

ECOLE DES HAUTES ETUDES COMMERCIALES

EHEC

Master dissertation

Departement of marketing

THEME

**The impact of the advertising display
on the brand image**

Case study: Condor electronics

Presented by:

Rayane Bouadjehine

Supervised by:

Professor. Ali Hammoutene

4th Promotion

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Abstract;

In a competitive market, the company must stand out and be visible to the consumer, not only that but it must attract his attention using different marketing strategies and several advertising tools , one of these tools is known as the advertising display, a technique which serves the company in promoting both its brand and its products .

It also helps in creating and developing the company's brand image, an objective that every company hopes to achieve in order to make its name lasts even more than its product. A strong brand image also increases the sales and creates a relationship between the consumer and the brand which leads to the customer loyalty.

Key words:

Communication, advertising, advertising display, brand, brand image, brand awareness.

Résumé;

Dans un marché concurrentiel, l'entreprise doit se démarquer et être visible pour le consommateur, non seulement pour cela, mais elle doit attirer son attention en utilisant différentes stratégies de marketing et plusieurs outils publicitaires. L'un de ces outils est connu sous le nom d'affichage publicitaire, une technique qui aide l'entreprise dans la promotion de sa marque et de ses produits.

Il contribue également à la création et au développement de l'image de marque de l'entreprise, un objectif que chaque entreprise espère réaliser pour que son nom dure encore plus que son produit. Une image de marque forte augmente également les ventes et crée une relation entre le consommateur et la marque qui mène à la fidélisation de la clientèle.

Mots clés :

Communication, publicité, affichage publicitaire, marque, image de marque, la notoriété.

الملخص

في ظل التنافس الذي المتزايد تشهده السوق حاليا ، يجب على الشركة أن تبرز وأن تكون مرئية للمستهلك، وليس ذلك فحسب، بل يجب أن تجذب انتباهه باستخدام استراتيجيات التسويق المختلفة والعديد من أدوات الإعلان، واحدة من بين هذه الأدوات معروفة باسم عرض الإعلانات، وهي تقنية تخدم الشركة في تعزيز كل من علامتها التجارية ومنتجاتها.

كما أنه يساعد في خلق وتطوير صورة العلامة التجارية للشركة، وهو الهدف الذي تأمل كل شركة لتحقيقه من أجل جعل اسمها يدوم أكثر من منتجها. كما أن صورة العلامة التجارية القوية تزيد من المبيعات وتخلق علاقة بين المستهلك والعلامة التجارية مما يؤدي إلى ولاء العملاء

الكلمات المفتاحية

التسويق، الإعلان، عرض الإعلانات، العلامة التجارية، صورة العلامة التجارية، الوعي بالعلامة التجارية

Dedication

I proudly dedicate this work to my parents starting with my mother, Bahdja, my role model; a person, who trusted, encouraged and supported me all along the way and my father; Djaloul, the man who believed in me and taught me to be the best version of myself.

I also dedicate it to all the members of my family my grandmother Oum elkhir ; my symbol of strength and wisdom ,my sisters Romaina, Amina, Nirmine, Chaima, Djouhaina, Hanadi and Yakine for their constant love, support and respect, and also to my aunts and uncles and cousins.

I would like to express my heartfelt gratitude to my friends that I consider sisters Lilouch, Imene, Sabine for their love and optimistic support that has been an inspiration which has contributed in many ways to my achievements and I also like to deeply thank Houda ,Sarah,Zahra and Sana for their presence and help.

I would also like to take the chance and thank my friends Ahmed Amine, Raouf and Abdallah for their help, support and encouragement during the last five years.

Acknowledgement

The realisation of this master thesis would not have been possible without the collaboration and support of a number of people and institutions, to whom I would like to thank sincerely.

First of all I would like to thank my supervisor professor Ali Hammoutene, for the help and guidance I received from him throughout my master studies.

I would also like to take the opportunity and offer my thanks to my school "EHEC" without which I would not be able to accomplish this study, and to all the teachers that provided me with an amount of different marketing tools and techniques which I found really useful during my study.

Following, I would like to express my gratitude to all the marketing team of Condor for the help and support given throughout the process of this thesis.

List of tables:

The table	Page
Chapter01	
Table 01: Distribution of external advertising revenues in 2012 according to the nature of the posting.(France)	21
Table 02: Profiles of Major Media Types	25
Table 03: the main media pre-tests	28
Table 04 : Comparison of the perceptual efficiency of different media	30
Chapter03	
Table 05: respondents' sex	78
Table 06: Respondents' age.	79
Table 07: The respondents' occupation.	80
Table 08: The respondents' income.	81
Table 09: attractiveness of the advertising's types	82
Table 10: The distribution of the sample according to the recognition of CONDOR's symbol	84
Table 11: The distribution of the sample according to the knowledge of the Condor brand.	85
Table12: The Ease of remembering the name "Condor"	86
Table 13: Recognition of Condor's slogan	87
Table 14: The distribution of the sample according to the knowledge of the variety of CONDOR products	88
Table 15: Promoting Condor's name for the first time	90
Table16: The distribution of the sample according to the knowledge of Condor's advertising display	91
Table 17: The evaluation of Condor's advertising display.	92
Table 18: The evaluation of the advertising display's messages.	93
Table19: Distribution of the sample according to question 11	93
Table 20: The evaluation of the Condor's brand image.	95
Table 21: The different types of recommendations.	97
Table 22: Cross sorting of question 2 and question 5	99
Table 23 : Cross sorting Question 2 and Question 8	101

Table 24 : Cross sorting of Question 6 and Question 8	102
Table 25 : Cross sorting of Question 9 and Question12	103

List of figures:

The figure	Page
Chapter 01	
Figure 01: The five Ms of advertising.	05
Figure 02 :agency and advertiser: who does what	08
Figure 03: the distribution of communication expenditure between the six media	11
Figure 04: The approach of choice and advertising	13
Figure 05: Media selection	24
Figure 06: The media strategy approach.	26
Figure 07: The choice of media	27
Chapter 02	
Figure 08: identification system	36
Figure 09: The pyramid of Maslow.	51
Figure 10 : The characteristics of a brand image.	53
Figure 11: New typology of brand image.	56
Chapter 03:	
Figure 12: Representative figure of the production system of the Condor SPA	71
Figure 13: respondents' sex	79
Figure 14: Age respondents'	80
Figure 15: Respondents' occupation.	81
Figure 16: The respondents' income.	82
Figure 17:Attractiveness of the advertising's types	83
Figure 18: The distribution of the sample according to the recognition of Condor's symbol	85
Figure 19: The distribution of the sample according to the knowledge of the Condor brand.	86
Figure 20: The ease of remembering the name "Condor"	87
Figure 21: recognition of Condor's slogan	88
Figure 22: The distribution of the sample according to the knowledge of the variety of CONDOR products	89
Figure 23: Promoting Condor's name for the first time	90
Figure 24: The distribution of the sample according to the knowledge of Condor's	91

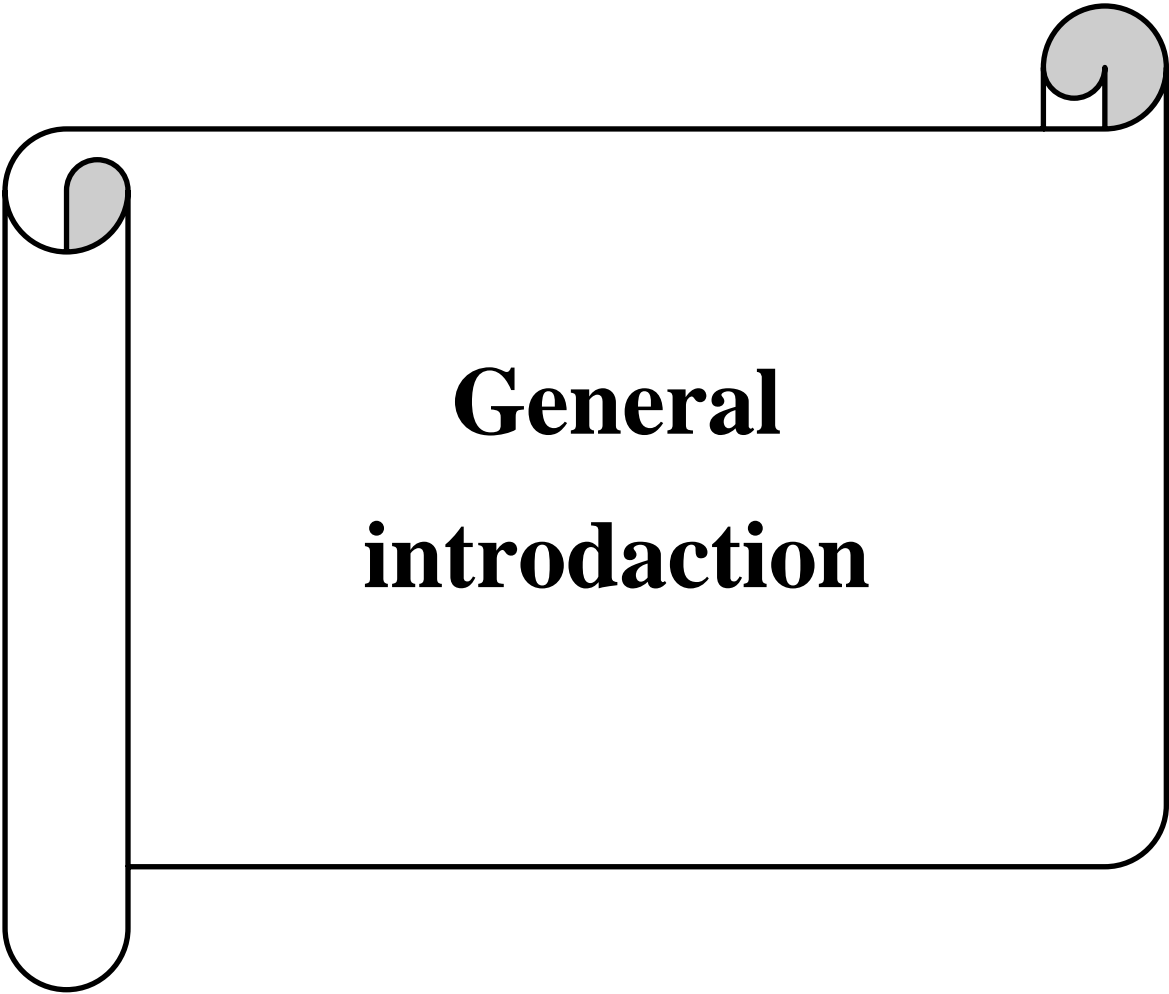
advertising display.	
Figure 25: The evaluation of Condor's advertising display.	92
Figure 26: The evaluation of the advertising display's messages.	93
Figure 27: Distribution of the sample according to question 11	94
Figure 28: The evaluation of the Condor's brand image.	96
Figure 29: The different types of recommendations.	98
Figure 30: Cross sorting of question 2 and question 5.	100
Figure 31 : Cross sorting Question 2 and Question 8	101
Figure 32: Cross sorting of Question 6 and Question 8.	103
Figure 33: Cross sorting of Question 9 and Question12	104

List of abbreviation :

Abbreviation	Signification
CEO	Chief Executive Officer
CPm	Cost Per mile
CPP	Cost Per Person
CPT	Cost Per Thousand
DVD	Digital Video Disc
SWOT	Strength, Weakenesses, Opportunities, Threats
USP	Unique Selling Proposition

Summary

General introduction.....	01
Chapter 01: The fundamentals of advertising.....	03
Section 01 : Advertising.....	03
Section 02 : The advertising display.....	18
Chapter 02 : the brand image.....	33
Section 01 : The brand.....	33
Section 02 : the brand image.....	48
Chapter 03: The impact of the advertising display on the brand image...	63
Section 01: Presentation of Condor as a company and as a brand.....	63
Section 02 : Research methodology.....	74
Section 03 : The empirical findings.....	78
General conclusion.....	107



**General
introduction**

General introduction

Creating profits and developing sales is a company's main objective and great challenge. In a growing market where the competition is more and more aggressive, the company is forced to stand out and prove its presence in the market and that is by developing new communication/promotion strategies to win the consumer's attention and motivate his purchasing act, these strategies include advertising, a communication technique that helps the company in asserting and making both the product and the brand well known.

Moreover, in order to increase a company's market share and guarantee its position in a competitive market, the company must simultaneously create and improve its own brand image, establish a brand awareness and assert a strong brand identity. The company has to use several communication tools to achieve the brand's objectives, One of these tools is the advertising display, a technique that still stands as efficient when it comes to promoting the company's products along with attracting the consumer and offering him a chance to discover the company's products and offers outside his house and for free, helping him to create a certain image of the brand.

This makes the relation between the advertising display and the brand image an interesting study subject for the marketers

As a theme for our master dissertation, we chose to study the impact of the advertising display on the brand image, and to take the Algerian company Condor as a study case for our research.

Our main question is "how does the advertising display contribute in strengthening Condor's brand image?"

Research questions:

- ❖ Does the brand image enable the company to assert its identity?
- ❖ Does the advertising display influence the brand image of Condor?
- ❖ How does the Algerian consumer perceive Condor's advertising display?

We suggest the following hypothesis to answer the previous question as a start to our research:

H1: The brand image enables the company to assert its identity and distinguish itself from the competitors.

General introduction

H2: The advertising display contributes favourably in promoting Condor's brand image.

H3: The Algerian consumer perceives the advertising display that Condor uses in a very positive way.

The research method: our work is going to be presented in two parts;

- The first one contains two chapters based on a literature search (different books and previous master's thesis).
- The second part will contain a quantitative study presented in one chapter.

To conduct the study of the advertising display's impact on the brand image of Condor, we have organized the thesis as follows:

- ❖ The first chapter is about the fundamentals of advertising and also about the advertising display as an advertising tool and technique.
- ❖ The second chapter is about the brand and its elements; it also studies the brand image with its different dimensions.
- ❖ The third chapter includes the study of the advertising display's impact on the brand image along with the impact of Condor's advertising display on its image as a brand , it also includes the results analysis.



**Chapter one: The
fundamentals of
advertising**

Chapter1: The Fundamentals of advertising

Communication is an essential element in the mix marketing , it is the foundation of the new customer focused marketing, it uses several studies , strategies ,tools to produce defined messages (direct or indirect) in order to commercialize the company's products and services and also to build a certain image for the company.

In this first chapter, we are going to explain one of the communication well known tools "Advertising".

Section 1: advertising

Advertising is a "pull" strategy where the messages are pushed towards the communication target.

This significant strategy uses a number of technics to promote an organisation, a product, a service or even an idea by calling out for the mass media (television ,radio ,newspapers , cinema ...) ,also known as above the line advertising.

1. Definitions:

1.1 Definition1:

*"Advertising is the set of techniques intended by the mass media (media) to make known to one or more target audiences a product, a range of products, a service, or any other information proposed by an organization (company, association, institution, etc.) called "the advertiser"."*¹

1.2 Definition2:

*"Partisan mass communication made on behalf of a clearly identified issuer who pays for media to insert promotional messages in separate areas of editorial content and disseminate them to the selected media audiences".*²

1.3 Definition3:

" By advertisement, one designates any message for promotional purposes:

- entering for consideration in one of the six major media which grant him or her a hearing;

¹ FILALI(J),GRIVEL(X),MANIAK(R) : La publicité, NATHAN edition ,France , 1996,P4 .

²LENDREVY(J),DE BAYNAST(A) :Publicitor,DUNOD, 8th edition,Paris,France,2014,P104 .

Chapter1: The Fundamentals of advertising

-whose presentation clearly stands out from the editorial content of the media.”

1

From the previous definitions we can define advertising as a non-personal communication tool that gives the advertiser a chance to promote his products, services , brand through one or multiple mass media . its main goal is to reach out to the target and attract , convince the consumer to buy the product/service.

2. The Characteristics of advertising: ²

The characteristics of advertising are:

- Advertising is partisan communication.
- Not exclusively commercial.
- Born of industrialization, driven by globalization, transformed by new technologies .
- Neither science nor art.
- “Everybody, it is beautiful ...”
- Advertising can all but miracles.
- Often advertising varies...

3. The objectives of advertising:

Advertising in its different forms is aimed at achieving various objectives set by the advertiser or the company, these objectives need to be related and in coherence with the marketing strategy and the global strategy.

We can classify advertising objectives according to whether their aim is to inform, persuade, remind, or reinforce. ³

- **Informative advertising:** aims to create brand awareness and knowledge of new products or new features of existing products.

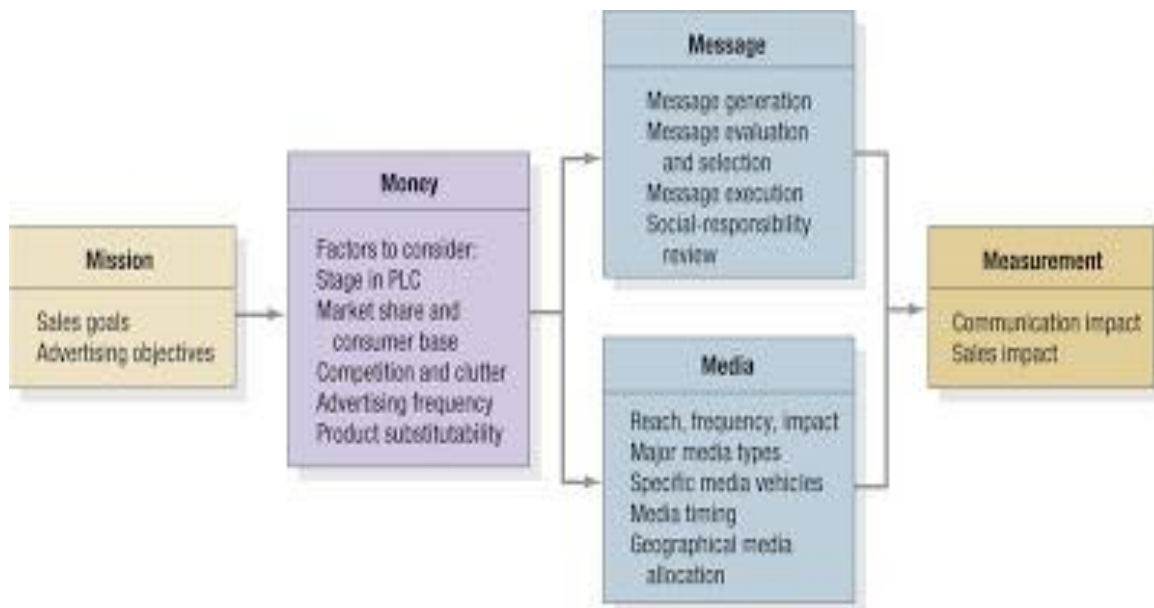
¹ LENDREVIE(J),LEVY(J) :Mercator, DUNOD, 11th edition,Paris,France , 2014,P430.

² LENDREVIE(J), DE BAYNAST(A) ,opcit,P106 .

³ KOTLER(P),KELLER (K) : marketing & mangement ,Pearson, 14th edition, New jersey, USA,2012.

Chapter1: The Fundamentals of advertising

Figure n° 01: The five Ms of advertising.



Source : KOTLER (P),KELLER(K): marketing management,14th edition ,P 504.

- **Persuasive advertising:** aims to create liking, preference, conviction, and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes

An explicit comparison of the attributes of two or more brands. . Comparative advertising works best when it elicits cognitive and affective motivations simultaneously, and when consumers are processing advertising in a detailed, analytical mode.

- **Reminder advertising:** aims to stimulate repeat purchase of products and services.

- **Reinforcement advertising:** aims to convince current purchasers that they made the right Choice.

The advertising objective should emerge from a thorough analysis of the current marketing situation.

4.Types of advertising:

Chapter1: The Fundamentals of advertising

We can classify the advertising into many types according to their multiple objectives that can be grouped around two main goals that fall within the scope of brand communication and sales communication:¹

4.1.Brand advertising (branding):

It differs according to whether it is at the service of the notoriety or the image

- Advertising of notoriety. It creates and maintains knowledge of the brand: spontaneous awareness, assisted and top of mind. It targets very wide because the brand has to be known by the potential market in the broad sense and sometimes by all the market.
- The media that is well-suited to advertising of notoriety are those that have extensive audiences and allow for repetition. These are classic media like TV and display
- Brand image advertising. It builds the brand image of the chosen positioning. It gives meaning to the brand, and in its messages creativity has a major role.

Brand advertising targets wide ; It assumes continuity and repetition,” Reputation is repetition”, the classical media such as television, magazine press and the display remain well adapted to the valorisation of brand images.

4.2.Sales advertising (selling):

Sales advertising is aimed at stimulating short-term purchases while the effect of brand advertising on sales is longer term.

Sales advertising must be highly targeted. It must provide a major reason for purchase and encourage to pass to the immediate act. It is a stimulus-response advertising and often ephemeral communication unlike brand advertising.

On-line advertising is very effective because of its new targeting methods.

5. The players of advertising :

The advertiser (person or organisation) initiates the advertising process the moment the problem or the need is detected and supervises it until the message is seen, heard, read by the identified target and even after.

¹ LENDREVIE (J), LEVY(J),*opcit*,P432.

Chapter1: The Fundamentals of advertising

To achieve such process I the most successful way possible, the advertiser call out many players.

5.1.The advertiser:

“An advertiser is any company or organization that advertises.”¹

- An advertiser is any organization that makes advertising or any business that seeks to promote its product and /or service.
- it is not limited to only commercial companies only.
- It may also hold one or more brand name.
- The advertiser has to know how to delegate but must always remain the first supervisor of his campaigns.

5.2.The communication agencies:

An agency is an independent body composed of specialists responsible for designing and creating communications operations on behalf of advertisers. The agencies include both creative; technical (studies, media-planning and purchasing of space) and commercial services.”²

5.2.1. The advertising agency:

It is a service agency, most of the times independent from the advertiser; it is dedicated to creating, planning and handling advertising for its clients

5.2.1.1.The ad agency ‘s functions:

An advertising agency has two main functions:³

- It gives strategic advice: it develops communication strategies; sometimes it intervenes at the level of the marketing strategy.
- It designs and produces messages using subcontractors.

