developing a brand management (marketing) function to understand consumer behavior, develop and execute marketing and innovation plans to deliver brand growth, and analyze brand performance against sales and other objectives (profitability, brand health, etc.).<sup>1</sup>

## CAMPAIGN

An advertising or marketing campaign is a set of coordinated, specific activities that are based on a common theme and are designed to promote a product, service, or business through different advertising media. <http://www.marketing-dictionary.org/Campaign>.

The term can be used to describe any set of coordinated marketing activities for any length of time. For example, a social media campaign may describe a program that takes place over the course of a few weeks or months. Alternatively, the term can be used to describe a marketing program that takes place over a long lifespan, such as Got Milk, Share a Coke, Absolut Vodka, etc.

## CUSTOMER EQUITY

“The sum of the lifetime values of all the firm’s customers, across all the firm’s brands.” <https://hbr.org/2004/09/customer-centered-brand-management>.

## DEMAND CREATION

An insights-driven approach to increase awareness and use of behaviors, products and services among specific audiences. Successful demand creation involves communications that connect emotionally with specific audiences rather than using rational appeals. <https://www.prepwatch.org/insight2impact/videos/>.

## FREQUENCY

Measures the average number of times an individual is exposed to a marketing message. <http://www.marketing-dictionary.org/Frequency>.

## HUMAN-CENTERED DESIGN

“A problem-solving process that starts with the people you’re designing for and ends with new solutions that are tailor made to suit their needs. Human-centered design includes 3 phases: (1) inspiration – learning on the fly and being open to creative possibilities, (2) ideation – coming up with lots of ideas, developing and testing prototypes, integrating feedback, and (3) implementation – launching the idea.” <https://www.ideo.org/approach>.

## INSIGHT

Merriam-Webster defines an insight as, “the power or act of seeing into a situation; the act or result of apprehending the inner nature of things or of seeing things intuitively.”<sup>2</sup> While it is easy to define the word, it is difficult to understand why we need insights and what makes an insight a great one. Based on our experience, online research, and interviews with marketing practitioners, we define insights as follows:

<sup>1</sup><https://www.theatlantic.com/business/archive/2011/10/how-brands-were-born-a-brief-history-of-modern-marketing/246012/>

<sup>2</sup><https://www.merriam-webster.com/dictionary/insight>

Insights enable marketers to create products, services, and communications that resonate with the target audience and inspire them to think and feel differently about a situation. Insights are the fundamental building blocks of marketing.

A great consumer insight is one that: (1) Involves tension; (2) is true, but not obvious; (3) strikes an emotional response in the intended audience; (4) inspires the audience to think or feel differently.

## MARKETING

While there are many definitions of marketing, they lack specificity on the role and scope of the marketing function. For example, the following definition from the American Marketing Association is accurate, but it does not clarify marketing's role and responsibility areas:

"The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>.

Given the BAM360 project scope and emphasis on driving demand for public sector goods, services, and behaviors, we propose a definition that is consistent with the responsibilities of the enterprise-wide P&L role, to include both strategy and commercialization. We also find it helpful to clarify that all marketing is behavior change, whether focused on driving preference for product A over product B, or on driving the adoption or cessation of a behavior.

Marketing encompasses the range of activities practitioners employ to influence behavior. These include: **(1) Understanding:** understanding the audience and context, and mining insights; **(2) Identifying solutions:** developing products, services, communications, etc. to serve the audience; **(3) Bringing the solutions to life:** through pricing, distribution, audience engagement, communication and media planning; and **(4) Understanding results and implications:** monitoring and evaluating program performance, adjusting programs to deliver objectives. These activities may also include the development and management of brands.

## 360 MARKETING

Marketing communications that reach the consumer with a cohesive and relevant message at the most important communication touchpoints (a touchpoint designates a place or moment when a consumer comes in contact with the product, service, or campaign) along the consumer's journey toward the intended behavior change.

## MARKETING MIX

The "mix" of marketing channels – TV, radio, out of home, print, social media, events, interpersonal communication, etc. – used in a campaign. Marketing mix may also be used to refer to the 4 Ps (product, placement, pricing, and promotion).

## MARKETING MIX MODELING

"Marketing mix modeling looks at the historical relationships between marketing spending and business performance in order to help you determine your business drivers and how much you should spend—along with the best allocation across products, markets, and marketing programmes." <https://www.nielsen.com/eu/en/solutions/capabilities/marketing-mix-modeling.htm>.

## MARKETING VEHICLES

The vehicles that can be used to reach consumers, including the product itself (including packaging), media channels and activation such as events. **Paid media channels** include **traditional media** such as newspapers, magazines, billboards, direct mail, radio, and television. Tactics such as content development, media programming, product placement, and advertorials are also included; **digital media** such as websites, social media, email, mobile and display ads, and search engines; **out of home media** such as billboards, vehicle wraps, etc.; and **in store or retailer media**, including in store signage or other retail program (emails, retailer loyalty programs). Marketing vehicles can also include **grassroots activation**, such as product sampling and **community events** and education.

## SEGMENTATION

Segmentation guides companies in tailoring their products or services to the groups who are most likely to purchase them. <https://hbr.org/2006/02/rediscovering-market-segmentation>. Segmentation can be used to develop a brand strategy and marketing program (for example, a psychographic segmentation that helps marketers understand the attitudes, values, and beliefs of consumer segments within their given category), or to address a specific business situation (for example, a buying behavior analysis that identifies loyal users vs. switchers vs. non-users, or a customer lifetime value analysis that segments consumers by profitability).

## SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)

SBCC is the use of communication to change behaviors, including service utilization, by influencing knowledge, attitudes and social norms. More than just an advertisement or website, SBCC coordinates messaging across a variety of communication channels to reach multiple levels of society. (*Johns Hopkins University Center for Communication Programs Health Communication Capacity Collaborative*: <https://healthcommcapacity.org/hc3resources/what-is-sbcc/>).

## SOCIAL MARKETING

There are many definitions of social marketing; there are 14 in the opening chapter of Nancy Lee and Philip Kotler's definitive social marketing textbook, *Social Marketing, Changing Behaviors for Good*. We provided below two definitions: the first is the one referenced by Kotler and Lee; the second is from the DKT website.

“Social marketing is a process that uses marketing principles and techniques to change target-audience behaviors that will benefit society as well as the individual. This strategically oriented discipline relies on creating, communicating, delivering, and exchanging offerings that have positive value for individuals, clients, partners, and society at large.” –N. R. Lee, M. L. Rothschild, and W. Smith, “A Declaration of Social Marketing’s Unique Principles and Distinctions,” as published in *Social Marketing, Changing Behaviors for Good*, 2016).

Social marketing works by leveraging the power and efficiencies of the private sector, including existing commercial infrastructure, incentives and methodologies. The goals of social marketing are: 1) to ensure wide availability of high-quality, affordable products by building supply chains to register, import and distribute these products to a wide range of sales outlets and 2) to create demand through the development of integrated, evidence-based behavior change campaigns. <https://www.dktinternational.org/services/contraceptive-social-marketing/>.

## THEORY OF CHANGE

A model, typically illustrated, which describes how the activities and outcomes of a specific intervention are expected to result in a desired change. A ToC also shows the causal pathways between an intervention and shorter, intermediate and longer-term outcomes. USAID Learning Lab. <https://usaidlearninglab.org/lab-notes/what-thing-called-theory-change>. ■