

# Marketing Colloquia

## Wroe Alderson Speaker Series

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**Thursday, April 19, 2012**

3:00 PM – 4:20 PM, JMHH 250

### **David Aaker**

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Policy

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### **Forget Brand Preference, Win the Brand Relevance Battle**

*Abstract:* The only way to grow, with rare exceptions, is to engage in innovation that will create a “must have” that defines a new subcategory for which other competitors are not relevant. An implication is that firms should put more resources behind winning the brand relevance battle and put less emphasis on brand preference (my brand is better than your brand) competition in established categories. Brand relevance competition is explained and three concepts that support it are introduced—framing the subcategory using an exemplar brand, creating barriers with a branded differentiator, and staying relevant with a branded energizer. One objective is to suggest that, in addition to MSI, books can be a source of research ideas that will be important to executives.