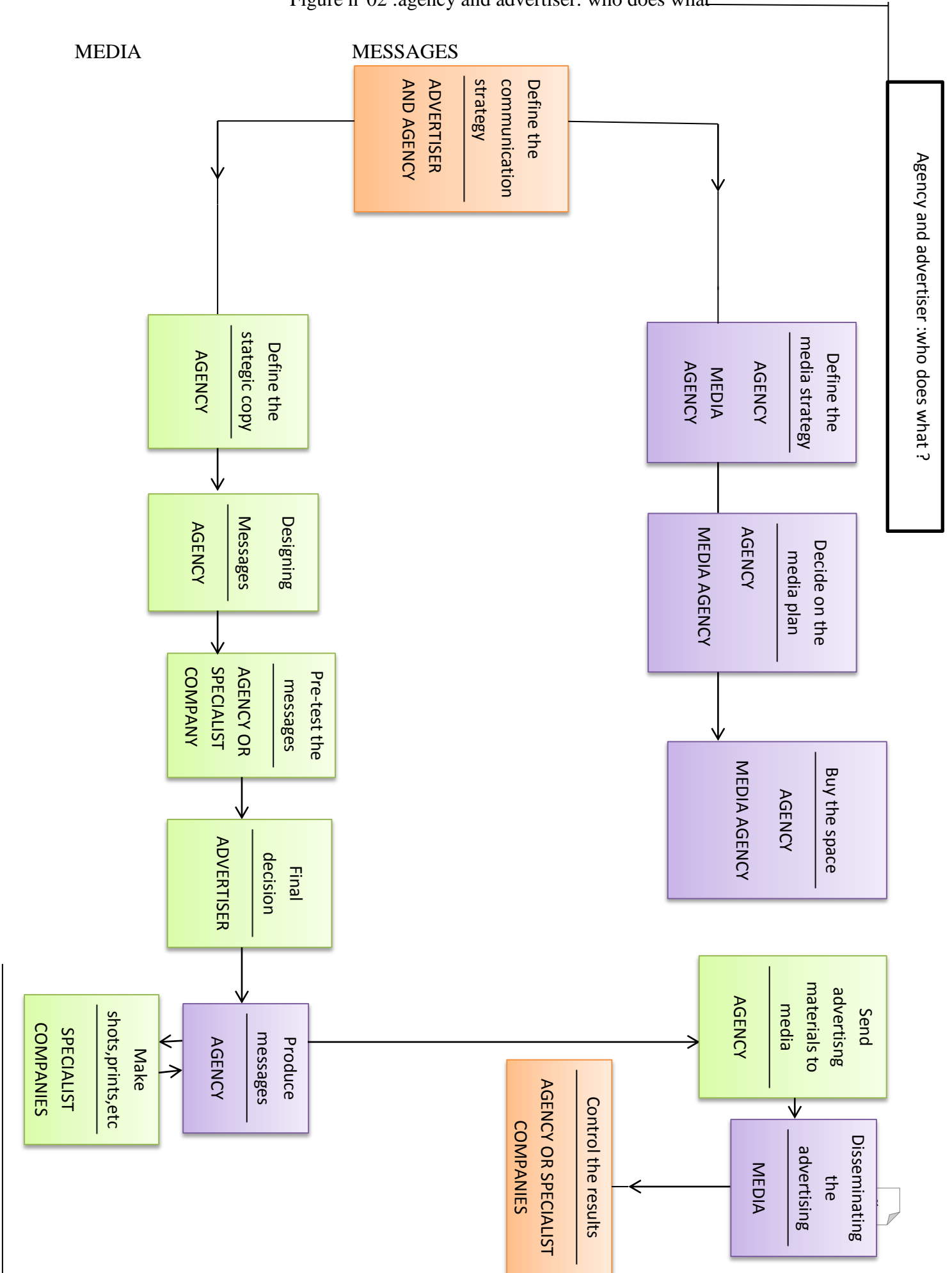
¹ LENDREVIE(J),LEVY(J) ,opcit.P441.

² Kotler(),Keller(K),Manceau(D),opcit,P649.

³ Lendrevy(J),Levy(J),opcit,P443.

Chapter1: The Fundamentals of advertising

Figure n°02 :agency and advertiser: who does what



Chapter1: The Fundamentals of advertising

Source: Lendrevie(J),De baynast(A),opcit,P123.

5.1.2.2. Selection of the advertising agency:

In order to choose the most suitable advertising agency the advertiser must take many factors into consideration to decide which agency to choose.

- Factors related to the advertiser:
 - The advertiser's needs.
 - The advertiser's budget.
 - The advertiser's objectives: if it requires short or long term commitment with the ad agency.
- Factors related to the ad agency:
 - The agency's reputation.
 - The agency's clients.
 - The agency's experience in general and in the advertiser's field.
 - Types of services on offer.
 - The degree of creativity in its previous campaign.
 - The strategic intelligence of the agency.
 - Total amount of involvement.

5.2 .2The media agency:

5.2.2.1 Definition: ¹

Specialized companies, at first, in the purchase of space, and then they progressively integrated consulting services in media strategy and media choice, less and less covered by advertising agencies.

5.2.2.2 The role of a media agency:¹

¹ LENDREVIE(J), DE BAYNAST(A), op.cit ,P125 .

Chapter1: The Fundamentals of advertising

The role of the media agency is central to the development of effective communications. By understanding what will motivate consumers to change their behaviour as well as the best places and times for any message to appear, media agencies are helping to maximise the effectiveness of their client's marketing messages.

Media agencies have also had to learn to work more closely with technology firms, and use the social network as well. These agencies have to update their methods to ensure that each message that a brand creates and distributes is as appealing and as effective as possible.

5.3. Media:

5.3.1. Definition:

“A media is a communication channel through which an advertiser communicates his message that is intended to reach a mass audience and influence the target’s behaviour “

Mass media include newspaper, radio, billboards, and other forms of mass communications. In all cases, most of the population has access to the communications provided by these media outlets, and advertising can have a profound impact.

This advertising tends to be expensive because of the sheer volume of impressions it provides, and it is necessary to design a campaign very carefully to have the best effect by familiarizing viewers and listeners with the company and its products, build positive associations to encourage people to seek out the company's goods, and provide a certain amount of information for the audience.

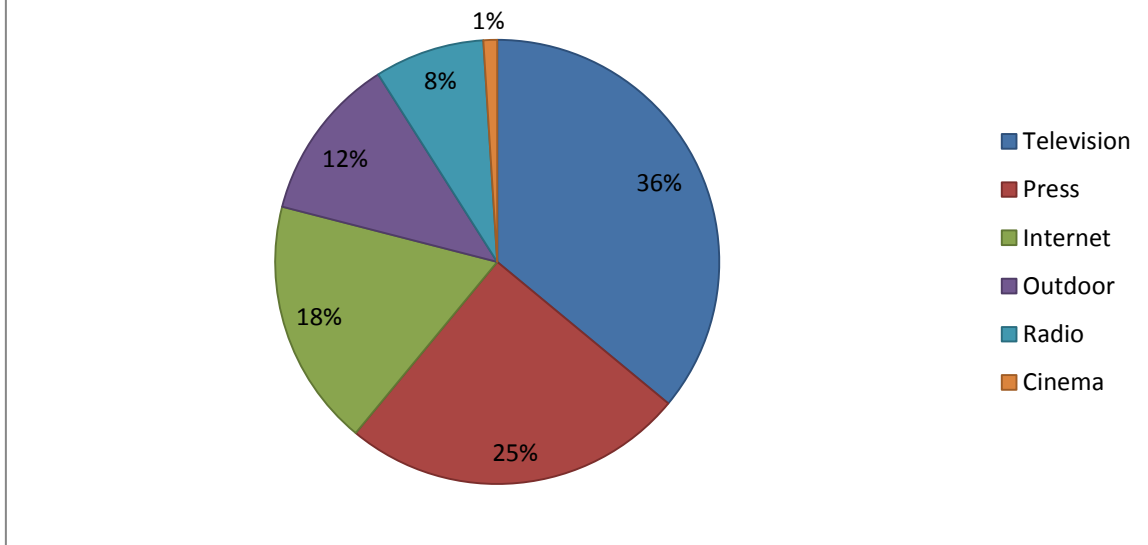
5.3.2. The six major media:

There are six major advertising media that address to a large audience or what we call a public audience.

¹ <http://www.mediacomedinburgh.com/en/what-we-do/our-industry/media-agencies/what-is-a-media-agency.aspx>, 9/04/2017 ,13 :26.

Chapter1: The Fundamentals of advertising

Figure N ° 03: the distribution of communication expenditure between the six major media



Source : KOTLER (p), KELLER (K) , MANCEAU (D) : Pearson,15th edition , Paris,France,2015,P666 .

The television is the most used media with high percentage , than comes the press with its different types ,after that the internet that has an increasing percentage today higher than the out door's which still is ranked in 4th position. Radio and cinema are classified in last positions

➤ **Television:**

Present in the majority of the houses. The most expensive and a very popular advertising media used by many advertisers to create an audio-visual effect

➤ **Press:**

Also called Print media are popular and widely used for commercial advertising. It mainly involves newspapers, magazines, and other publications. This media can be very segmented and offers a targeting capability.

➤ **Internet:**

The newest mass media yet the most growing and most popular media nowadays. It is considered less expensive comparing with the television yet it also creates an audio-visual effect. This media has been the reason of creating a new powerful methods and types of advertising.

Chapter1: The Fundamentals of advertising

➤ **Outdoor (the display)**

The display is the oldest advertising media, the only one to have a sole advertising function, the only offered to all, totally free.¹

It is present every way and has many types .Most effective solution to spread the message regarding products and services.

➤ **Radio:**

An audio media that has a wide coverage, and can addresses a large audience of listeners or a segmented audience. The radio requires from the advertiser to get very creative in order to achieve the communication goals by relying on the customer's imagination to create the visuals.

➤ **Cinema:**

“It is a marginal media by its advertising revenue but exceptional by its qualities of communication. The audience of the cinema is quantitatively low compared to that of the other major media. It is very typical urban and young but in recent years, the share of seniors (50 years and more) has made great progress”².

6. The advertising budget:

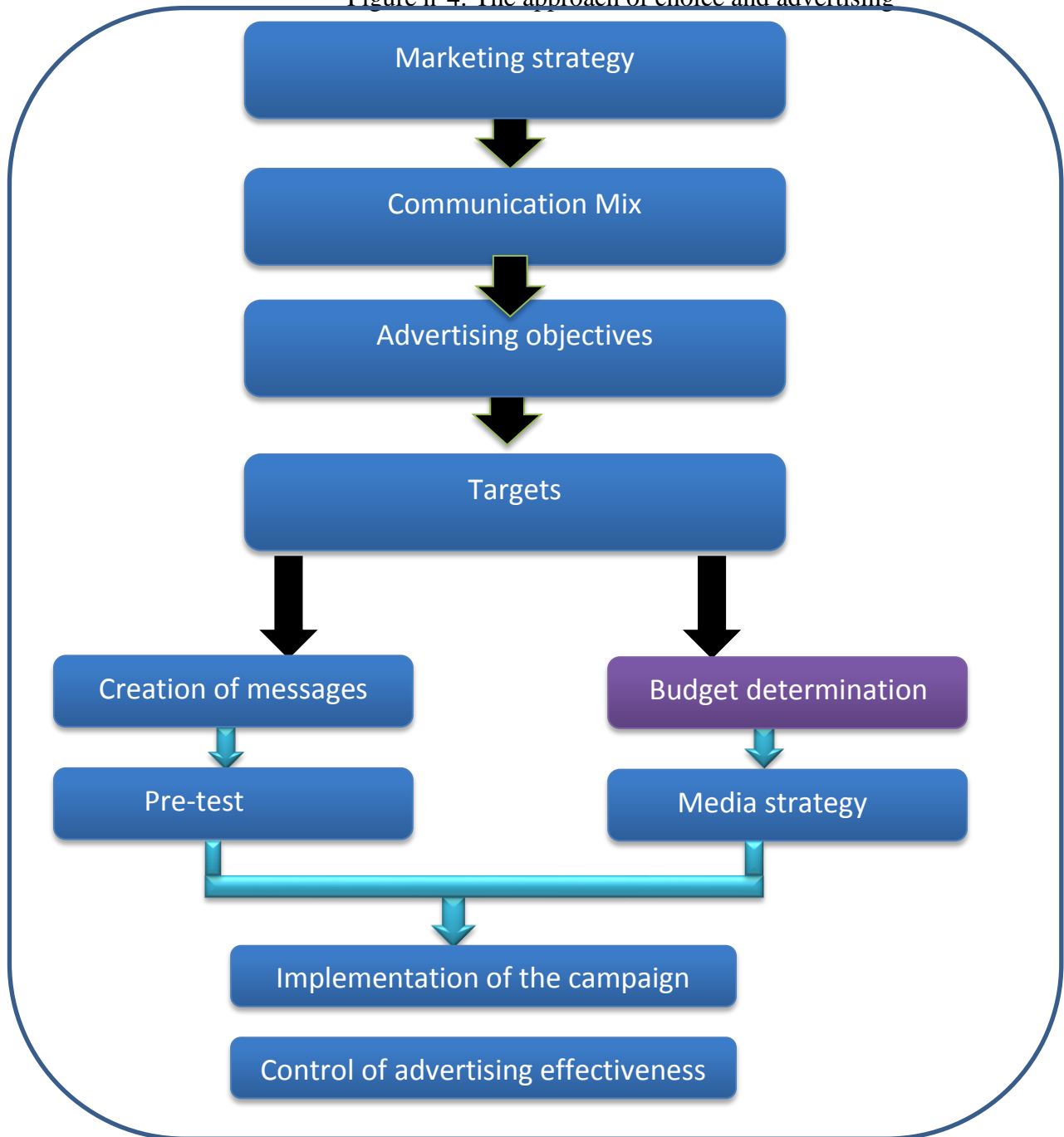
An advertising needs to have a defined budget and an appropriate method, defining the budget has a great impact on the rest of the process and on the communication and marketing strategy.

¹ LENDREVIE(J),LEVY(J), *op.cit*,P462.

² *Ibid*,P 463 .

Chapter1: The Fundamentals of advertising

Figure n°4: The approach of choice and advertising



Source : Richard-Lanneyrie (S), op.cit ,p207

6.1.Definition:

“An advertising budget is an estimation of a company's promotional expenditures over a period of time. An advertising budget is the money a company is willing to set aside to accomplish its marketing objectives.”¹

¹ <http://www.investopedia.com/terms/a/advertising-budget.asp> ,11 Avril 2017,23:03h.

Chapter1: The Fundamentals of advertising

6.2.Factors affecting budget decisions: ¹

Here are five specific factors to consider when setting the advertising budget:

6.2.1. Stage in the product life cycle:

- New products typically merit large advertising budgets to build awareness and to gain consumer trial. Established brands usually are supported with lower advertising budgets, measured as a ratio to sales.

6.2.2. Market share and consumer base:

- High-market-share brands usually require less advertising expenditure as a percentage of sales to maintain share. To build share by increasing market size requires larger expenditures.

6.2.3. Competition and clutter:

- In a market with a large number of competitors and high advertising spending, a brand must advertise more heavily to be heard. Even simple clutter from advertisements not directly competitive to the brand creates a need for heavier advertising.

6.2.4. Advertising frequency:

- The number of repetitions needed to put the brand's message across to consumers has an obvious impact on the advertising budget.

6.2.5. Product substitutability:

- Brands in less-differentiated or commodity-like product classes (beer, soft drinks, banks, and airlines) require heavy advertising to establish a unique image.

6.3.Methods:

To fix it, companies use different methods: ²

¹ KOTLER(P),KELLER (K) , *opcit* , P505.

² RICHARD LANNEYERIE (S) :*MARKETING BOOK*,P211.

Chapter1: The Fundamentals of advertising

➤ **The budget in proportion to sales:**

This is the percentage sales method (**forecast turnover**). This method is based on the idea that priority is given to products with high potential. To be effective, calculations must be made in relation to potential sales and not based on sales. This implies that if sales of a product decrease, advertising efforts will also decline.

➤ **The budget in proportion to the competitors' expenses:**

This is the vote share method. In this case, it is assumed that the market share of a product depends on the relative weight of the company's advertising expenditure in relation to total market expenditure. In other words, if a company wants to increase its market share, it will have to increase its advertising effort faster than competitors.

➤ **From the objectives and the means of advertising:**

That is to say by evaluating the cost of the means to be implemented so that they result from the strategy adopted. This method consists of identifying the advertising objectives and evaluating the efforts necessary to achieve them. In other words, the budget is determined according to the number of people to be reached and different assumptions about exposure and sensitivity to advertising in different media as well as understanding of messages. This method does not indicate the optimal advertising budget.

➤ **By using sales response curves:**

It must be possible to accurately assess the sensitivity of the demand to advertising. From econometric studies, curves are constructed linking the level of advertising effort and the induced effect. A threshold of perception and saturation is determined: below the threshold of perception, the expenditure is not very effective, above the saturation threshold, an additional cost of expenditure is unnecessary. In this way, advertising spending can be optimized.

➤ **By using the break-even technique:**

Which is to determine the additional sales required to make an additional advertising expense profitable. This technique provides guidance on the likelihood of exceeding the threshold. This technique can be used in conjunction with previous techniques.

7. Creative advertising:

Chapter1: The Fundamentals of advertising

Before creating an ad campaign, the advertiser need to check out the psychological profile of his targeted customers. He also need to set his goals and precise his advertising issues and present them to the ad agency.

7.1. The advertiser brief:

7.1.1 Definition:

“The advertiser brief is the moment when the advertiser sends to the agency (or agencies) with whom he wishes to work, the key elements of his problem, his stakes, and his objectives”¹

“A good brief does not always make a good campaign. On the other hand, a bad brief leads inevitably to a bad campaign.”²

The problem to be solved must be clearly specified: an ill-posed problem is a problem that will be treated badly.

7.1.2. The type headings of the brief to the agency:³

- **The market:** what the agency needs to know about the market, the brand and the products for which the campaign is being prepared.
- **Competition:** seen by the advertiser, its strengths, weaknesses, and opportunities to seize.
- **Marketing strategy and communication policy:** current advertiser and their results.
- **The brand:** history of its communication, its successes and failures, its positioning, its communication.
- **Objectives and targets** of the campaign.
- **The advertiser's point of view** on what might be the main orientations of the campaign.
- **The constraints to be taken into account by the agency:** budgetary envelope, deadline...

7.2. Creative platforms:

7.2.1. Product-based creative platforms:

¹ DE BAYNAST (A),LENDREVIE (J) Op.cit. P184 .

² LENDREVIE(J) , LEVY(J) op.cit. P447.

³ IbidP447.

Chapter1: The Fundamentals of advertising

They are based on the consumer or buyer / product ratio and have the overall objective of developing purchasing and consumption intentions. The strategy is based on the quality of the creation which depends on the informative value of the product.

7.2.1.1. The copy-strategy:

This platform of creation is based on the theory of the usp (unique selling proposition) which postulates an advertisement must make a strong, attractive, exclusive and specific proposition to the consumer to be effective. On this basis the commercials will be created . It is a synthetic document comprising four points.

- ❖ The promise: this is the message to communicate to the target of communication, this message comes directly from the marketing studies carried out on the product or the mark in question and corresponds to the essential advantage of the product for the target. Called advertising axis.
- ❖ The reason why: it comes to illustrate and justify the promise to make it credible, it can be a comparative study.
- ❖ The consumer benefit: this is the advantage that the consumer will derive from the product promise; it must correspond to a need or a motivation.
- ❖ The tone of the message: the atmosphere of the message, the elements of the message (communication style...)

7.2.1.2The creative copy-strategy:

It tries to remedy the rigidity of the original method by giving more freedom and flexibility to the creative team in their research while maintaining a rigorous creation platform from the point of view of marketing it must translate the strategic marketing axes, being original , Declinable and creative.

The creative copy strategy includes three points:

- ❖ The advertising axis that is the message to be passed to the communication target, the strong idea that needs to be transmitted
- ❖ The concept of evocation which is the creative translation of the advertising axis into a real situation, it materializes, concretizes the advertising axis and make it credible.
- ❖ The theme that is how the concept of evocation will be declined and staged in the advertising message according to the media selected for the campaign.

7.2.2. Creative platforms based on the brand:

Chapter1: The Fundamentals of advertising

Managers must create an advertisement that values the image of the product and the brand, transmit their positioning rather than present the product's strengths.

The role of advertising is to work the brand to transform it into a star by developing:

- Its physical: its objective performances to transform them into a real asset for the consumer.
- Its character: the imaginary value of the brand.
- Its style: the constants of creation that will be found in the set of the messages whatever the medium.

8. The advertising message:

In advertising, the act of creating a message is often considered the most creative aspect of carrying out an advertising campaign .and because it is a creative process, a team of experts must be involved in the process.

The moment the copy-strategy is presented to the advertiser, he makes his decision about continuing or stopping. If the advertiser gives the green light the creative team begin to execute.

8.1. The execution:

Before the final execution, the creative team must present at each stage their work to the advertisers to have its agreement:

- Press announcements or posters, they are presented in Roughs (form of models).
- Film movies, Cinema videos, the documents are in the form of storyboards

After they pass to the final choice of the colours, sound ... = the final execution

Section 2 : The advertising display :

The oldest form of all advertising is the advertising display that crossed from being just an artistic display to an essential marketing tool which is an interesting progress for this mass media, that still stands as a very used media. And it is proved that one retains more what one sees than what he hears.

With different types and forms the advertising display aims to reach the customers everywhere it is considered as a successful “PUSH” strategy.

Chapter1: The Fundamentals of advertising

1.Definitions:

1.1. Dfinition1:

“Called also outdoor advertising , the oldest advertising media, the only one to have a sole advertising function, the only one offered to all, totally free.”¹

1.2. Definition2:

“The display is a medium that presents great qualities for advertisers: its power, its flexibility of use with a great geographical selectivity, but it also has a big flaw: it is the medium of which we know the least well the audiences.”²

1.3. Definition3:

"The weight of words, the shock of photos".³

The advertising display is a flexible medium that targets a large segment.

2. Advantages and disadvantages of the advertising display:

2.1. Advantages:

- High repeat exposure; people will see it.
- The best mass media to inform the moving population.
- Increases brand awareness.
- Low cost comparing to other medium.

2.2. Disadvantages:

- It conveys limited information.
- Limited audience selectivity.
- The message must be brief which imitates the creativity.
- The effectiveness of the advertising display cannot be easily measured.

3. Characteristics:⁴

¹ LENDREVIE(J), LEVY(J) *Op.cit.* P 462.

² DE BAYNAST(A), LENDREVIE (J) ,*op.cit* ,P284.

³ VILLEMUS (P) : *Creation commerciale et publicitaire, edition d'organisation, Paris, France P 106 .*

⁴ LENDREVIE (J) ,LEVY (J) *opcit*P462.

