

**Step 3-** In this step, you want to classify your customer's response about your brand in two categories: "judgement" and "feelings". When it comes to judgement, people will break it down in four ways:

- Quality:** customer judges product based on actual and perceived quality
- Credibility:** customer judges credibility using three dimensions- expertise, trustworthiness, and likability
- Consideration:** Customer judges how relevant your product is to their own needs.
- Superiority:** Customer assess how relevant your brand is in comparison with your competitor.

Customers also respond to your brand according on how it makes them feel. In this model, there are six positive brand feelings: warmth, fun, excitement, security, social approval, and self-respect.

**Step 1-** The first step is to identify who you are as a brand. This means identifying what make the brand stand out for customers to recognize it and be aware of it.

**Step 4-** This step ends on the top of the pyramid because it is the most difficult and desirable to reach. You have brand resonance when customers feel a bond with your brand. Resonance can be broken into four categories:

- Behavioral loyalty:** includes regular or repeat purchases.
- Attitudinal attachment:** customer loves the brand and sees it as a special purchase.
- Sense of community:** customer feels sense of community with the people associated with the brand, whether it be other consumers or company representatives.
- **Active engagement:** customer is engaged with the brand even when not purchasing or consuming the product.

**Step 2-** You will identify and communicate what your brand means and what it stands for. Two key points for this step is "Performance" and "Imagery". Performance of the product is how well it will meet your customer's needs. i.e. main features and characteristics, efficiency, price, etc. When defining imagery, think about how your brand meets customer's needs on a social and psychological level.