Chapter1: The Fundamentals of advertising

- A wide variety of media which allow a great flexibility of use: the 4 * 4, transport display (bus, metros, trains), luminous display, mobile display on vans, painted walls, etc.
- A strong repetition of the messages in a short time. The display quickly delivers a large number of contacts and makes it possible to quickly build brand awareness.
- It communicates especially by the image and it has very little time to do it. It is appreciated by (good) creative.
- The media of the event by its spectacular character, its speed of communication and the possibility of choosing a very precise geographical coverage.
- Its weakness in advertising is due to the fact that its audience can not be very well defined. For a long time there was no precise data.

4.The different types of advertising display (outdoor advertising):

Advertising might be a changing industry, but it is still important as ever to make your business' name known to potential customers. There are many different types of outdoor advertising. Depending on what kind of product is being sold and the message the business wants to get across will determine the best choice of outdoor advertising.

The three of the most popular types of outdoor advertising are:¹

4.1. Billboards:

Billboard advertising is one of the oldest forms of advertising and remains strong today. Located on key highways, intersections and choke points in major cities, billboards offer unparalleled large format advertising. Billboards offer tremendous visibility to vehicular traffic as they reach both the driver and all passengers on their commute to and from work or while out shopping on the weekends. Billboards offer an enormous creative canvas which will make a major impact in the market.

4.2. Rail:

¹ <https://www.inspiramedia.com/blog/3-types-of-outdoor-advertising-and-benefits-of-each,18/04/2017,22:53h>.

Chapter1: The Fundamentals of advertising

Rail platform poster advertising represents an excellent way to position the business in front of the affluent suburban commuter, each and every day. This media form provides high frequency coverage of a very upscale audience while offering the ability to target geographically by placing ads only at the specific stations which target your consumer. Rail interior car card displays put the advertisement in front of the specific people you are trying to reach for an average 50 minute commute twice a day providing for more detailed messaging.

4.3. Bus:

Advertising your products and services on buses can provide your business with a prime audience of potential buyers. King/Queen/Tail bus posters offer superior eye level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable. These displays represent moving billboards which draw attention to your message, reaching active, on-the-go consumers in the marketplace. These advertising displays are perfect for reaching both pedestrian and vehicular traffic.

Table n°1: Distribution of external advertising revenues in 2012 according to the nature of the posting.(France)

The type	In millions €
Large format display	385
Transport	288
urban furniture	411
Other	87
Total	1171

Source :DEBAYNAST (A),LENDREVIE(J),op.cit P287.

5. The audience:

The advantage offered by mass marketing is that it creates the largest potential market, and that helps reducing the costs. The advertising display is exposed to all kinds of people and for free, and almost everywhere which lead us to think that it can not target its customers which creates a critical targeting problem,

Chapter1: The Fundamentals of advertising

The overall audience: ¹

- Although the display is a mass media but it's still a flexible media that allows a certain targeting: the audiences of the display obviously depend directly on the nature and locations of the display networks. Often specialized, they are more developed in Areas with high human density.
- An excellent geographical selectivity: the display makes it possible to communicate in 24 hours on the whole territory, but also in very precise places such as the catchment area of a hypermarket .The display has a great flexibility of use. The advertising pressure is adjustable according to the cities and regions.
- An urban media: the display is used in densely populated places. Hearings are often too weak to justify high investment and operating costs for the creation and maintenance of display networks.
- An active audience: logically, the display affects those who circulate the most; the audience is more masculine than the average.
- An immediate power and efficiency: the display quickly gives a strong repetition, which is effective to create or develop the reputation of a brand, a product or an event.

6.The legal framework of the advertising display:

The principle of the outdoor advertising is that it targets the moving population , it's outside in the highways , in the roads , on the buses so its regulation is different than the other media ,The display also incorporates notions of road safety, foot traffic or other means of transport, which must not be hindered by posters.

- The display is much regulated: advertising display is forbidden outside the places qualified as agglomerations by the regulations relating to road traffic. On the details of the regulations governing the various forms of the advertising display, the law n ° 79-1150 of December 29, 1979 relating to advertising, signs and pre-signage, codified in the environmental code in articles L.581-1 to L.581-45.² (in France)
- This legal framework depends on the regulation of:

1. The protection of the environment.

¹ DE BAYNAST (A), LENDREVIE (J), *op.cit.* P 284.

² *Ibid.*,P287 .

Chapter1: The Fundamentals of advertising

2. The maintenance of road safety.

- In the agglomerations, display advertising is allowed but subject to a number of rules depending on its nature (luminous or not), depending on the size of the agglomeration, depending on the geographical areas (classified sites, historical monuments ..) outside Of the agglomerations, the advertising display is in principle prohibited.
- Vehicle display is permitted on condition that it is not driven in convoy, not to drive at abnormally reduced speed, not to park or remain in a visible place on a lane open to public traffic, it should be noted that the display panels are limited to a maximum area of 16m².¹

7. The media planning:

“An advertising strategy most commonly employed to target consumers using a variety of informational outlets. Media planning is generally conducted by a professional media planning or advertising agency and typically finds the most appropriate media outlets to reach the target market.”²

It's main goal is to reach the right audience at the right time with the right message to generate the desired response and then stay within the designated budget.

8.The media's audience:

The audience is the number and type of people your advertising targets.

9.The Media Objectives:³

The media objective is the goal of the media plan. To establish this objective, you must determine your goal for reach, frequency, circulation, cost, and penetration.

- Reach: is the amount of people the message is in front of over a period of time.
- Frequency: is the average number of times the message is in front of those people.

¹ DECAUDIN(J) :*La communication ,concepts, techniques, stratégies , 3rd edition,Economica,Paris ,France,2003 ,P80 .*

² <http://www.businessdictionary.com/definition/media-planning.html>,18/04/2017,23:32h.

³ <http://study.com/academy/lesson/what-is-media-planning-definition-process-examples.html> ,19/04/2017,13:23h.

Chapter1: The Fundamentals of advertising

- **Circulation:** is used for printed advertisements. This is the number of prints that are produced and sent out.
- **Cost:** is broken down into two different sections:
 1. Cost per thousand (CPM).
 2. Cost per person (CPP).

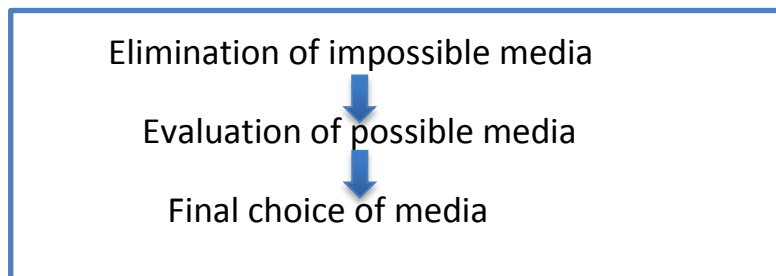
It is important to understand the cost as you are budgeting. The cost will tell you which form of media is the best option for your business.

- **Penetration:** is the number of audience members reached by the advertising. The company must determine if it wants to take over a market or just reach a certain group prior to setting the penetration goals and strategies.

10. Prepare a media planning:

Choosing the right medium or the right mix is a very delicate step in the communication process , it can be a challenging role, involving multiple areas of expertise. Media planners must always keep in mind audience, timing, message and desired response, all while staying within the budget

Figure n°5: Media selection



Source :Decaudin(J),Opcit ,P139.

10.1. The elimination of the impossible media:¹

- ❖ First filter: legal and legal prohibitions on the use of media and media for certain categories of products (example: television and cinema for tobacco).
- ❖ Second filter: time limits for booking space in the media. Media reservation times vary without necessarily being homogeneous in the same medium (bus shelter networks

¹ Decaudin(J),op.cit.P139.

Chapter1: The Fundamentals of advertising

require longer delays than other display media); Moreover, the periods of use desirable strongly influence these deadlines

- ❖ Third filter: the time required to produce the messages. When using a new document (press announcement, television spot or radio ...) for the campaign, the necessity to realize it can be an obstacle to the use of certain media.

The analysis of the legal constraints, the reservation and production deadlines will determine the possible media fields.

10.2.The evaluation of possible media:

Table n°2: Profiles of Major Media Types

Medium	Advantages	Limitations
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptance; high believability	Short life; poor reproduction quality; small “pass-along” Audience
Television	Combines sight, sound, and motion; appealing to the senses; high attention; high reach	High absolute cost; high clutter; fleeting exposure; less audience selectivity
Radio	Mass use; high geographic and demographic selectivity; low cost	Audio presentation only; lower attention than television; Non standardized rate structures; fleeting exposure
Magazines	High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life; good pass-along readership	Long ad purchase lead time; some waste in Circulation
Outdoor	Flexibility; high repeat exposure; low cost; low competition	Limited audience selectivity; creative limitations
Internet	High selectivity; interactive possibilities; relatively low cost	Increasing clutter

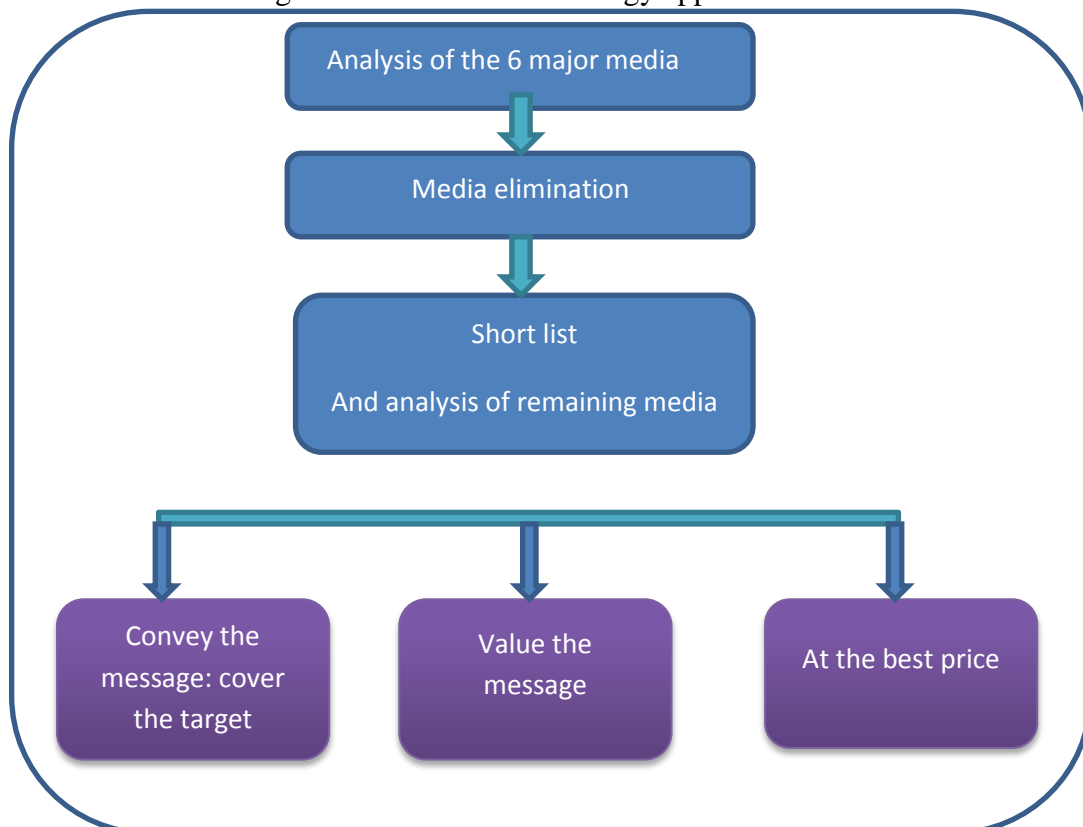
Source : KOTLER(P),KELLER (K) ,op.cit, P513.

Chapter1: The Fundamentals of advertising

Several criteria are used to assess the potential media:¹

- ❖ Coverage of the communication target by the media: the number of persons belonging to the affected target at least once must be strong to depreciate the cost of purchasing space; it is therefore necessary to compare the audience structure of the media with that of the communication target to judge the quality of the coverage.
- ❖ The ability of a medium to transmit a message: is dependent on its technical characteristics (transmission without distortion of sounds, images, colours, movement, ability to explain, recount a story ...) and its Advertising capacity: the display is ephemeral: the press is strongly credible for its readers; Television allows mass actions.
- ❖ The ability of a medium to value a message: depends both on its technical characteristics (image quality and sound in the cinema, for example, in comparison with television) and on its own image (synergy between the image of the medium and that of the product or brand). Studies are regularly carried out to better understand consumer perceptions and their assessments of the different media. Thus, it was found that advertising is better accepted in the magazine press than on television.

Figure n°6 : The media strategy approach.



Chapter1: The Fundamentals of advertising

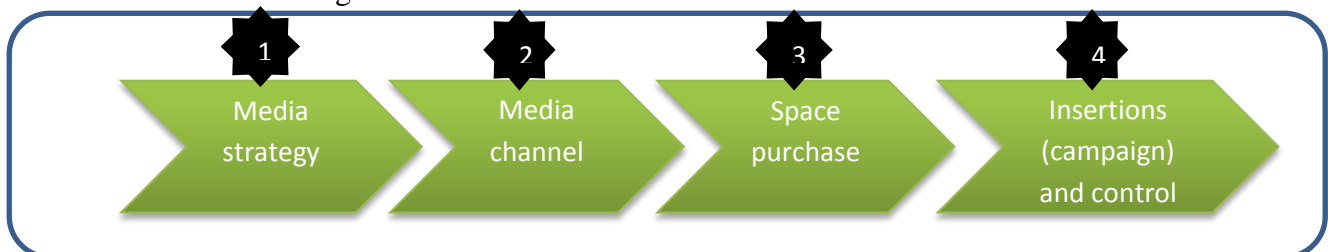
Source :LENDREVIE(J),LEVY(J),opcit,P465.

10.3.The media choice :¹

For the majority of advertisers, media investments are important decisions:

- ❖ It is the third item of expenditure in the operating accounts after purchases of raw materials and personnel costs.
- ❖ It is a choice that has a strong impact on brand life.
- ❖ It could be a factor in the differentiation of competition.
- ❖ It is a sales accelerator, especially when launching new products.

Figure n°7: The choice of media



Source : LENDREVIE(J), LEVY(J), op.cit., P464.

10.4 Selecting the media support :

To choose the right medium for the brand and product or service is really important, it is the language you use to approach your audience. Both the advertiser and the media agency or advertising agency need to work carefully on this point and take in consideration many factors as evaluation criteria.

The criteria:²

10.4.1.The quantitative criteria:

1. The penetration of a support: It refers to the percentage of the target that has attended support during the reference period used in the hearing.
2. The affinity of the target: The report of its useful audience on its total audience. The affinity expresses the proximity between the support and the target.
3. The cost per mile (cpm):

¹ LENDREVIE(J),LEVY(J),op.cit.P464.

² DE BAYNAST(A),LENDREVIE(J),op.cit. 306.,

Chapter1: The Fundamentals of advertising

10.4.2.The qualitative criteria:

1. The editorial context: To give the message and editorial content is to be in harmony with the canthers of interest of the reader or the listener at the moment when he frequents this medium.
2. The advertising context:
 - The advertising volume: Do advertisements compete with each other or do they multiply the “OTS”?
 - The advertising environment: The nature of the messages, the prestige of the advertisers present in the support, their seriousness, ..., are reflected on all the advertisements.
3. The technical characteristics of the support: In the interior of a homogeneous medium, there are supports with different characteristics, for example the reliability of the maintenance for the outdoor advertising.

After deciding on the media planning, the advertiser and the media agency to start on the space purchase step than they have to set a time plan that includes the appropriate time, places, periods ... to expose the message along with the message repetition.

11.Measuring the message/media effectiveness :

The techniques and the methods that are used to evaluate and measure an advertising message with the chosen media effectiveness are several. The advertising can be evaluated by a pre-test(s):

Table n°3: the main media pre-tests

Main pre-tests	For which media?	To analyse what?
Insertion of the advertisement to be tested among other ads in a fake review or a false screen according to pre-established procedure (intriductive advertisement,	<ul style="list-style-type: none"> • Press • Radio • Television • Display (urban folder) 	<ul style="list-style-type: none"> • Perception/attention/identification/memorization/understanding/credibility / attitudes-opinions. • Credibility/memorization/perception . • Perception/attention/identification. • Memorization/comprehension/ Credibility.

Chapter1: The Fundamentals of advertising

announcement of leader, announcement of the dam, ad to be tested ...).		
Diaphanometer Projection of the message to be tested with apparatus equipped with a system for modifying the image focus (from blur to sharp)	<ul style="list-style-type: none"> • Press • Display 	Perception/Attention/identification.
Eye camera Eye camera filming the eyes of subjects to observe their path and stop points.	<ul style="list-style-type: none"> • Press • Display 	Perception/ attention/identification .

Source: RICHARD LANNEYERIE (S),op.cit , P211.

12. Measure of advertising effectiveness:¹

Different measurement techniques are provided to allow marketers to better understand the results of their campaign and the impact of their message. in the outdoor advertising case, they need to know the number of people who have seen their ad (billboard for example), and how it affected the sales and the brand and if it is contributing in the objectives' achievement.

The effectiveness has different levels. We distinguish three levels of advertising effectiveness: effectiveness in terms of perception, attitude and behaviour. They correspond to the three levels of market response (cognitive, affective and behavioural)

12.1.Effectiveness on cognitive response:

We examine here the ability of an ad to cross the wall of indifference or perceptual defence of potential customers to be seen, read, heard and memorized by the target group. It is obvious that the first quality of an ad is to be noticed. If this condition is not satisfied, nothing can't happen in terms of attitude or behaviour .Indicators of communication effectiveness are scores of attention to advertising: Memorization, recognition and attribution.

¹ Lambin(J),I DE Moerloose(C),Marketing stratégique et opérationnel,Dunod,7th edition ,2008,P519.

Chapter1: The Fundamentals of advertising

Table n°4: Comparison of the perceptual efficiency of different media

Media	Attention(α)	Memorization($=\beta=\alpha^2$)
Cinema	86%	70%
Television	40%	15%
Press	30%	10%
Outdoor advertising	30%	10%
Radio	20%	5%
Internet	33%	11%

Source : Morgensztern, 1983 ; Carat, 2001.

- The attention score (or alpha factor of Morgensztern) is the percentage of people who, exposed for the first time to a message, paid attention to it.
- The memorization score (or Morgensztern's beta factor) is defined as the percentage of people who are exposed for the first time to a new message; memorize the brand and at least one of the visual or textual elements of the advertisement.
- Recognition score is the percentage of respondents who recognize the ad when it is shown to them.
- The attribution score is the percentage of people who assign the advertisement correctly to the brand.

12.2.Effectiveness on emotional response:

The second level of effectiveness is that of affective response as well as the impact of perceived attitudes about the product or brand. The fact that a message was actually perceived by the target group of clients does not lead to the conclusion that the communication is effective. This level is about the feelings the consumer has towards the product or especially the brand, that feeling that creates a sort of attachment to the brand and to the brand image

12.3.Effectiveness on Behavioural Response:

The buying effect caused by advertising, which is indeed the ultimate objective pursued. The behavioural response function is the relationship that links the buyers' response, expressed in volume, turnover or market share to one or more marketing variables and / or of environment.

13.Advertising in Algeria:

Chapter1: The Fundamentals of advertising

The situation of advertising in Algeria is no different from the economic situation in because it is still in an early state. It has not yet found the in spite of attempts to improve the commercial communication. The development of advertising in Algeria is linked to the growth of large consumption. . It reflects the dominant values and contributes to forging new ones. The Algerian marketing is diversified and the marketers call out different methods and techniques to get their product and services sold and build their brand.

13.1.The legal context:¹

All economic sectors require a legal framework to ensure that certain limits are not exceeded. The communication sector has, like all other sectors limits and constraints. Among the rules that govern advertising in Algeria:

- ❖ The prohibition of false advertising: because it can hurt consumers, and it is immoral. An advertiser must always be honest with his clients.
- ❖ Prohibition on advertising on alcoholic beverages or tobacco, with the exception of that which encourages consumers to limit the consumption of these products.
- ❖ The prohibition on advertising on pharmaceutical products, with the exception of those who sell exclusively by prescription.

The legal framework also gives importance to creative advertising, since any new idea is protected, even advertising slogans. For the communication and advertising agencies: any advertising agency is bound by commercial Algerian law.

13.2.The outdoor advertising in Algeria:²

The advertising display is well placed in the media plans of economic operators in Algeria. It is the second favoured media by advertisers after television. Over 300 million euros of advertising investments in 2014, the share of the outdoor advertising is estimated at 25%, said Wednesday Mourad Hadj Saïd, CEO of the Algerian leader of urban advertising display AD Display. According to him, urban advertising is becoming essential today for advertisers who perceive it as the shortest and most practical way to reach as many consumers as possible. So much so that competition becomes very tough.

¹ GOURRI SAID (S), *l'impact de la publicité télévisé sur le comportement du consommateur Algérien, mémoire de magister en sciences commerciale, Faculté des sciences économiques, des sciences de gestion et des sciences commerciales, université d'Oran, 2009, p 65.*

² [http://www.maghrebemergent.com/actualite/maghrebine/48034-l-affichage-urbain-accapare-25-des-investissements-publicitaires-en-algerie-m-hadj-said-sur-radiom-audio.html.24/04/2017.14:30h.](http://www.maghrebemergent.com/actualite/maghrebine/48034-l-affichage-urbain-accapare-25-des-investissements-publicitaires-en-algerie-m-hadj-said-sur-radiom-audio.html.24/04/2017.14:30h)

Chapter1: The Fundamentals of advertising

The outdoor advertising is still standing as one of the most used and important media, with its new techniques. It attracts the consumer and increases the brand awareness and builds a strong, visible brand image for the company.



**Chapter two: the brand
image**

Chapter2 : The brand image

The mass production and the multiplicity of competitors led to a transformation from a culture of need to a culture of desire creating a lot of challenges for the companies to get their products and services sold. The signification of “brand” has grown over the years and changed from being a name given to a product to a more complicated concept that represents a company’s identity and promise offered to the consumer.

This continuous development of the concept obliges the brands to distinguish themselves and stand as different and unique seducing the customer with a belonging idea.

Section1: The brand.

Kapferer said “The products change and the brands remain”

Today’s customer buys a brand instead of a product, and the competitors are trying to lead a brands’ not products that’s why brand is a priority to both companies and advertisers with its different elements and different strategies .

In this part we are going to explain those elements and try to present the importance of the brand.

1. Definitions:

1.1. Definition1:

“A particular product or a characteristic that serves to identify a particular product. ”¹

1.2. Definition2:

The American Marketing Association defines a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. ”²

1.3.Definition3:

“A brand is a mental benchmark in a market that relies on tangible values and intangible values. ”³

1.4.Definition4:

¹ <http://dictionnaire.reverso.net/anglais-definition/brand,26/04/2017,18:10h>.

² KOTLER(P),KELLER(K),op.cit.P241.

³ LEWIS (G) :Branding management,la marque,de l’idée à l’action,Pearson,France,2005,P12.

Chapter2 : The brand image

“The brand is a set of signs (a design, a name, a sound, a form, ...) attached to one or more products, or services that attest the authenticity, the origin and which indicates their difference from other concurrent products and services.”¹

We can define the brand as the identity given to a product, service, a person or a company, and that is expressed by a certain name, a logo ...in order to differentiate them from the competitors.

2.Brand’s objectives:

The companies today sell brands instead of products, and that is due to the importance given to a brand as a powerful feature of a product .It has an important role in promoting the products and build an image, its main objectives are:

- ❖ To differentiate a firm's product:

Brand helps to differentiate firm's products from competitors' products, which makes customer feel easy to recognize products of genuine producers feel easy to recognize products of genuine producers, and reduce the time needed for.

- ❖ To assist in promotion:

The activities such as advertisement, personal selling, sales promotion etc. They are conducted with brand name.

- ❖ To increase prestige and status:

Brands help increasing prestige, personality and status of producers , distributors, customers, and help the company build corporate image, which makes launching new products and brands easier.

- ❖ To maintain product quality:

Maintain quality of the products in order to sell and distribute the products with brand name, and gain the customer’s trust. The firms, which cannot maintain quality of their products, do not want to use brand name.

- ❖ To increase brand loyalty:

¹ KAPFERER(J) :La marque, la marque en questions : réponsesd’un spécialiste, DUNOD,Paris,France,2006,P37.

Chapter2 : The brand image

The other objective of branding is to increase customer's loyalty to brand or branded product. The customers can buy only the branded products repeatedly.

- ❖ To legally protect the firm:

The brand name provides legal protection of unique product features.

- ❖ To Build values for customers:

To build consumer value and benefit of the products or value building of products is the other objective of branding. A marketer should concentrate his efforts on promoting special quality and advantage of the products of certain brand name. This also should promote the value of the products to the consumers.

3.Types of brands :

There are two main types of brands:

- ❖ **Manufacturer brands:** These brands are created and owned by the producers themselves and bear their chosen brand name, the producer is responsible for marketing the brand.

This type gives manufacturers chance to gain widespread distribution and build customer loyalty.

- ❖ Private label brands :

They are also called "Own label brands" and they are created and owned by businesses that operate in the distribution channel, called distributors. These distributors are often retailers.

This kind of branding can offer to the consumer an excellent value for money and provide the distributors with additional bargaining power when it comes to negotiating prices and terms with manufacturer brands.

4. The different dimensions of a brand:

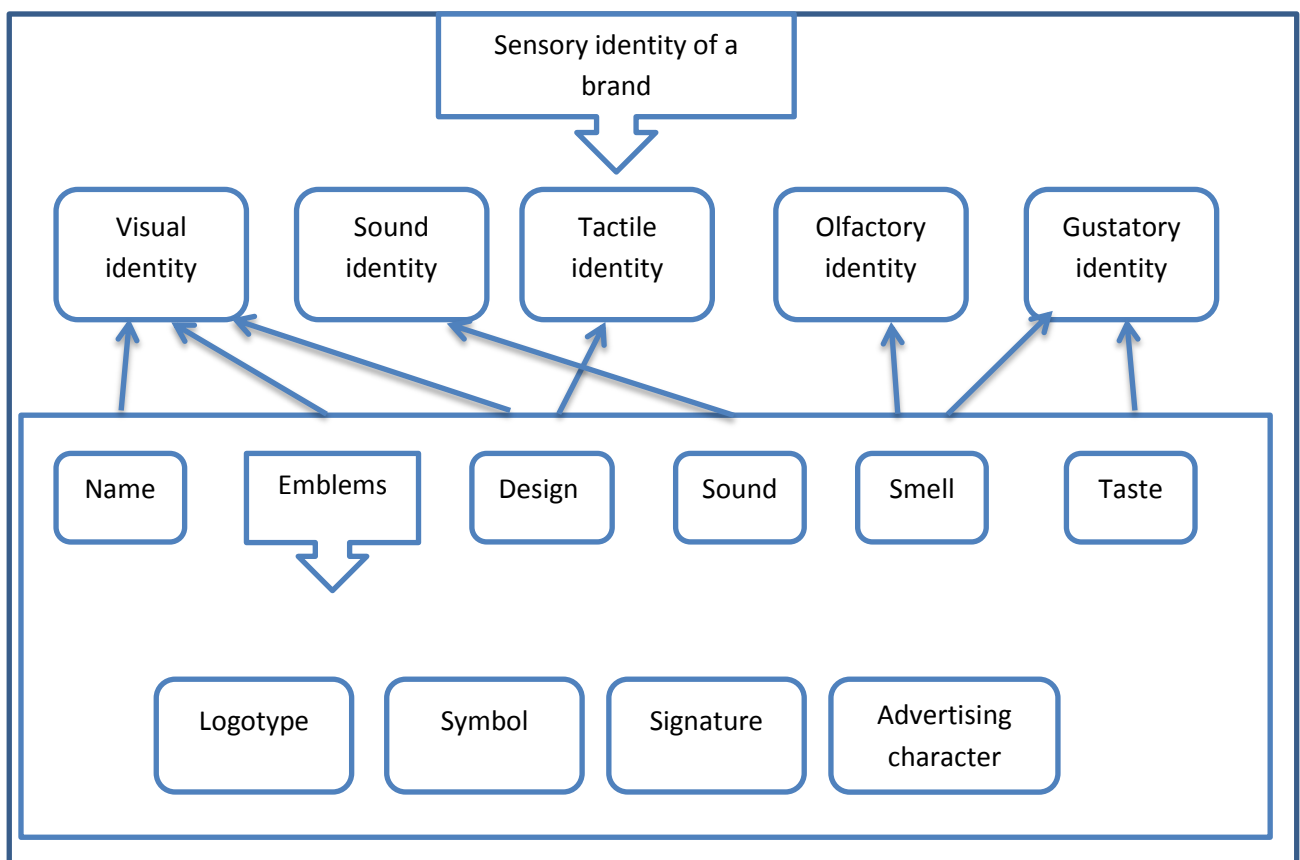
The brand is a signifier, a sign of recognition which serves to distinguish products or services. But it is also a signified, a sign evocative of meaning, and the signifier being the necessary sensorial vehicle of the

signified.¹

4.1. The brand as a signifier:

The brand, through its identification system, offers a set of perceptible elements that activate the different senses and make it possible to identify, recognize, and distinguish it from other brands. That is to say to the set of graphic elements (name, logotype, symbol) activates the sense of the view. It more frequently integrates the other sensory dimensions .That is why we speak of sensorial identity of the brand.

Figure n°8: identification system



Source : Lai and others, La marque, op.cit,P11.

4.1.1The name:

The name is the major element that identifies a brand. We can distinguish different types of names:

- A patronymic name.
- A patronymic origin.

¹ LAI (C), AIME (I), PINSON (C) :La marque,3rd edition ,DUNOD,2016,P10 .

Chapter2 : The brand image

- A geographical name.
- An abbreviation: abbreviations constituted by the initials of several words that seal letter by letter.
- An acronym: word originates an acronym but is pronounced as an ordinary word.
- An allograph alphabetic.
- A number.
- A compound word.
- A declined word.
- An expression.
- An arbitrary word or a fantasy word.

4.1.2. Emblems:

The brand name may be associated with one or more emblems: logo, visual symbol, signature and advertising character.

4.1.2.1 The logo:

The logo is the most widely used emblem and constitutes the official graphic representation of the brand name, it also represents a discrete universe. As a visual sign, it has two interrelated dimensions: a material face with its textual elements and / or iconographic images and a conceptual face with the mental image with which it is associated, with the interpretation that is made of it, with the story that it tells. It is thus a condensation of the brand, it identifies and refers to its associations.

There are three types of logos:

- Alphanumeric logos: are composed exclusively of letters and / or numbers which can be included in a simple visual symbol. Textual elements are typography, calligraphy and specific colours.
- Mixed logos: associate an alphanumeric logo and a symbol. Since the images are perceived faster than the words, it is important that the two signs coexist harmoniously.
- Iconic logos (only images) are still few in number. They correspond to an ultimate elaboration stage of the logo, this type has acquired such a degree of brand awareness

Chapter2 : The brand image

that the alphanumeric logo no longer need to accompany it and that the company can decide to do without it.

4.1.2.2. Visual symbols:

Most commonly used to accompany the brand, and in general its logotype, are animals and animal presentations, characters, plants or minerals, objects or instruments, geometric figures.

4.1.2.3. The advertising character:

The advertising character can become an emblem of the brand if used for many years. It can be human, or animal. It may be identical to the symbol accompanying the logotype or not.

4.1.2.4. The brand signature:

It is considered as an emblem of the brand if it accompanies it durably.

4.1.3. The design:

Beyond the graphic elements (logotype, visual emblems), the identification of a brand is increasingly sought through the specialty of design, i.e. shapes, colours, materials used for the products and services that the brand signs.

The design covers:

4.1.3.1 Environmental design:

It is about the design and decoration of the space. It is particularly important in service activities.

4.1.3.2 Product-design and Packaging-design:

The Product-design intervenes when designing consumer goods or capital goods. The packaging-design concerns the realization of the conditions and the packaging.

Some brands seek to have very particular designs, allowing them to be identified and visually distinguished from the competition.

4.1.4. The sound:

Chapter2 : The brand image

In recent years, the sound identity has become a fairly inescapable part of the brand sensory identity. For a long time, the sound has been limited to a role of illustration, of signature in the communication or to occasional operations of sound marketing, a musical theme that accompanies a brand permanently.

Today, the sound problem is an integral part of the communication strategy and is also illustrated in sales outlets.

4.1.5. The smell:

Like sounds, there is a search for the differentiation of brands by smells and the creation of an olfactory identity.

- In the field of products, smell is often a key element of the brand identity.
- In the field of services, olfactory dimensions are increasingly being used to identify and differentiate brands.

4.1.6. The taste:

The taste is the least worked sense in terms of brand identity sensory. It mainly affects the brands of food products but extends to brands of products carried in the mouth, such as lipsticks, dental products. It is strongly related to the sense of smell. It participates in both the construction of taste and olfactory identities.

4.1.7. The graphic chart:

All the constituent elements of the brand (name, emblems, design, and other sensorial dimensions) must be listed in a document, called a brand charter, to ensure homogeneity of the brand's sensorial identity. This document seeks to ensure the homogeneity of the brand's visual identity through all its supports (product packaging, stationery, business cards, delivery cars, employee uniforms, etc.).

4.2. The brand as signified:

In order to be a sign - or a set of signs - which makes it possible to distinguish the brands between them, the brand is associated in the minds of the consumers with content, with evocations, with a signified. This signified is fuelled by the brand name and all actions taken by the trademarks

Chapter2 : The brand image

This signified refers both to tangible dimensions (directly attributable to the physical characteristics of the mark) and intangible.

4.2.1. The tangible (functional) dimensions:

The characteristics of the products or services, their quality, their price, and the distribution points chosen reflect the brand's values and generate so many associations in the minds of consumers; trademarks are based on their product attributes to provide Functional / tangible utility to the consumer.

4.2.2. The intangible (or symbolic) dimensions:

A brand do not attract simply by what are objectively the products that it signs but also by what it represents, and strong brands possess symbolic dimensions that bring them richness and depth. They are based on values, on characteristics of personality, on emotional benefits.

The brands can draw their symbolic dimension in several registers:

- Ideology.
- Psychology.
- Sociology.
- Culture.

The functional and symbolic benefits are linked to constitute a scale of benefits in forging the positioning of the brand.

5. Brands 'strategies:

5.1.Individual branding:¹

5.1.1.The strategy :

Naming each product differently: its logic is based on the fact that the company fades behind each of its products. These products have enough notoriety to play their role of brand, since each product has a name; it is on this brand name that the company will communicate. The brand gives a unique meaning to each product.

¹ LEWIS(G), op.cit , P246.

5.1.2. Its advantages:

- ❖ Each product is immediately identified since it has its unique positioning.
- ❖ It facilitates the market segmentation.

5.1.3. Its disadvantages:

- ❖ The main drawback of this strategy remains the cost that the producer handles in promoting and advertising a large number of product brands.

5.2. Range branding:

5.2.1. The strategy:

A broad strategy in which a firm develops separate product range names for different families of product.

5.2.2. Its advantages:

- ❖ Brand equity. Products under range branding share a common name. Brand building efforts do not get dissipated.
- ❖ Less costs of introducing new products in the marketplace.

5.2.3. Its disadvantages:

- ❖ Over stretching weakens the brands.

5.3. Overall family branding :

5.3.1. The strategy:

It is also called the “umbrella strategy” in which a group of different products are given the same name.

It is a marketing practice that involves marketing many related products under a single brand name.

5.3.2. Its advantages:

- ❖ Umbrella branding involves creating huge brand equity for a single brand.
- ❖ Enhance marketability of product. It makes it easy to launch a new product.
- ❖ Creating one strong brand image in the consumer mind.

Chapter2 : The brand image

5.3.3. Its disadvantages:

- ❖ It is a risk: if one product fails, it affects all the brand's products.
- ❖ Maintaining the same quality standards is a challenge.

5.4. The Parent branding:

5.4.1. The strategy:

The "Parent brand" gives its approval to a wide and diversified set of products by covering a set of brands. The promise of the parent brand is so well known that it serves as support for other brands whose image is less strong.

5.4.2. Its advantages:

- ❖ The surety brand (parent brand) supports the guarantee of the other brands.
- ❖ The functions of personalization and even the play function are ensured by "brands-girls".

5.4.3. Its disadvantages:

- ❖ A risk of reliability's, an organization must control and guarantee the quality of all its brands which is difficult.
- ❖ An expensive strategy.
- ❖ Less brand awareness, because of the different brands' names.

There are several other strategies that today's companies use. Every enterprise must choose carefully the right branding strategy, the perfect one for its products, image.

6. The brand's functions ¹

The brand has an impact on the company's departments, products, services and customers. It can have many functions:

6.1.Brand as a sign of ownership:

At first brands were ways of showing who had instigated the marketing activities for the brand. This was an attempt to protect the formulation of the product in cases where

¹ Jim Blythe, Essentials of Marketing, Third edition, Pearson Education, England, 2005. P153

Chapter2 : The brand image

Intellectual property protection was insufficient, and also to ensure that customers knew whether they were buying a manufacturer's brand or a retailer's brand.

6.2.Brand as a differentiating device:

A strong brand undoubtedly differentiates the product from similar products, but having a strong brand name is not enough. The product also needs to be different in some way; the brand image is the communicating device that conveys the difference to the consumer

6.3.Brand as a communication device:

Branding can be used to communicate functional capability. In other words, the brand conveys an image of its quality and expected performance to the consumer.

6.4.Brand as a symbolic device:

The symbolism of some brands enables the consumer to say something about themselves. This is particularly apparent in the 'designer' clothes industry – a very ordinary T-shirt acquires added value because the name of the designer is printed on the front. If the consumers believe that the brand's value lies in its communication ability they will spend considerable time and effort in choosing the brand that conveys the appropriate image.

6.5.Brand as a risk reducer:

Every purchase involves a degree of risk; the product might not perform as expected, and if it fails to do so then the vendor might not be prepared to make restitution. Buying a strongly branded product offers the consumer a degree of reassurance about both the product and the producer. Astute marketers find out what types of risk are of most concern to the customers or consumers and develop a brand presentation which addresses those risks.

6.6.Brand as a shorthand device:

Brands are used as a way of 'tagging' information about a product in the consumers' memories. This is particularly relevant when the brand is extended to other product categories, since the consumer's view of the parent brand is transferred to the new brand: for example, Virgin has successfully extended the brand image from records to retailing to airlines to financial services, all offering the same innovative approach and serving similar market segments.

Chapter2 : The brand image

6.7.Brand as a legal device:

Brands give a certain amount of legal protection to the producer, since pack design and name can be protected where (often) the formulation of the product cannot. Strong branding offers some protection for the firm's intellectual property.

6.8.Brand as a strategic device:

The assets constituting the brand can be identified and managed so that the brand maintains and builds on the added value that it represents.

7. The different statuses of the brand:

The statue of the brand is the place given to it by the market and on which the brand acts to preserve it or to change it.

The place of a brand in a market is generally assessed by the market share it occupies and the reputation (top of mind, spontaneous, assiduous ...) that is its own. However, other criteria intervene, as its capacity to be a reference and its dynamism.

There are four main trademark statuses:¹

7.1. The leading brand:

- ❖ The leading brand is the number one in a market. Both in market shares and often in notoriety, especially in top of mind, the brand is a reference and it corresponds somehow to a reflex for the public. The leading brand is inevitably perceived as a reference on its market.

The leading brand is dynamic, although it is often less innovative than its pursuers.

- ❖ Brands can be referred without being leaders. Often these are brands that were formerly leaders, which merely lived on their gains and lost market share.

7.2.The brand challenger:

The strategy of the brand challenger aims to counter that of the leader. Indeed, the brand challenger has the vocation to challenge the leading brand permanently and take its place. It is generally better known than the leading brand. Its figures relating to spontaneous and assisted

¹ GEORGES(L),op.cit.P258.

Chapter2 : The brand image

awareness are identical to those of the leader; only the top of mind differs in favour of the leader.

In fact, the dynamism of the brand challenger is generally more important than that of the leading brand. This reality can be explained for two reasons:

- Innovation: it innovates more.
- More attributive value is attached to it.

The challenger differs from the leader constantly, it often positions itself in contradiction or at least, on another territory of mark. This territory is not that of everyone, it is that of a more targeted public. The challenger brand is a core target brand, while the leading brand is targeted at all targets.

7.3. The follower:

The follow-on brand strategy is carried out by the largest number of companies. The brands do not seek to compete with the leader or the challenger. They simply follow the market, especially the leader in an attempt to avoid the traps in which competitors have fallen or mistakes they made.

The follower brand has a relatively high assisted notoriety, while its spontaneous notoriety is weak. The public has a good knowledge of the brand.

Even if it is not a reference brand, the consumption indices are generally high. This phenomenon is explained by the price factor. The follower brand is generally cheaper than the leading brand, the public is seduced.

7.4. The specialty brand or specialist brand:

- ❖ It corresponds to a strategy of niche, targeting, very sharp within a market. It makes its products known to a precise target. Its assisted notoriety is good but its spontaneous notoriety and its top of mind remain weak.
- ❖ Without being the reference brand of the market. It has a strong identity. It is perceived as very innovative, with a very high attribution value, but with a limited target.

8. A brand life cycle:

Chapter2 : The brand image

Jean-Noel Kapferer thinks that there is no basis for defining the time horizon of a brand's life. If the brand is, well managed, it can last and persist and thus avoid decline and death.

It is necessary to see that the brand is indeed passing through a phase of launch and growth, but it must try to make this period of growth last as much as possible.

From the other hand George Lewi managed to define a life cycle for the brand based on the cycles of other known brands.¹

8.1.The time of heroism:

A brand only truly becomes a brand when it succeeds in being recognized as a standard-bearer of a surprise, newness, sometimes a "secret" of ambition, or a reality that unfastened it. The brand is born when it succeeds in renaming or creating a break in a market thanks to a product or a service. The aim of innovation is to satisfy three types of expectation:

- A need expressed or not by the consumer.
 - A need for security.
 - A quest for a dream.
- ❖ One of the essential elements for the creation of the brand is the “audacity “which is at the origin of this famous rupture.
 - ❖ Innovation is a major stake in the launch of the brand and must remain so throughout the life cycle.

The time of serious heroism deeply imprinted the imagination of the brand. It must be imposed by the differentiation.

8.2. The time of wisdom:

It is the time of measurement, reflection and questioning to improve progress. The brand must consolidate its relationship with the public in this stage. Innovation is no longer at the heart of reflection, even if the brand should not abandon it. The brand "wise" must also register as a reference for the consumer the brand passes to "maturity". It is time for it to write its history, by using two factors of development:

¹ GEORGES(L),op.cit.P280.

Chapter2 : The brand image

- Internationalization and brand extension (geographical extension, product extension, and target extension).
- The "co-branding" is an association between two brands aimed at the creation, manufacture and marketing of a product or a service. There are two forms of co-branding: a promotional co-branding, a product co-branding.

The objective is to ensure the continuity of the relationship between the brand and its consumers, to seduce a new generation of customers. This step is tricky, switching from one generation to another is often synonym of decline for brands that have not been able to understand their true values and adapt them to new generations.

8.3. The time of the myth:

It is the third stage of the brand's cycle. It represents the period when the brand is part of the history of a territory and becomes one of its identifiers.

The objective secretly pursued by all brands is to reach the ultimate stage of mythical brand to supplant all competitors;

If the time of heroism is that of rupture and difference , The second time that of development in every sense of the term, the myth time is that of awareness of the brand of its role in society and its cultural contribution.

9. Brand equity:

9.1. Defining Brand Equity:¹

Brand equity is the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands.

9.2.Brand Equity Models:²

Although marketers agree about basic branding principles, a number of models of brand equity offer some differing perspectives. One of those models is called “Brand Asset”, and it defines four key components—or pillars—of brand equity:

¹ KOTLER(p),KELLER(K),op.cit.P243.

² IBID P245.

Chapter2 : The brand image

- Energized differentiation: measures the degree to which a brand is seen as different from others, and its perceived momentum and leadership.
- Relevance: measures the appropriateness and breadth of a brand's appeal.
- Esteem: measures perceptions of quality and loyalty, or how well the brand is regarded and respected.
- Knowledge: measures how aware and familiar consumers are with the brand.

10. Brand communication:

The communication takes place when the consumer meets the brand (hears about it or sees it). Consumers are constantly meeting the brand through advertising, or with editorial mentions, on the point of purchase materials.

Brands communicate for many reasons:

- The need for impact.
- The need for involving, positive experience.
- The need to affect the consumer behaviour.
- The need for high payback.

The brand communication is a part of the general communication and marketing strategy. The process needs to be handled carefully, and the message has to be creative and unique.

Section 2: the brand image

One of the brand's most valuable assets is its image, that image that the company tries so hard to build and improve in the customer's mind, and also in its competitors' minds. The way it wants to be seen. It is a deciding factor that determines a brand's future. The character and value of the brand is portrayed by its image, it reflects its values.

1. Definitions:

1.1. Definition1:

Chapter2 : The brand image

“A set of features and ideas that customers connect in their minds with a particular product or brand”¹

1.2. Definition 2:

“Brand image is the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers’ psychological or social needs.”²

1.3. Definition 3:

“Brand image is generally defined as the set of material and immaterial representations associated with a brand and organized in the memory of a group of individuals.”³

We can define the brand image as the overall impression of the brand in the consumer’s mind, created based on brand’s sources.

2. Concepts related to the image:

Brand image is a key component in the formation of a clear and recognizable brand identity in the market. It is related to how the brand is currently perceived by consumers. In other words what is the reputation of the brand in the marketplace. But it is related to other concepts as well:

2.1. Brand awareness:

It can be defined as “The percentage or proportion of consumers who, in a research operation, recognize a particular brand.”⁴

Brand awareness is how easily consumers can recognize a brand or the identity of a company and/or product.

“Brand awareness is not a mere cognitive measure. It is in fact correlated with many valuable image dimensions. Awareness carries a reassuring message: although it is measured at the individual level, brand awareness is in fact a collective phenomenon. When a brand is known, each individual knows it is known. This leads to spontaneous inference. Awareness is mostly correlated with aspects such as high quality, trust, reliability, closeness to people, a

¹ <http://dictionary.cambridge.org/fr/dictionnaire/anglais/brand-image>

² KAPFERER, *op.cit.*, P248.

³ LAI AND OTHERS, *op.cit.*, P59.

⁴ Yadin(D), *The International Dictionary of Marketing, First edition, Kogan Page, London, 2002. P52.*

Chapter2 : The brand image

good quality/price ratio ,accessibility and traditional styling. However it has a zero correlation with innovativeness, superior class, style, seduction: if aspects such as these are key differentiation facets of the brand, they must be earned on their own merit”¹

There are three types of brand awareness that should be perused: top of mind, spontaneous, aided or prompted.

2.2. Reputation:

Unlike the image of a brand which is a static, punctual approach, a photograph that restores an instant of the public life of a product, a company; The reputation of a brand that one likes or dislikes, in which we project ourselves or not, it is finally what one has confidence or not in this brand, especially since it is based on a cultural, historical and historical approach.

It contributes to its intangible capital and is therefore an element of brand valuation.²

2.3. Perception:

A motivated person is ready to act based on how he is influenced by his or her perception of the situation. In marketing, perceptions are more important than reality, because perceptions affect consumers’ actual behaviour. Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world. It doesn’t depend on the physical stimuli only, but also on the stimuli’s relationship to the surrounding environment and on conditions within each of us. Kotler and Keller gave example of a sales man’s fast talking, which is perceived differently; one person might perceive a fast-talking salesperson as aggressive and insincere, another, as intelligent and helpful. Each will respond to the salesperson differently.

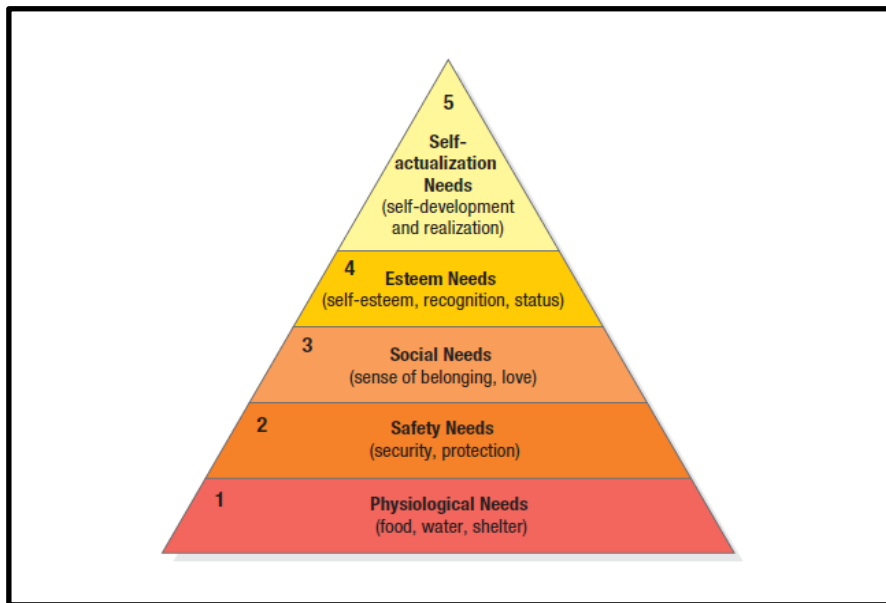
Kotler and Keller mentioned that there is a relation between the customer’s needs , motivations and perceptions .

¹ KAPAFERER(J),the new strategic brand management ,5th edition,2012,P21.

² Shirley Harrison, Public Relations, Thomson Press, 1995, p. 71.

Chapter2 : The brand image

Figure n°9: The pyramid of Maslow.



Source: KOTLER(P),KELLER(K),op.cit. P161.

People emerge with different perceptions of the same object because of three perceptual processes: selective attention, selective distortion, and selective retention.¹

2.4. Attitude:

"An attitude is a set of beliefs, experiences, feelings more or less coherent that form a stable predisposition to evaluate an object or a question and to act in a certain way."²

2.5. Identity:

If branding refers to the way consumers perceive the brand (receiver), the brand identity concerns all the characteristics as the company wishes to communicate them (issuer).

“Brand identity is the way in which the company wishes to present the brand or market.

The identity specifies the roots, the foundations of the brand, its “generic code” based on an archaeological approach (history of the brand, products, communications, studies carried out, etc.).³

¹ KOTLER(P),KELLER(K),op.cit. P161.

² LENDREVIE(J),LEVY(J),op.cit., P127.

³ LAland others, op.cit., P62.

Chapter2 : The brand image

Brand image is on the receiver's side. The image research focuses on the way which certain groups perceive a product, a brand... The image refers to the way in which these groups decode all the signals emanating from the products, services and communication covered by the brand, but identity is on the sender's side. The purpose, in this case, is to specify the brand's meaning, aim and self-image.¹

Image is both the result and interpretation.

2.6. Positioning:

Brand positioning is what a company stands for, how it wants to be perceived by all of its different stakeholders in all of the many different ways they will experience the things you say and do as an organization

According to Kapferer there are three “must do” in order to have a great brand positioning, it must be:²

- ❖ Authentic : it must be an accurate and true reflection of the organization its beliefs, culture and values, how it acts in any given situation.
- ❖ Relevant: it has to be relevant to the stakeholders that the company seeks to influence. If what it is saying is not of interest or not aligned to interests of those whom it seeks to turn into advocates, it doesn't matter how true or different the brand is; it won't matter to them.
- ❖ Different: the positioning has to be different in a way that matters; differentiation is where the company's value discipline generates a premium price or greater margin than your competitors.

2.7. Values:

The brand values are words that express how do” brand behaves “provide a benchmark for its performance. too frequently, brand values either conflict with, are separate from, or are not well aligned to start corporate values.³

3. The types of image:

The image is perceived differently that's why we find three types of image

¹ KAPFERER(J),op.cit., P161.

² KEOHANE(K), Brand and talent,2014,P18.

³ KAPFERER(J) ,opcit,P25.

Chapter2 : The brand image

- ❖ The desired image: is the image that the company wants to convey to its targets using different ways of communication , and that can be related to the brand or the product or even to the company itself
- ❖ The transmitted image: is related to the way of presenting and communicating for the desired image to the customers and that is seen from a neutral vision.
- ❖ The perceived image: is the result of the communication campaigns launched by the company and it is the way customers perceive, see and evaluate brands, products and companies.

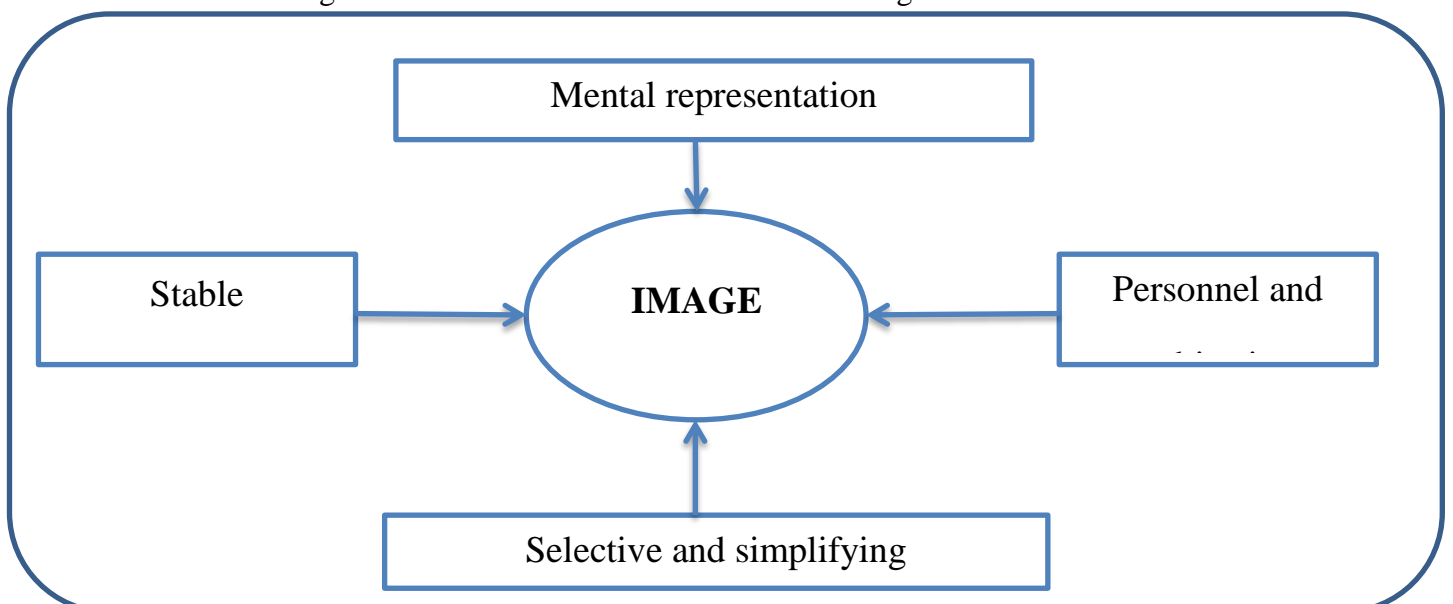
4. The objectives of a brand image:

There are many objectives, the general ones are:

- ❖ Ensure that consumers can recognize the company's brand instantly, and keep the brand in the mind of consumer.
- ❖ To be seen as more reliable and trustworthy.
- ❖ Form a good image of a product or a service.
- ❖ Offers a degree of reputation to the new products, which reduces the promotion costs.
- ❖ Realise an internal impact on employees.
- ❖ It can lead to a consumer loyalty.

5. The characteristics of a brand image:

Figure n°10: The characteristics of a brand image.



A brand image has three main characteristics:¹

5.1.An image is a set of representations:

The brand image is made of all associations, spontaneous or not, entarinated by the evocation of the brand name.

❖ Spontaneous image and latent image:

An image is an iceberg. When we question customers in a non-directive way, they evoke spontaneously only part of the image. It is the spontaneous image or emerged image. If we question them more in depth with specific questions or by projective methods, they evoke other associations. This is the latent image. Studies generally distinguish these two dimensions of the image: spontaneous and latent.

❖ The sources of the image:

An image is a set of mental representations at a given time for a given audience that result from multiple assertions. At the origin of an image there are:

- The products: the perception of the attributes of current products (appearance, reliability..) but also the memory of older products.
- Customer experience: quality of service at the time of purchase or after sale;
- Communication of the brand in all its forms: advertising, sales promotion, event communication, website, social networks, etc.
- The communication around the brand not mastered by the company: word-of-mouth, editorial;
- The image given by the clients of the brand: will I go to this brand that has such good or bad attendance?

The multiplicity of sources and therefore of messages underlines the difficulty of ensuring the coherence of communication to avoid a fragmentation of the brand.

5.2.An image is relatively personal and subjective:

¹ LENDREVY(J),LEVY(J),op.cit., P812.

Chapter2 : The brand image

An image may be different from one person to another, although the whole policy of the company is to control it to avoid too subjective perceptions.

It is nevertheless true that the image of a brand is made of traits perceived by an audience, which may vary. Often, one cannot be satisfied with measuring an average image for the whole market; identify the images perceived by the different segments of the market.

5.3. An image is relatively stable:

The image of a brand results from knowledge and attitudes that are relatively stable. As a result, an image has inertia..

There is a tendency to interpret an experiment, an information in the sense of reinforcing the initial brand image.

Of course, the need for consonance (to bring new ideas into line with its previous options) has its limitations. You can change your mind completely and burn what you incensed. But it's quite rare.

The inertia of the image is therefore an asset when the image is good, but a major disadvantage when it is bad since it takes a lot of time and efforts to rectify it. Bad reputations are more tenacious than good ones.

5.4. An image is selective and simplifying:

Images are, in a sense, summaries that clients make of brands to simplify their perception. We only retain a certain number of traits, which may be more or less numerous, Involvement and level of expertise.

6. The image components:

6.1.Attributes:

- Non-product-related attributes: price, packaging.
- Brand personality attributes.
- Product-related attributes.

6.2. Benefits: There are three types of benefits:

- Functional benefits - what do you do better (than others).
- Emotional benefits - how do you make me feel better (than others).

Chapter2 : The brand image

- Rational benefits/support - why do I believe you (more than others).

6.3. Brand attitude:

The brand attitude is the evaluation that a consumer gives to a brand.

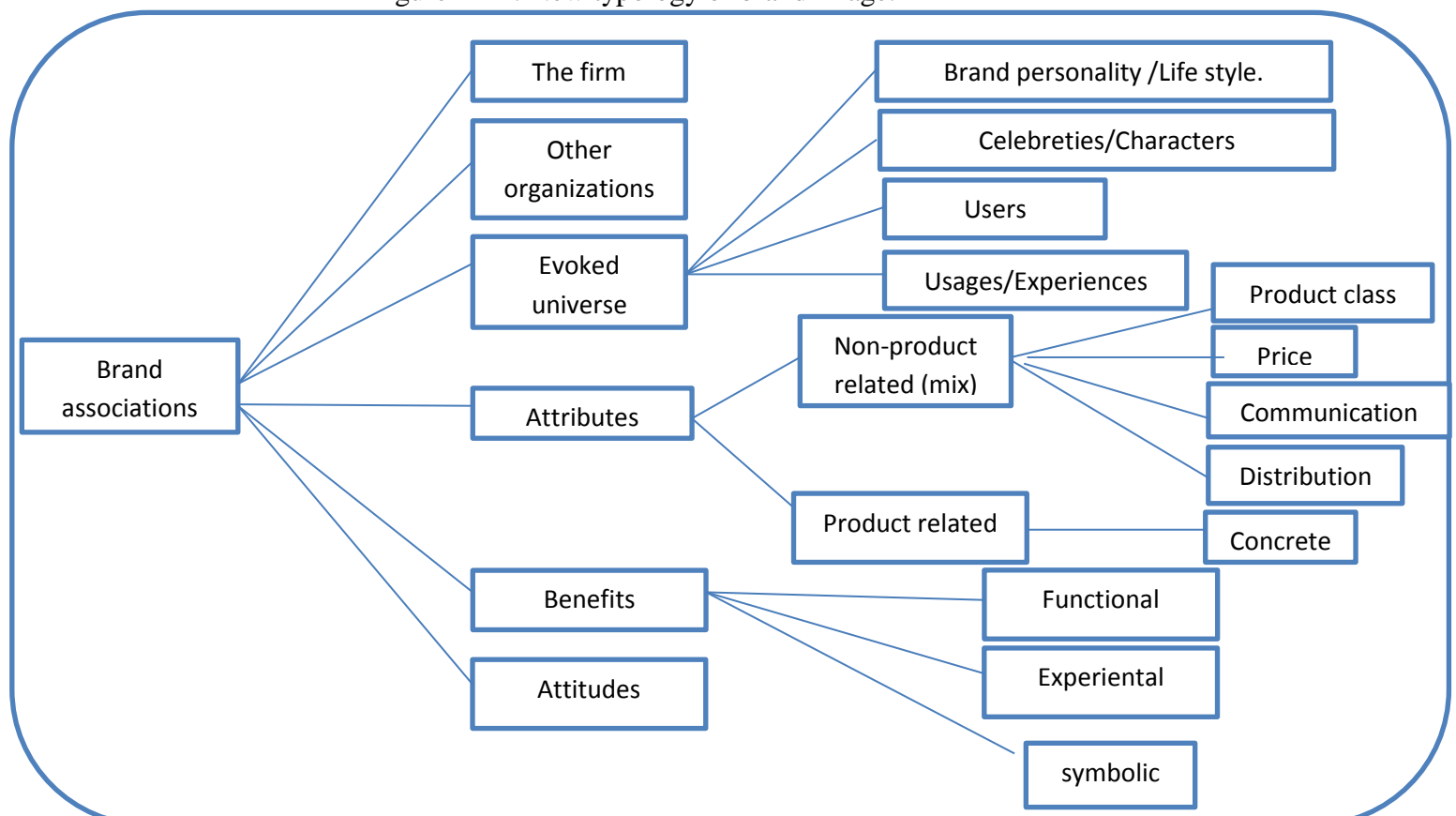
7. The dimensions of brand image:

The components of the image of a brand are based on all the knowledge about a brand:

- Product attributes.
- Intangibles.
- Customer benefits.
- Price.
- Use /application.
- User.
- Celebrity.
- Life style.
- Product class
- Competitors.
- Country of origin.

8. New typology of brand image:

Figure n°11: New typology of brand image.



Source : <https://fr.slideshare.net/JosephChimkupete/importance-of-brand-image>.

9. The image studies:

In order to grasp the image of a brand, qualitative or quantitative image studies can be carried out.¹

9.1. The classical qualitative image study:

The qualitative image study is carried out on the basis of group interviews or, more rarely, individual interviews. It aims to make the various associations emerge directly or indirectly from a brand.

In direct methods, individuals are asked to describe associations that come to mind when the brand is mentioned.

❖ Measurement :

- Please tell us what you think about the brand X.
- Tell us your latest experience with the X brand.
- Tell us about your newest buy. Write to us the brand buyer X

In the indirect methods, techniques of association, projection or regrouping of the brands perceived as similar are used to make the associations of the brand emerge.

❖ Measurement:

- If the brand X was a person, an animal, an activity, a magazine, a country, would that be ...
- What are the X and Y trademarks among the X, Y and Z trademarks, most similar?

Qualitative studies of the image can either address specific problems that cannot be answered by a quantitative study or be a prerequisite for quantitative image studies.

On the one hand, qualitative studies of the image make it possible to analyse a brand in depth, to identify in detail its different traits of image but also to look for its strengths and

¹ LAI(C) and others ,op.cit., P 57.

Chapter2 : The brand image

weaknesses with regard to competition, to find levers for its future development, to determine its territory and its legacy on new categories.

On the other hand, qualitative image studies are used to optimize questionnaires from quantitative image studies. The companies and the institutes of studies bring a particular care to define the items of these questionnaires. They will generally be used for many years to follow the evolution of the brand image. As a result, the items in the new questionnaires are often developed from image components emanating from the results of a qualitative study. The questionnaires are also updated taking into account new results from qualitative studies.

9.2. The classical quantitative image study:

Quantitative image studies seek to evaluate a brand in relation to its main competitors. They are carried out either on an ad hoc basis, or on a regular basis, or according to waves of communication. As the brand image is not a static but dynamic concept, studies are increasingly carried out on an on-going basis, in order to see how the brand evolves over time, these regular evaluations make it possible to appreciate quickly the return on investment of the marketing actions of the brand and competing brands.

Image studies are conducted on the basis of questionnaires administered to a representative sample of the population. They use LIKERT-style scales of attitude and, more rarely, a semantic differential type to measure the strength with which associations are linked to and its main competitors. So consumers are asked to answer the question:

"Are you in agreement or disagreement with the following statements regarding brand X" on a scale ranging from "strongly agree" to "strongly disagree" (Most often with five levels) on a number of dimensions.

We thus obtain the profile of the brand, whose campaign can be traced back to the countryside.

9.3. The study of central and peripheral associations:

Based on Abric's psychological work, Michel (2009) considers that the image of a brand in the minds of consumers is governed by a dual system, composed of a central nucleus and a peripheral system.

Chapter2 : The brand image

The core is the core of the brand. It represents the most stable element of the brand, the one that ensures its durability, its maintenance over time. It groups associations that are perceived by a majority of consumers as inseparable from the brand and as giving meaning to other associations. The central associations are identified by a method of refutation which consists in analysing the reaction of consumers to the questioning of an association with the brand if a significant majority of individuals reject the refutation on a likert scale, the association belongs to the core of the brand. Otherwise it belongs to the peripheral system.

The peripheral system allows the adaptation of the brand to the context. It integrates new information related to the realities of the brand. It thus changes regularly, unlike the central core, which itself evolves extremely slowly. In fact, the central associations only evolve if the peripheral associations are very strongly modified. Periodic analysis of the peripheral system makes it possible to identify future transformations, a symptom of the future evolution of the brand.

10. The monetary evaluation of a brand image:

Three main evaluation methods are proposed:¹

- The income approach: it defines the economic benefits of company's or the brand's image.
- The market approach: this approach aims to evaluate the price induced by the image, and that is by comparing it with transaction prices realized in sectors close to that of the company.
- The cost approach: it measures the value of the image according to the investments made to create and improve this image.

The reputational assets can be considerable and in some cases exceed the total physical assets of the company and that is due to its importance and the role they play by giving the company advantages compared to other companies and putting it in a position of power.

11. Developing image in the good way:

¹ LIBAERT(T),WESTPHALEN(M),COMMUNICATOR ,toute la communication de l'entreprise,6th edition,2012.

Chapter2 : The brand image

- ❖ What is important for customers is what they experience ¹
 - The bad experience always results in bad image.
- ❖ If a company has a poor image ,it has to take the correct measures to improve it based on reality:
 - Company unknown or not well known
 - **Action:** it needs a communication campaign.

 - Company known but performing badly.
 - **Action:** at a first level the actions should be internal in order to improve performance .communication can be used but at a second level.

12. The creation of a brand image:

There are twelve rules according to Heude to create a brand image:²

1. The influence of places: the Latin adage "locus regit actum" means that "the place governs our actions", that is to say that our behaviour is directly influenced by the places.
2. Being there at the right time: To create a good brand image, you have to be open to the world, be attentive to the needs and expectations of the targeted consumers and always rely on your first idea because it is dictated by our intuition.
3. Innovation: Being innovative and dynamic is an essential condition in order to differentiate the brand image of its competitors.
4. Repetitive Effect: There are two basic principles to create a brand image, that is, to give a strong visual identity and build reputation through repetition.
5. Situation reversals: As soon as the identification of weak points of the brand image is determined, it can be modified in depth.

¹ <https://fr.slideshare.net/air/brand-image,9/05/2017,18:32>.

² HEUDE, (R): L'image de marque, 1989, P156 .

Chapter2 : The brand image

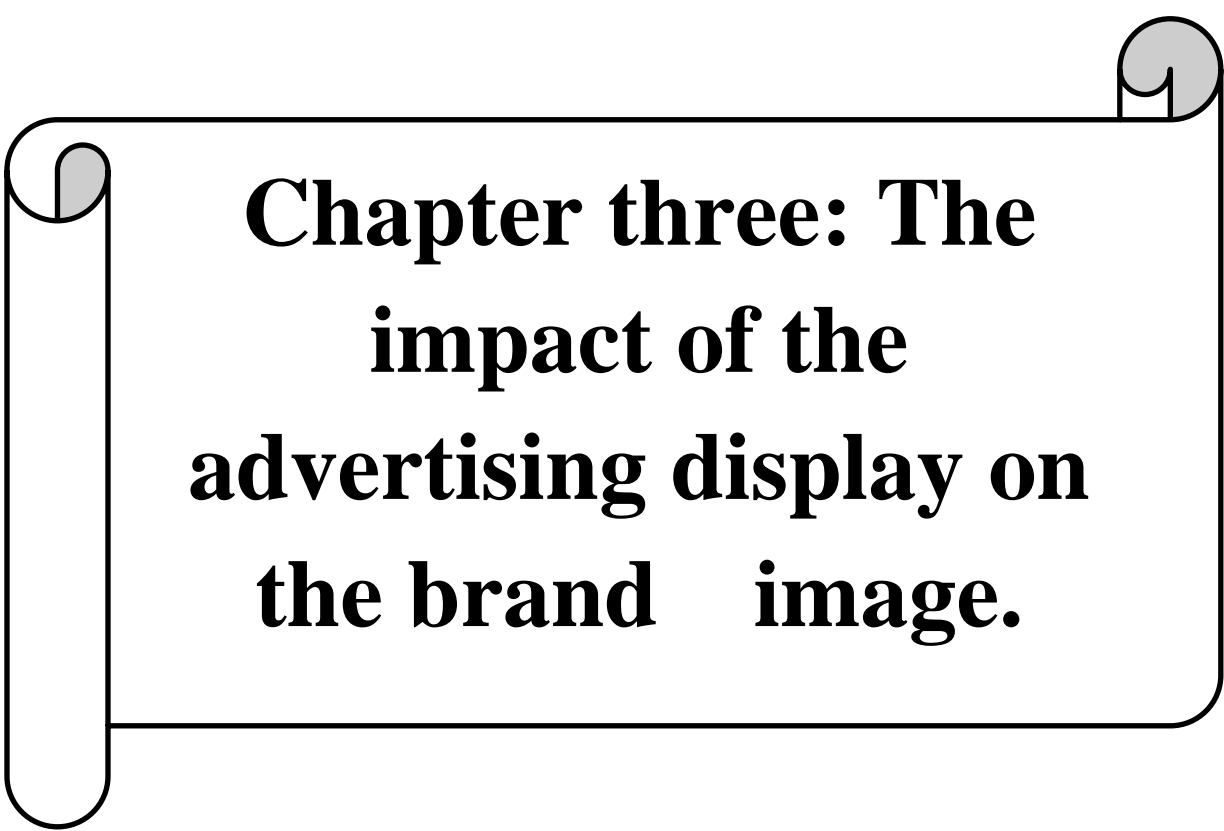
6. Maximum stress management: Managing the potential of the individual, because when a person is under intense stress, he is more productive, creative and possesses unlimited resources that are only discovered during those moments.
7. Controlling the Placebo Effect: Gives people the opportunity not to stop only at appearances.
8. The right to error: Learning from one's mistakes, that is, failure allows people to question several things in order to succeed better.
9. The On-going Challenge: Always have an ambitious goal to achieve.
10. Simplicity: "Keep it simple" means keeping it simple, is the key to success for creating a brand image.
11. Time Management: Important to take your time and not skip steps. The expression "Rome did not happen in one day" expresses well the effect of time required to achieve an objective.
12. Sharing true emotions: Being true is the safest value at all stages of branding.

All the elements of a brand image are important and are not coincidental, because all the elements are symbolic and support the message that the company wants to convey. However, even if a brand image is well manufactured, it is important to make it evolve over time so that it survives.

The brand is not just a name or a logo, it goes further than that it is an identity, a promise given to the consumer and it is what the company stands for, for that reason it has a huge importance. It is both an advantage (even a system of benefits) if it is well created and well developed and it could present a risk if it is handled with neglect.

Chapter2 : The brand image

Although a brand is not created in one day, and could take a long time to be named “a strong brand”, a lot of strategies, techniques, but it is worth all the work because brands can last even when products can't .



**Chapter three: The
impact of the
advertising display on
the brand image.**

Chapter 3: The impact of the advertising display on the brand image

After studying the advertising display and the brand image separately, we will study the impact that the advertising display has on a brand image and the brand Condor will be our study case.

Section1: Presentation of Condor as a company and as a brand.

SPA Condor Electronics is the figure of the Benhamadi Group, specializing in the manufacture of electronic equipment, appliances and computers.

With an anchored in the diversity, Condor Electronics radiates in the market of the domestic equipment.

1. Presentation of SPA Condor:

1.1. Datasheet:

- 2.** Legal form: SPA Condor.
- 3.** Type: Stock company.
- 4.** Year of establishment: 2002.
- 5.** Capital: \$ 22300000.
- 6.** Chairman of the Board of directors: Benhamadi Abderhmane.
- 7.** CEO: Benhamadi Omar.
- 8.** Capital: 2,450, 000, 000, 00 DA.
- 9.** Surface: 828 359 m2.
- 10.** Turnover (2014): 47, 000, 000, 000, 00 DA.
- 11.** Number of employees: 5605.
- 12.** Number of showrooms across Algeria: 130.
- 13.** Penetration rate in Algerian homes: 90%

Chapter 3: The impact of the advertising display on the brand image

Activities: Manufacture and sale of electronic products, small and large electrical appliances, computing and multimedia products and photovoltaic panels.

1.2.History and evolution:

Condor Electronic is a stock company belonging to the BENHAMADI family group. In 1997, the BENHAMADI brothers specialized in importing Electronic products, household appliances, etc.

To have a direct relationship with their Customers from the point of view” after-sales service”, they decided to opt for a brand 100% Algerian, which led them to the creation of the company Condor.

SPA CONDOR Electronics is a company specializing in the manufacture of electronic equipment, appliances and computers. With an anchored in the diversity, Condor electronics radiates on the domestic equipment market . Created in 2002, the filing date of the Condor brand at the ANPI, starting with the simple assembly imported electronic products, over time the CEO realized that savings could be achieved by locally manufacturing parts of the products.

The first investment to create the company amounted to 300 million dinars. Today, the integration rate is more than 80%. This strategy enabled the company to gain momentum and conquer the national market. Spa Condor is a company made up of seven production units spread over a total area of 133,856 m² located in the industrial zone of the city of Bordj Bou Arreridj. Its workforce is made up of 52 senior managers, 204 managers, 484 masters and 2760 workers in the production unit of BordjBouArreridj and more than 150 workers in the various administrations that are generally implemented at the level of Algiers. Add to this in the 500 jobs related to after-sales services throughout the Algerian territory.

In 2012, the company reached approximately \$ 300 million in investments and has a duty-free turnover of 21 billion dinars (26 billion dinars in TTC). Regarding market shares, it is the leader in white products with more than 30% of the market share with a manufacturing of more than 1,300,000 Condor products, three products sold every minute

Chapter 3: The impact of the advertising display on the brand image

Thanks to these reflexes of the trade, a commercial spirit, a sense of creation very awakening and excellent value for money, the company had the chance to forge a place in the middle of multinationals and has become a strong competitor in the Algerian market.

1.3.Geographical location:

The SPA Condor is located in the industrial zone of Bordj Bourraridj, road leading to Msila, its location is characterized by fast access to the East- West, which is an advantage for the company, because it allows a better routing of its products.

Its marketing department is located in Darbaida, Algiers.

1.4.Missions and objectives of the company:

In the course of its existence, the company succeeded in gaining a place in a much larger and more powerful multinational market and for that, many objectives and missions have been traced in order to be realized. Among These missions and objectives assigned, we quote:

- ❖ The main mission of the Condor brand is to offer 100% Algerian products to consumers.
- ❖ Enabling Algerian consumers to have access to new technologies with affordable price and good product quality.
- ❖ Be the leader on the national market.
- ❖ Increase quantities produced and profit.
- ❖ Achieve maximum perfection of production and sales.
- ❖ Industrial development, production, innovation, promotion, marketing, Distribution of the company.
- ❖ Being an economic force and providing jobs.
- ❖ Satisfy customers and provide them with a high-quality after-sales service.
- ❖ Win the Customer loyalty.

1.5.The activity and production capacity of the SPA Electronic Condor:

Chapter 3: The impact of the advertising display on the brand image

Condor does not operate in electronics and household appliances only, but it is also present in various other segments such as centralized air conditioning and the lighting of urban infrastructures.

1.5.1. The activities of Condor Electronic:

Initially, the Electronic Condor business was limited to the simple assembly of electronic products, then, it extended to 1:

- Manufacture of electronic and radio equipment.
- Manufacture of electrical equipment and appliances.
- Electrical works.
- The installation of refrigeration and air conditioning systems.
- Industrial electrical installation and maintenance.
- Installation - maintenance and servicing of cold and hot equipment.

1.5.2. Condor product range Electronics:

Two Families of products for households currently make up the supply of “Antar Trade Condor Electronics”: brown products and white products. These two Products belong to the category of electrical or electronic equipment.

1.5.2.1. Brown products:

Products of the household electronics department, the latter are called "Brown" because their dressing, previously mainly made of wood, took this colour. Today, black predominates over all of these products.

With regard to Condor, here are the categories of products it offers today:

- Television sets.
- Demodulators, decoders.
- DVD players.

1.5.2.2. White products:

Chapter 3: The impact of the advertising display on the brand image

Commonly referred to as household appliances, this category of products is intended primarily for the kitchen or the bathroom. They are called "whites" in reference to their dressing which, in most cases, is of this colour. The current trends in diversity and attractive designs require a wide range of colours to be offered to customers, but the appellation remains the same.

This category is subdivided into two main sub-categories: large household appliances and small appliance.

1.5.2.2.1. Large cold appliances:

"Cold or large appliances refrigerated by GEM shall, this category of appliance contain refrigerants. These devices contain chemical substances hazardous to the ozone layer. Must be classified in this category as refrigerators, freezers, air conditioners, wine cellars and other fluid appliances: Refrigerators ".

In this category, Condor Electronics offers the following products:

- Simple refrigerator.
- The double door refrigerator.
- The refrigerator / freezer compartment.
- The side by side refrigerator (American).
- Chest freezer (chest).
- The water dispenser;
- Air conditioners.

1.5.2.2.2. Large household appliances:

This category of products known as large appliances (GEM), excluding cold, includes all appliances which do not contain refrigerants. In this category of Condor electronic products offers:

- TOP washing machines.
- Double-bin dryer washers.
- Washer dryers and porthole dryers.

Chapter 3: The impact of the advertising display on the brand image

- Cookers.
- Microwave ovens.
- Gas radiators.

1.5.2.3. Small appliances:

Often referred to by the acronym SDA for Small Domestic Appliances (PEM in French). This category of small household products is used daily by households, and it includes mixers, coffee makers, irons, toasters.

This category also contains electro-muscular devices and personal scales. Condor offers for now only vacuum cleaners and fans.

1.6. Prospects for development of the Condor SPA:

The original Algerian announced his projects in the sector of (renewable)

- Renewable energy "solar panels": Condor Electronics' ambition is to position itself in the field of renewable energies. This draft launch of photovoltaic panels, scheduled for the year 2012, required contribution of the consulting offices of Chinese, German, French and Algerians. It will initially consist of an assembly activity which, after mastery of the trade and acquisition of know-how, may extend to manufacturing and even design.

2. The market and the mix marketing of Condor.

The market in which the Condor brand is invested is distinguished by a very large competition in a completely liberal market. In order not to be nailed in the shadows and to stand up to the large cylinders on the market, it is necessary to develop its marketing mix to ensure its survival and differentiate itself from other companies.

2.1. Presentation of the Condor market:

The SPA Condor market is spread over the entire national territory and some foreign destination like Tunisia. This market comprises all kinds of products, household appliances

Chapter 3: The impact of the advertising display on the brand image

and electronics, computing, renewable energies, air conditioning, centralized and public lighting. It is distinguished by:

- Strong competition between different companies.
- Strong presence of global and multinational companies.
- A sufficiently informed consumer of its products.
- Products adopted for all categories of consumers.
- Consumption demand higher than supply in certain activities (Air conditioners), which means that the company can not meet all demand.

The Condor SPA was able to compete and stand up to all of its foreign competitors in Algeria and with capitals significantly superior to that of Condor

2.2. The evaluation of condor's environment :

2.2.1. The internal environment:

2.2.1.1. The strength:

- A good product quality.
- Competitive and affordable prices for Algerians.
- Branding and strong notoriety.
- Availability of products throughout the national territory.
- Young and dynamic staff.
- Diversification strategy (diversification of the products as well).
- A very wide range of products.
- CONDOR has a very effective staff training system.

2.2.1.2. Weaknesses:

- Lack of innovation and creativity.
- The nonchalance of a few employees (deserting their position in the workplace for example, or poor communication with customers or between employees).

2.2.2. The external environment:

2.2.2.1. Opportunities:

Chapter 3: The impact of the advertising display on the brand image

- Conquer new markets such as the pharmaceutical industry.
- Condor enjoys some advantages from the state in relation to foreign companies because Algeria wants to boost the local product.
- Ability to conquer markets abroad, especially neighbouring countries and Africa in general.

2.2.2.2. Threats:

- Rough competition from international brands, notably brands of household appliances and computer equipment.
- Strong demand from Algerian consumers.
- The issue of unfair competition.
- The non-stability of the Algerian economy.
- “Purchasing power” of Algerians not sufficiently important.
- The Algerian bureaucracy which slows down the activities.

2.3. The mix marketing:

2.3.1. Product policy:

Condor works with the aim of satisfying its customers and their products of good quality, the advantage of “the focus on innovation “ as the main competitive advantage in order to conquer more and more the market and the Algerian consumer. Added to this is the availability of “After-sales “service throughout the country.

According to Mr Mouloud BOUDERBALA former marketing director of Condor electronic. "Innovation is at the heart of Condor's, because it makes it possible to adapt to the tune of the time, the technological advance as well as the evolution of needs " .

Indeed, no fewer than three innovations are launched each year by Condor which has consistently offered products that are always more innovative and attractive.

In the development of its new products, it prioritizes quality, investments, deadlines and lastly, the risk factor.

Chapter 3: The impact of the advertising display on the brand image

Condor's conception of innovation is: innovations are most often the result of a demand expressed by the market. In other words, an innovation of "market Pull "type. It is also referred to as "Technology Push" innovation, but to a lesser extent.

2.3.2. Price policy:

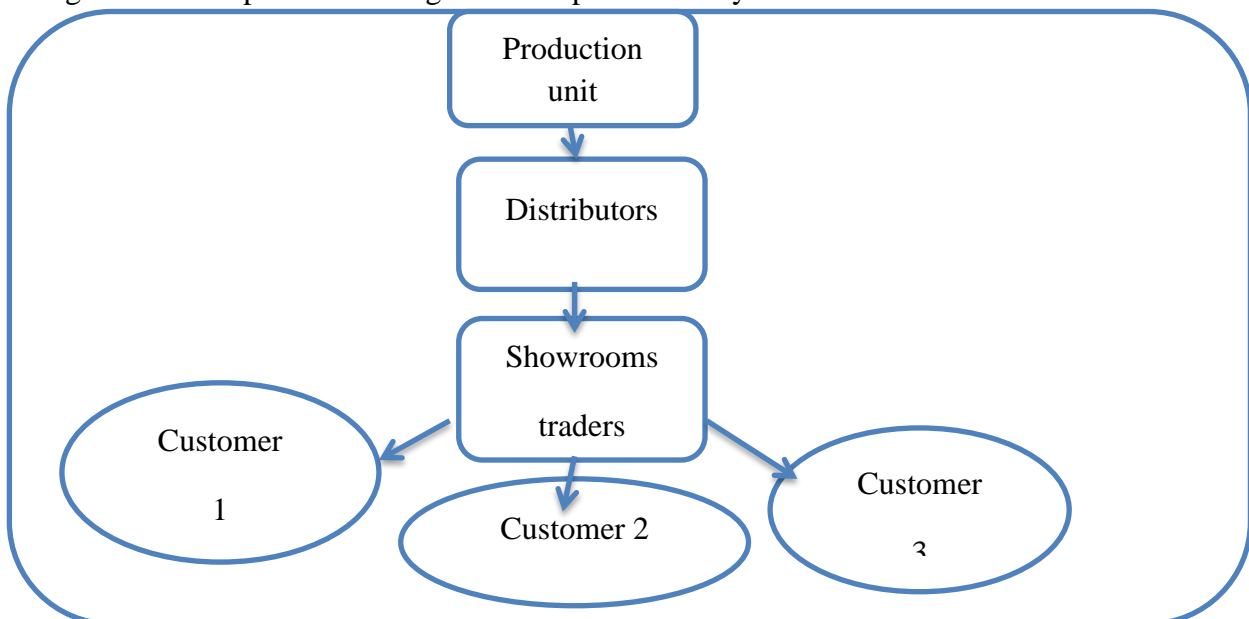
The prices that Condor offers in relation to its products are affordable to the Algerian consumer and significantly lower than those of the market and others companies. We should also mention that according to this policy the prices are accompanied by good product and after-sales services. It is counting on a differentiated price policy which consists of offer different products with different prices according to: range, nature and number units.

The company sets its unit prices in relation to production costs, adding to this 10% to 20% as a profit margin, while taking into account the prices of same range of competing companies that are on the market.

2.3.3. The distribution policy:

The SPA Condor has its own means of distribution. To deliver its products to the consumer at the right time, in perfect conditions and in the right place, and to do so Condor relies on its custodians which are all over the country, but also on its 59 showrooms.

Figure n°12: Representative figure of the production system of the Condor SPA.



Source: Realize based on information obtained in the company.

Chapter 3: The impact of the advertising display on the brand image

The distribution policy is based on indirect distribution and a long circuit, and that is in relation of:

- The high number of potential customers given its multi-product lines.
- Geographically dispersed clients.
- The significant production of this business.

In order to save time and ensure better routing of its products to the consumer, the SPA Condor uses independent environmental intermediaries which are selected to maintain its brand image.

For this purpose two types of intermediates are used, namely:

- 1- Distributors :who are the first contacts between the company and the market, they assure the arrival of the products of the company to the traders, and it is a point of an inevitable transaction between traders and the Condor SPA.
- 2- Traders: are intermediaries in direct contact with consumers, it feels responsible for bringing the company's products to consumers.

It exists:

- Independent traders who sell Condor products and other brands at the same time.
- Showrooms: are traders, who benefit from the exclusivity of the brand Condor, they use the name, slogan, colours and advertisements of Condor in an exclusive sale of that mark at their point of sale (not other manufacturers 'products).

2.3.4. The Communication Policy:

It undertakes a communication on all media and non-media tools, and given the strong competition in the market, but also its communication policy is often seen as aggressive.

Condor is present on all media (press, Radio, TV, Internet ...etc.) and it is also present in different events and uses different communication techniques.

Chapter 3: The impact of the advertising display on the brand image

The communication policy is based on both above the line, and below the line. The communication strategy depends on the product's type and the customer's category.

3. The elements of the Condor brand:

The brand image is built around values, signs, symbols or squarely around a product. Condor has chosen each of its brand elements carefully to build the brand identity it has today.

3.1. The name:

The origin of the company's name comes from condor, a royal eagle that dominates the sky and can reach a speed of 100Km / h for 5000 m altitude. The choice of this name and this type of eagle is a message and an image of values and objectives that the company sends for its competitors and for customers. A message of "superiority and market dominance".

3.2.The logo:

The logo of the company Condor is only the wings of the eagle on which is bearing the name of the company. This logo directly refers the customer's thinking to the business (usually people do not know that condor is an eagle type).

As for the company's logo colours ; it consists of two colours. Eagle wings and writing in blue, logo background in white.

- ❖ White colour is: the purity, wisdom, transparency of the condor brand with its customers.
- ❖ Blue colour: means the dream of Algerian consumer, the union and the freshness of the brand (always leads to innovate), it is also a symbol of truth, like clear water that can not hide anything.

3.3.The signature:

It is a message sent by the brand to the outside world (customers, competitors), either by a slogan or by the logo itself. Concerning the brand condor, each area of activity has its own slogan, but still they have the same value and vision in political terms. "Algerian of origin"(L'Algérien d'origine) is the general slogan of the company; it illustrates the identity

Chapter 3: The impact of the advertising display on the brand image

of the brand in order to touch the nationalism of the Algerian consumer. "Technology at your fingertips"(La technologie au bout des doights) the slogan of the computer sector (the tablets) which promised the consumer of it meter to the products of good quality and for an affordable price, that kind of product will no longer be a luxury, but accessible for everyone. "Your confidence is our motto" (votre confiance est notre devise) for the household and electronics sector, which emphasizes the clientele in relation to the commercial aspect. And in the end we find "assets of experts at your service"(des atouts des experts à votre service) in other sectors of activity.

The general, most used signature is “take your flight “(Prenez votre envol).

3.4.The jingle (The sound):

The brand condor does not really have a sound or a music, but it remains in the company's future projects.

Section 2: Research methodology.

In order to study and figure out the kind of impact that the advertising display has on the brand image, and complete our research we took Condor as a case study from the field , since it is one of the Algerian companies that uses this kind of advertising very often as a communication tool to reach its customers .

1. The research objectives:

To reinforce the results using a research method that serves the nature of the theme, we decided to make an external research and that is by addressing to consumers.

It consists on selecting a sample survey which need to be representative, than conduct a survey using a questionnaire .

The objectives of our survey are to:

- ❖ Collect the missing information to complete the study.
- ❖ Confirm or reject the proposed hypotheses.

Chapter 3: The impact of the advertising display on the brand image

2. The quantitative research:

To get a more representative results, we choose to use a quantitative method to carry on with our research; more specifically the questionnaire.

2.1.The questionnaire:

“A direct technique of scientific survey used with individuals that allows them to be interrogated in a directive way and to make a quantitative levy in order to find mathematical relations and to make quantified comparisons.”¹

In our questionnaire, we decided to ask the consumers different types of questions, that are related to the brand image and the advertising display and we tried to make him evaluate the brand image of Condor based on different criteria, and the quality of the advertising display that the company uses based on several standards.

2.2.The content of the questionnaire and the types of questions asked:

Our questionnaire was aimed at consumers and contained 13 questions of different types (closed, open and scale), along with the demographic information questions.

2.2.1. Closed questions:

This type of questions imposes on the respondent a specific form of response (a limited number of response choices).

The closed questions can be:

➤ Dichotomous: (the answer is limited to yes or no).Such as question 3:

- Are you familiar with the brand Condor?

- Yes
- No

➤ Multiple choices: the respondent can choose one or several answers. Such as question 1:

¹ CHABANI (S), OUACHERINE (H) :guide de méthodologie de la recherche en science sociales,1^e édition,2013, P65.

Chapter 3: The impact of the advertising display on the brand image

- What kind (s) of advertising do you find most attractive?
 - Television commercial.
 - Radio advertising.
 - Publishing press.
 - Internet advertising.
 - Advertising display.
 - Cinema advertising.

2.2.2. The open questions:

In this question the respondent has the freedom of expressing his answer, for example question 13:

- What recommends do you propose to Condor in order to improve its brand image?

2.2.3. The scale questions:

These questions allow the respondent to choose an answer that expresses a degree of scale. Such as question 12:

- Here is a list of affirmations. For each of them, can you give your degree of agreement and disagreement with the idea you have of the Condor brand.

Affirmations	Don't agree at all	Don't agree	Moderately agree	Agree	Totally agree
Availability across the points of Sale in The 48 Wilayas					
Staff competent and available					
Points of sale organized					

Chapter 3: The impact of the advertising display on the brand image

and easily accessible					
Product Solid and of a good quality					
Affordable price					
Innovative Brand					
Credible brand					
Brand of experience					

2.3. Sampling:

2.3.1. The type of sampling:

In order to meet our objective, we have used the sample survey.

The survey mode used is “random simple”, to touch different individuals of the population.

2.3.2. The size of the sample:

Our questionnaire was submitted to the general public, it is constituted on the basis of the responses of 100 individuals. The mode of choice of sample number "by convenience" is the mode most used in quantitative research.

2.4. Administration of the questionnaire:

Our questionnaire was launched online through social media, and that is to obtain fast results and to touch different categories (Algerian customers from different regions). It was also useful to use a new method to collect information and that is to help the respondent take his time on answering the questions, and choosing the convenient time and place for him to answer the questions (when he is most comfortable), beside some people don't like to be supervised while answering, all that explains why we have chosen to use an online questionnaire.

2.5. Analysis of results:

Chapter 3: The impact of the advertising display on the brand image

After the collection of the answers we have classified and structured the answers to create a data base.

For data processing we will use both Excel and the SPSS statistical software for flat sorting and cross-sorting.

- Flat sorting: This method consists of studying each question separately; it makes it possible to calculate the answers of each question in terms of numbers and in terms of the percentages, which will enable us to check our hypotheses.
- Cross-sorting: It compares the answers to multiple questions. It also makes it possible to check the existence of a relationship between two variables to explain certain results.

Section 3: The empirical findings.

In this section, we will try to analyse and explain the results of the questionnaire.

1. Demographic information of the respondents:

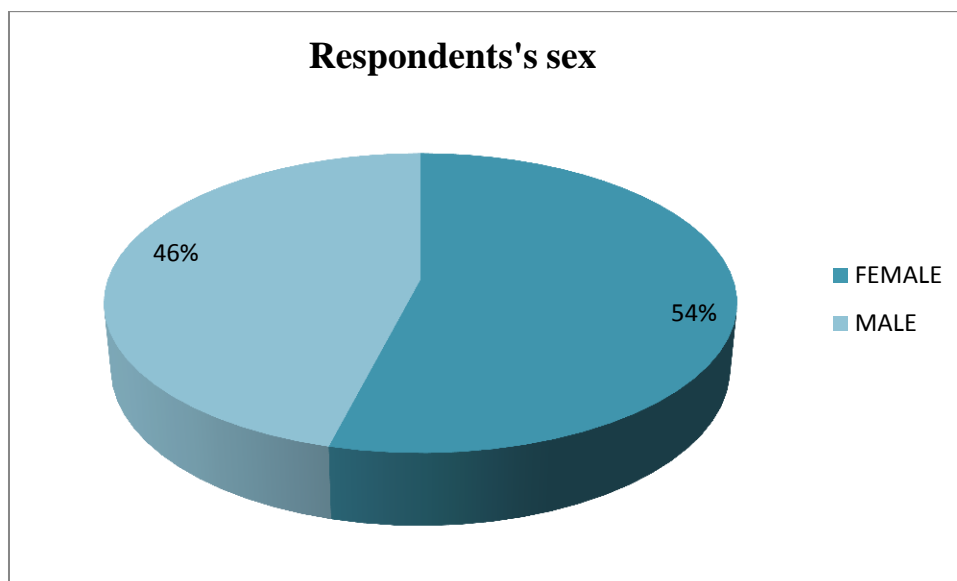
1.1. Description of the respondents' sex:

Table n°5: respondents' sex

Gender	Frequency	Percentage %
Female	54	54
Male	46	46
Total général	100	100

Chapter 3: The impact of the advertising display on the brand image

Figure n°13: respondents' sex



The above chart shows that 54% male and 46% female, the percentages are not that far from each other which makes the sample very representative; since it touches both genders in a closely equal way.

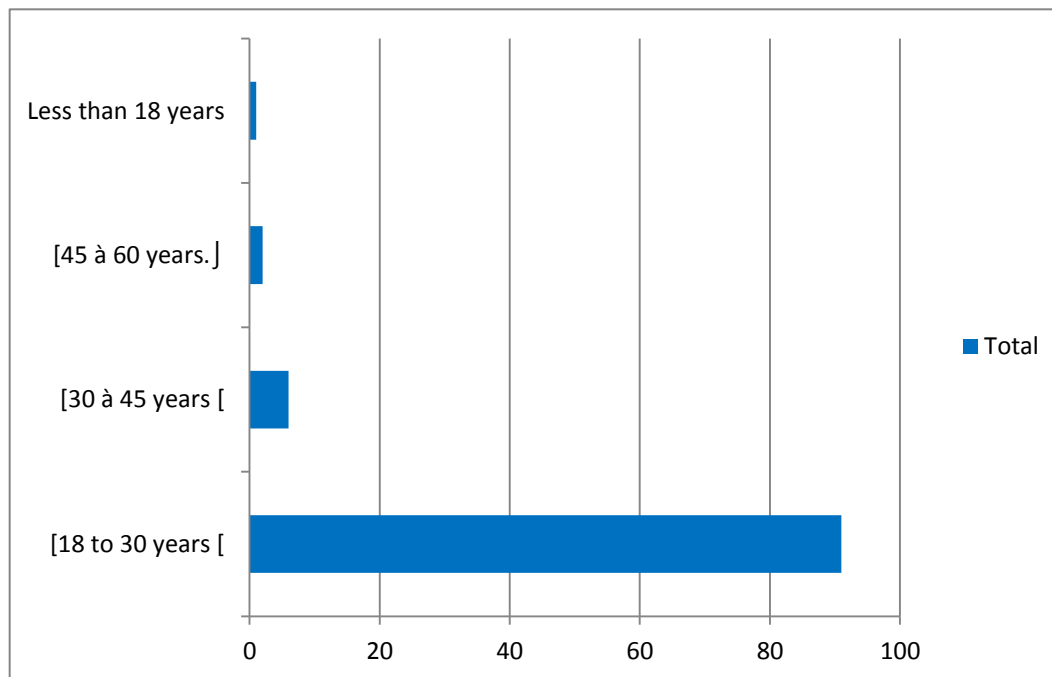
1.2.Description of respondents' age:

Table n°6: Respondents' age.

Age category	Frequency	Percentage %
Less than 18 years	1	1%
[18 to 30 years [91	91%
[30 à 45 years [6	6%
[45 à 60 years.]	2	2%
More than 60 years	0	0%
Total général	100	100%

Chapter 3: The impact of the advertising display on the brand image

Figure n°14: Age respondents'



The chart above shows that more than 80 % of the respondents are aged from 18 to 30 years and that proves that our sample is very representative since the majority of the Algerian population is young. Besides, this age category is the most dynamic and spends most of its time outside which make is a good sample to study the impact of the advertising display on.

1.3.Description of the respondents' occupation:

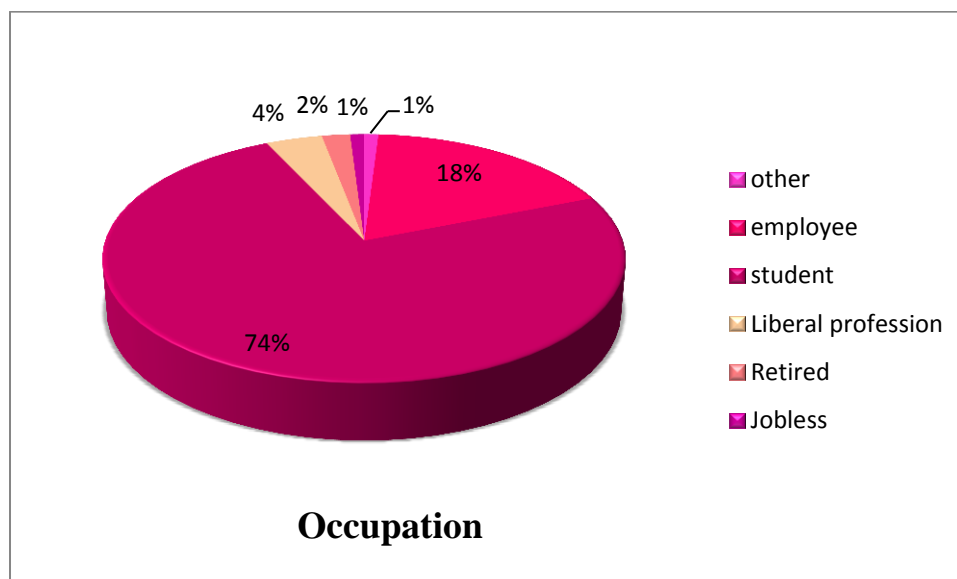
Table n°7:The respondents' occupation.

Occupation	Frequency	Percentage %
Student	74	74
Employee	18	18
Liberal profession	4	4
Jobless	1	1

Chapter 3: The impact of the advertising display on the brand image

Retired	2	2
Other	1	1
Total général	100	100

Figure n°15:
Respondents' occupation.



Most of the sample are students, they represent 74% of the sample , then comes the employees with 18%,4% of liberal profession,2% retired, and 1% jobless and 1% other.

These results show a diversity of the sample.

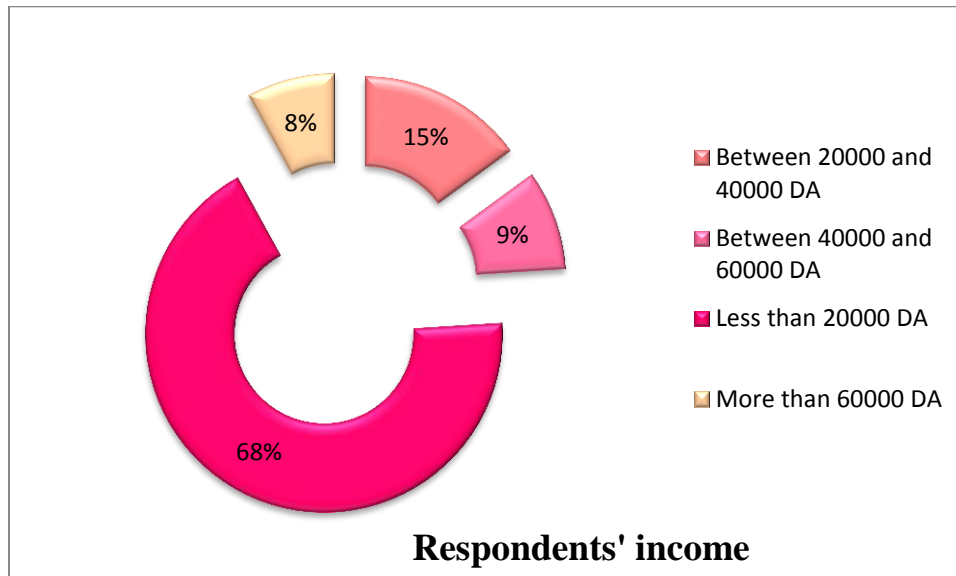
1.4. Description of respondents' income:

Table n°8: The respondents' income.

Income	Frequency	Percentage %
Less than 20000 DA	68	68
Between 20000 and 40000 DA	15	15
Between 40000 and 60000 DA	9	9
More than 60000 DA	8	8
Total général	100	100

Chapter 3: The impact of the advertising display on the brand image

Figure n°16: The respondents' income.



The chart above shows that 68% of the sample represents people with an income that is less than 20000 DA, we can explain that by the fact that most of the sample are young people , and that 74% of the sample are students and students generally have a low income compared with the rest of the sample members.

2. The main questions:

- Question 1: What kind (s) of advertising do you find most attractive?

- Television commercial.
- Radio advertising.
- Publishing press.
- Internet advertising.
- Advertising display.
- Cinema advertising.

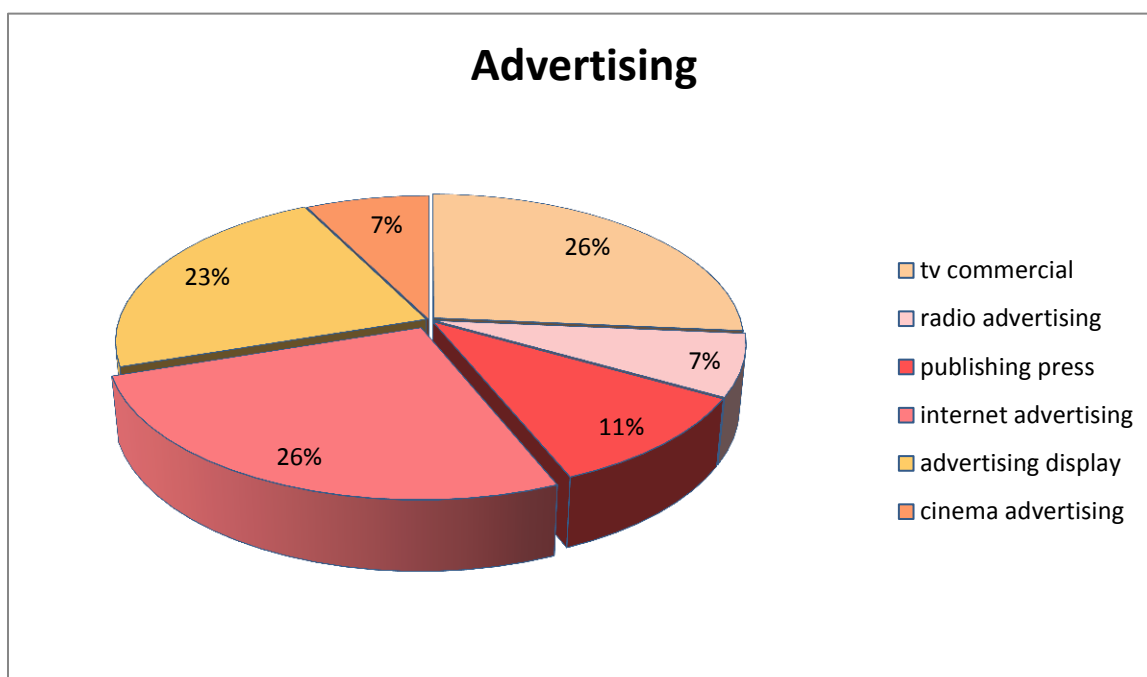
Table n°9: attractiveness of the advertising's types

publicité	fréquences	pourcentages
Tv commercial	85	26,40%

Chapter 3: The impact of the advertising display on the brand image

Radio advertising	22	6,83%
Publishing presse	34	10,56%
Internet advertising	84	26,09%
Advertising display	73	22,67%
Cinema advertising	24	7,45%
Total	322	100,00%

Figure n° 17: Attractiveness of the advertising's types



The Algerian consumer classifies the television commercial and the internet advertising as the most attractive types of advertising and that can be explained with the fact that the Algerian consumer is very interested in watching television and seeing attractive commercials, and since most of the sample is young, they are very interested in the web advertising and the internet as a modern media.

Chapter 3: The impact of the advertising display on the brand image

And the advertising display was classified third with a percentage of 23%, since the Algerian population spends a large part of its time outside, it fronts this kind of free advertising all the time.

11% was publishing press, and the least attractive are the least used in Algeria :radio and cinema advertising(7%).

- Question 2: This symbol belongs to



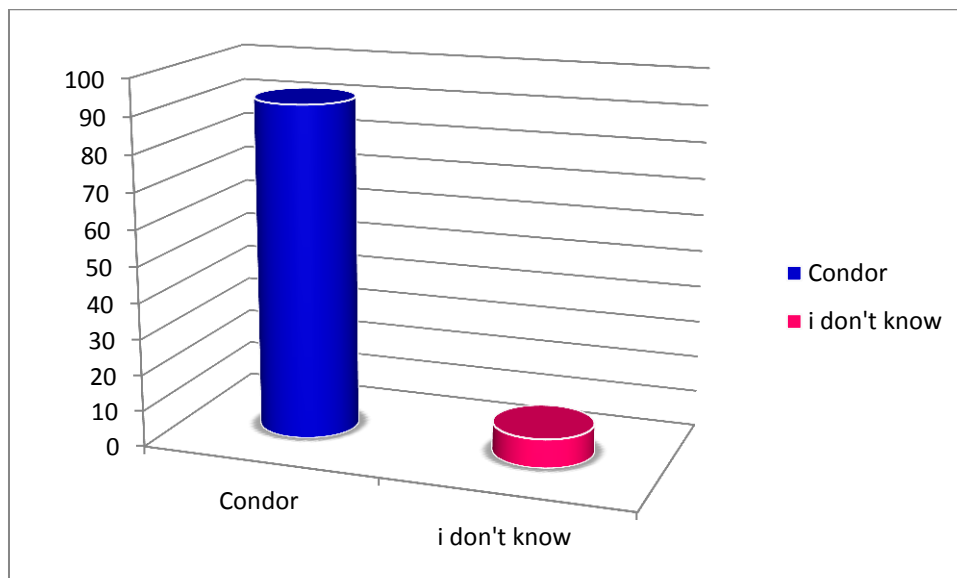
.....?

Table n° 10: The distribution of the sample according to the recognition of CONDOR's symbol

The brand	Frequency	Percentage %
Condor	92	92%
I don't know	8	8%
Total général	100	100%

Chapter 3: The impact of the advertising display on the brand image

Figure n°18: The distribution of the sample according to the recognition of Condor's symbol



92% of the sample connected this symbol to the brand “CONDOR”, and recognised it as the logo of the Algerian brand Condor. This result proves that Condor has a strong brand awareness.

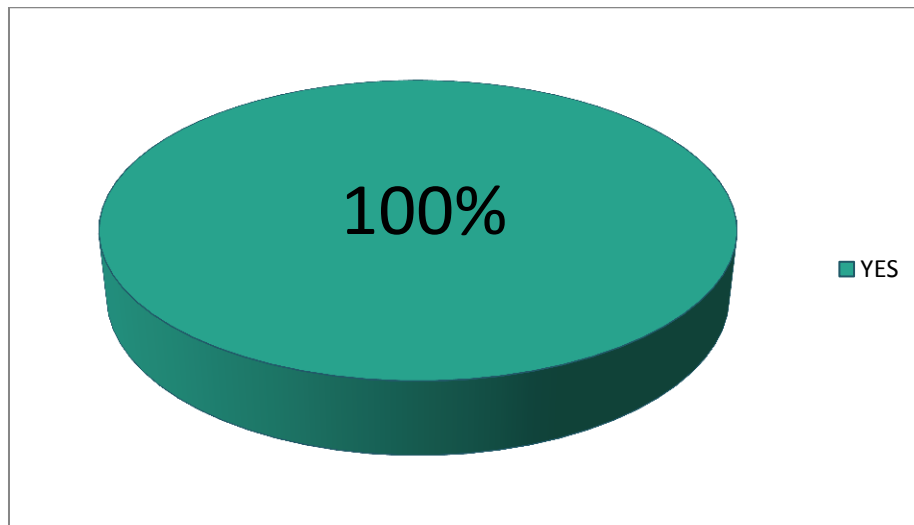
- Question 3: Are you familiar with the brand Condor?

Table n°11: The distribution of the sample according to the knowledge of the Condor brand.

The familiarity of Condor	Frequency	Percentage %
Yes	100	100
No	0	0
Total général	100	100

Chapter 3: The impact of the advertising display on the brand image

Figure n°19: The distribution of the sample according to the knowledge of the Condor brand.



The brand name “Condor” is very well known in Algeria since it’s present in the Algerian market, and this also shows the strong brand awareness of Condor.

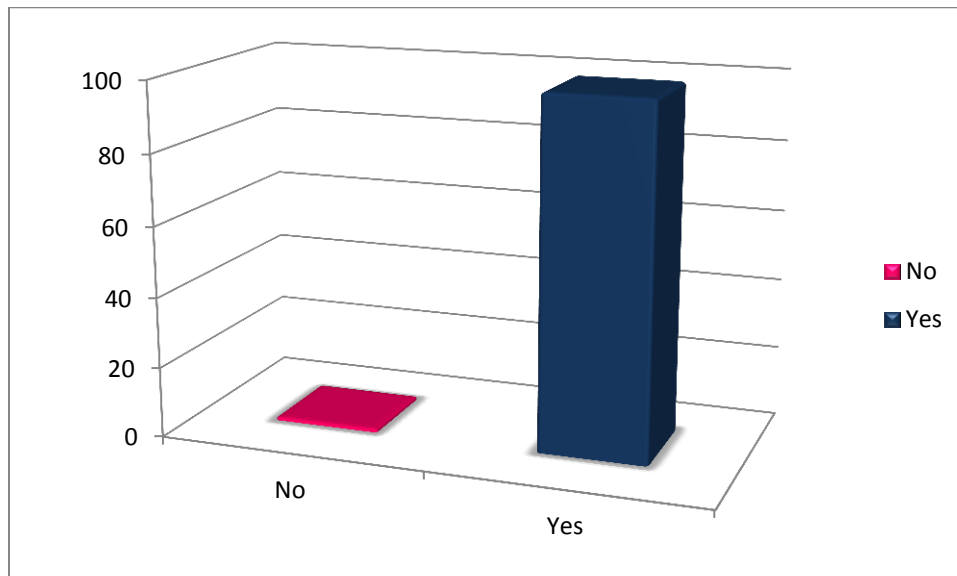
- Question 4: Do you find the name “Condor” easy to remember?

Table n°12: The Ease of remembering the name “Condor”

The ease to remember	Frequency	Percentage %
No	1	1
Yes	99	99
Total général	100	100

Chapter 3: The impact of the advertising display on the brand image

Figure n° 20: The ease of remembering the name “Condor”



99% of the sample chooses to classify “Condor” as an easy name to remember, and that is related to the fact that it has an easy, clear pronunciation, and it is considered as a short name.

- Question 5: Among the 03 slogans below, which is that of Condor?

➤ Prenez votre envol(Take your flight).

➤ La technologie pour tout le monee(Technology for everyone)

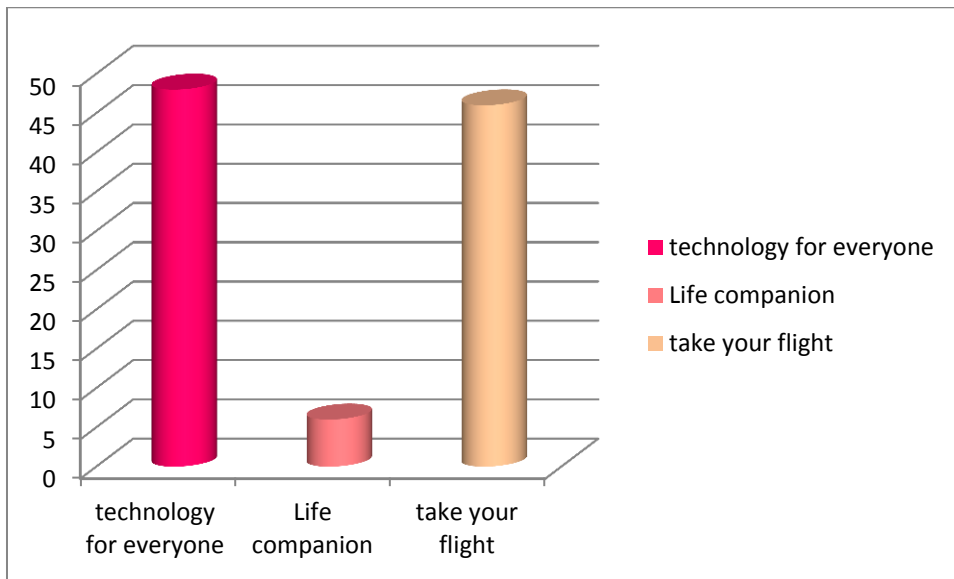
➤ Life companion

Table n° 13: Recognition of Condor’s slogan

Slogan	Frequency	Percentage %
Technology for every one	48	48
Life companion	6	6
Take your flight	46	46
Total général	100	100

Chapter 3: The impact of the advertising display on the brand image

Figure n° 21: recognition of Condor's slogan



48% of the people we questioned thought that Condor's slogan is "Technology for everyone", and 46% thought that its slogan is "Take your flight", and only 6% of them thought its slogan is "life companion" and that can be explained by the fact that "life companion" is a famous slogan and known as Samsung's slogan.

- Question 6: What are the products of Condor brand that you know?

Home Appliances

photovoltaic Panels

Lighting

computer and multimedia

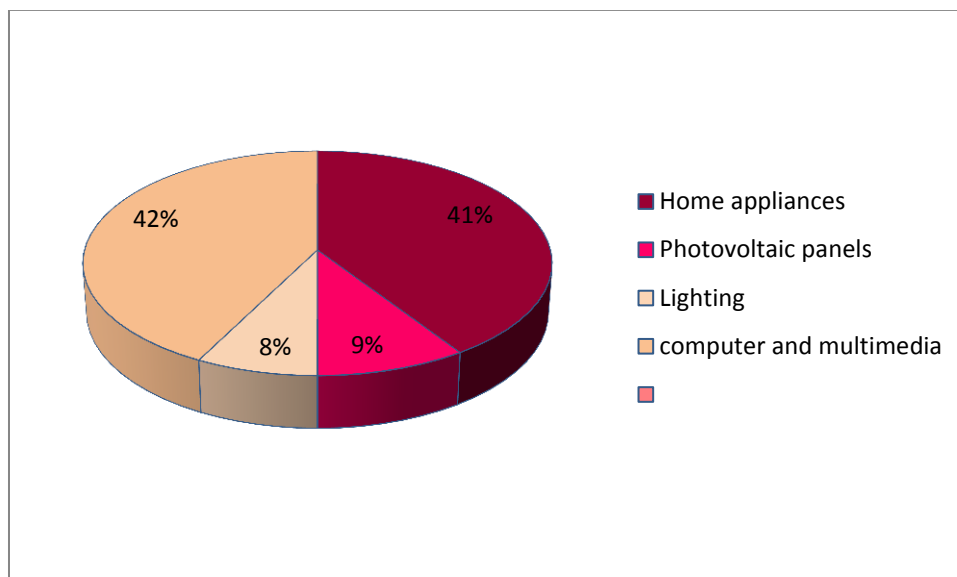
Table n°14: The distribution of the sample according to the knowledge of the variety of CONDOR products

Product	Fréquency	Pourcentage
Home appliances	92	40,71%
hotovoltaic panels	21	9,29%
lighting	17	7,52%
Computer and multemedia	96	42,48%

Chapter 3: The impact of the advertising display on the brand image

Total	226	100,00%
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Figure n°22: The distribution of the sample according to the knowledge of the variety of CONDOR products



The most known products of Condor are computer and multimedia(42%), home appliances (41%) as it is shown in the chart above ,these two types of products are addressed to the final consumer (individual) and Condor communicates (advertises) these two types using several media , the photovoltaic panels(9%) and lighting products (8%) are less known than others .

- Question 7: How did you learn about Condor?

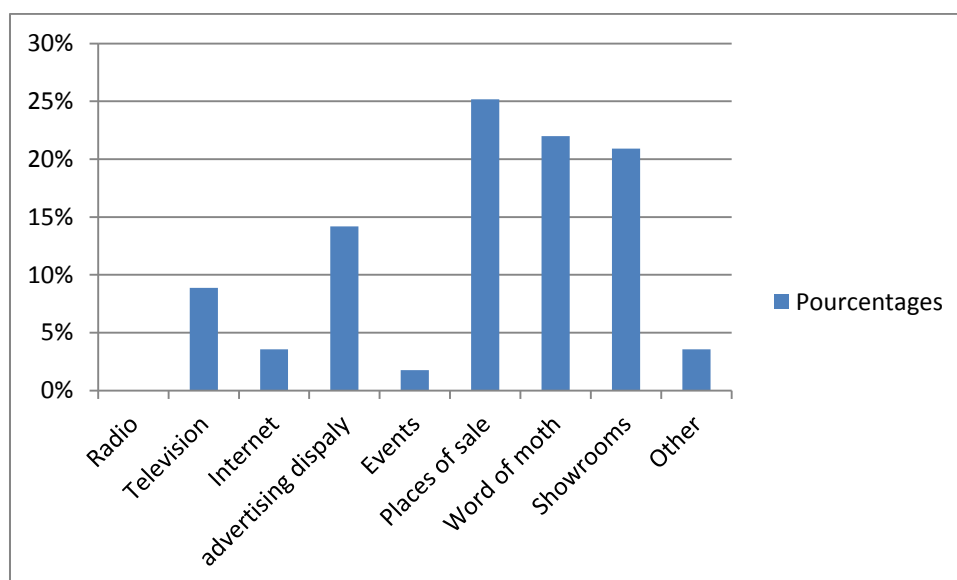
- Radio.
- Television.
- Internet.
- Advertising display.
- Event.
- Places of sale.
- Word of mouth
- Other

Chapter 3: The impact of the advertising display on the brand image

Table n°15: Promoting Condor's name for the first time

	Frequency	Pourcentages %
Radio	0	0
Television	25	8,86
Internet	10	3,55
Advertising display	40	14,18
Events	5	1,77
Places of sale	71	25,18
Word of moth	62	21,99
Showrooms	59	20,92
Other	10	3,55
Total	282	100

Figure n° 23: Promoting Condor's name for the first time



25% of the sample heard of the brand Condor through places of sales for the first time, we can explain that with the success that home appliances of Condor made at the places of sale when it first started, 21% through word of mouth and then comes the showrooms(20,92%), the advertising display(14,18%),Television(8,86%), internet(3,55%) and that can be explained by the communication efforts taken by the company.

None of the sample's individuals heard of Condor through the radio, the reason is : Condor used the Radio to promote its brand image and products only once.

Chapter 3: The impact of the advertising display on the brand image

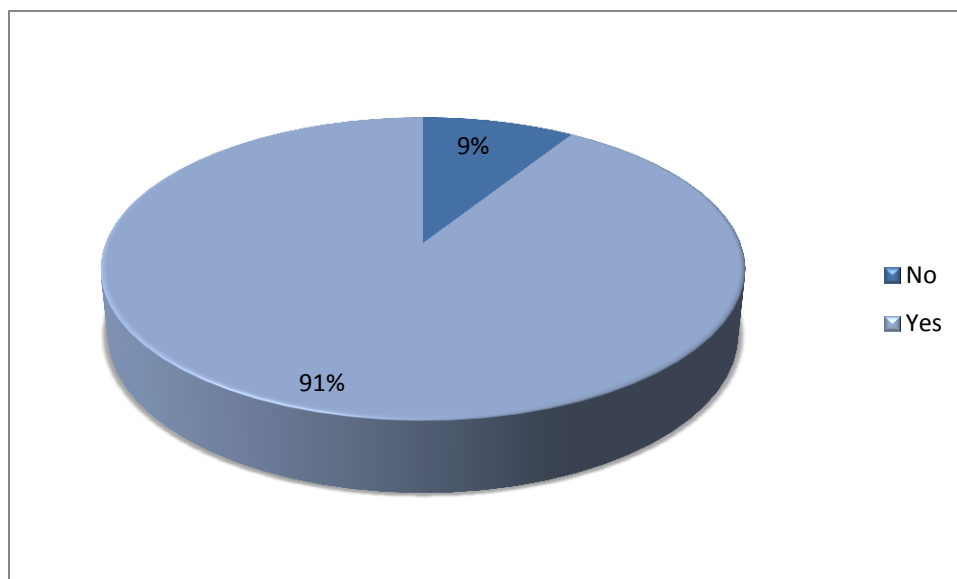
- Question 8: Have you seen any of Condor's advertising display ?

Yes No

Table n°16: The distribution of the sample according to the knowledge of Condor's advertising display.

	Frequency	Percentage %
No	9	9
Yes	91	91
Total général	100	100

Figure n° 24: The distribution of the sample according to the knowledge of Condor's advertising display.



91% of the people we asked said that they have already seen Condor's advertising display, because it's everywhere and very used, and only 9% have not seen it.

- Question 9: If yes, do you think that the advertising display of the Condor brand is
 - Very interesting.
 - Interesting.

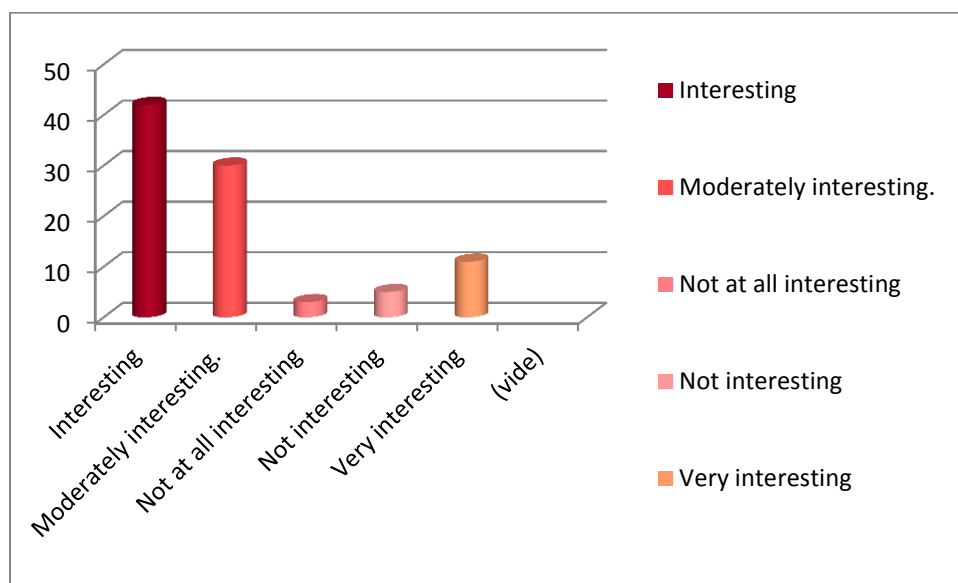
Chapter 3: The impact of the advertising display on the brand image

- Moderately interesting.
- Not interesting.
- Not at all interesting.

Table n°17: The evaluation of Condor's advertising display.

Evaluation	Frequency	Percentage %
Interesting	42	42
Moderately interesting.	30	30
Not at all interesting	3	3
Not interesting	5	5
Very interesting	11	11
Total	91	91

Figure n°25: The evaluation of Condor's advertising display.



42% thought that Condor's advertising display is interesting, and 30% thought it's moderately interesting. Only 5% found it not interesting, and 3% evaluate it as not at all interesting.

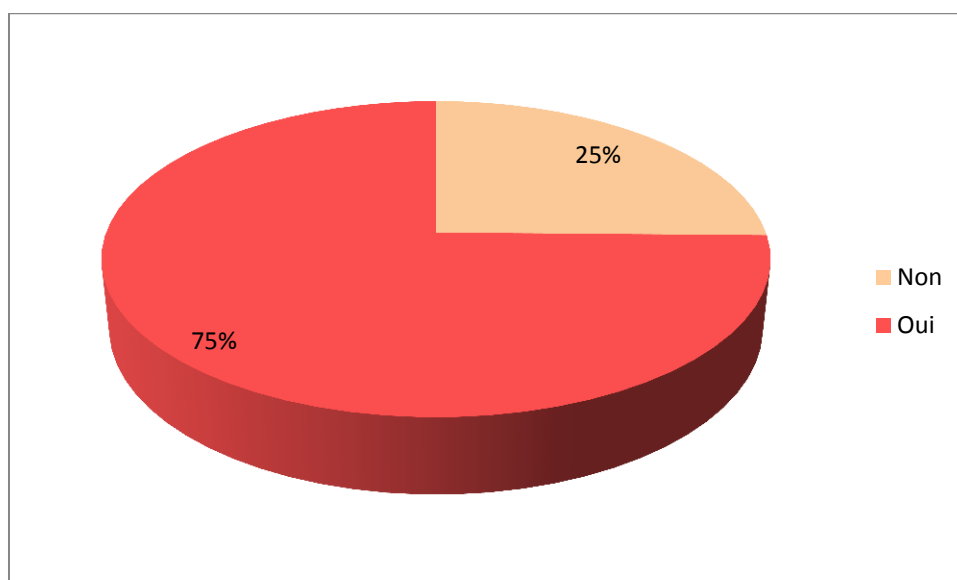
- Question 10: Do you find the messages conveyed by Condor's advertising display clear?

Chapter 3: The impact of the advertising display on the brand image

Table n° 18: The evaluation of the advertising display's messages.

Message clear	Frequency	Percentage %
No	23	25,27
Yes	68	74,73
Total	91	100

Figure n°26: The evaluation of the advertising display's messages.



75% evaluated the messages that Condor addresses to the consumers through the advertising display as clear; we can explain that by the simplicity of the message.

- Question 11 : Do you think that advertising display of Condor products participates in the transmission of the information of these products:

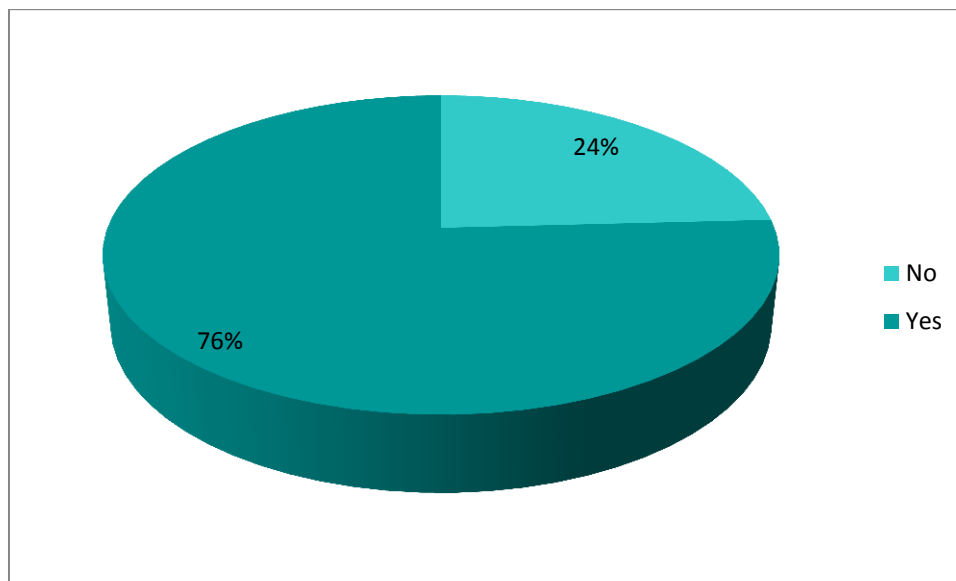
Yes No

Table n°19: Distribution of the sample according to question 11

The transmission of the information	Frequency	Percentage %
No	22	24,18
Yes	69	75,82
Total	91	100

Chapter 3: The impact of the advertising display on the brand image

Figure n°27: Distribution of the sample according to question 11



76% thought that Condor's advertising display participates in the transmission of the information of Condor's products, which makes the messages representative of the products.

24% thought the opposite.

- Question 12: Here is a list of affirmations. For each of them, can you give your degree of agreement and disagreement with the idea you have of the Condor brand.
 - Availability across the points of sale in the 48 Wilayas.
 - Staff competent and available.
 - Points of sale organized and easily accessible.
 - Points of sale organized and easily accessible.
 - Product
 - Solid and of a good quality.
 - Affordable price.
 - Innovative brand.
 - Credible brand.
 - Brand of experience.

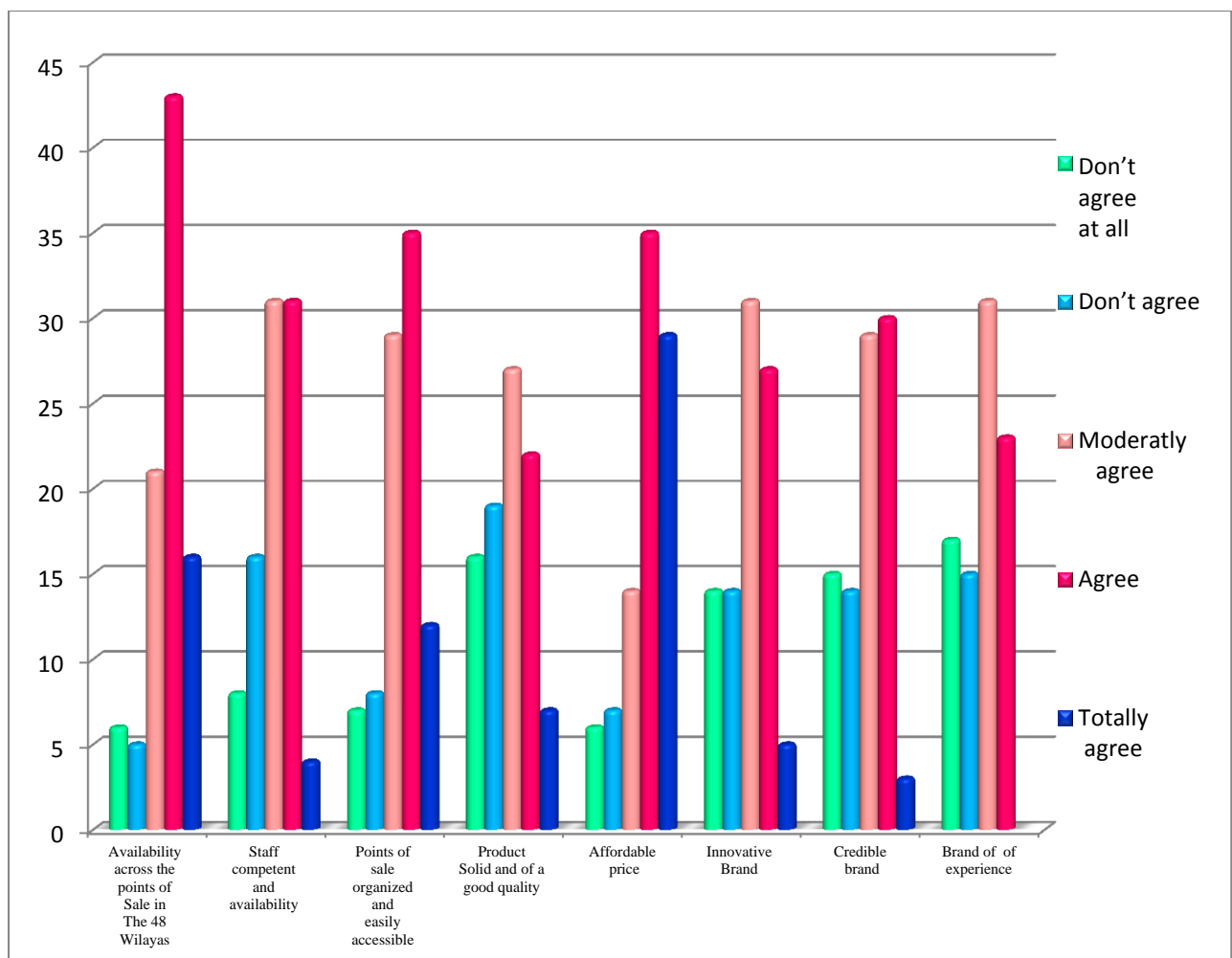
Chapter 3: The impact of the advertising display on the brand image

Table n° 20: The evaluation of the Condor's brand image.

Affirmations	Don't agree at all		Don't agree		Moderately agree		Agree		Totally agree	
Availability across the points of Sale in The 48 Wilayas	6	6,6%	5	5,5%	21	23%	43	47,3%	16	17,6%
Staff competent and availability	8	9%	16	17,6%	31	34,1%	31	34,1%	4	4,4%
Points of sale organized and easily accessible	7	7,7%	8	8,8%	29	31,8%	35	38,5%	12	13,2%
Product Solid and of a good quality	16	17,6%	19	20,8%	27	29,7%	22	24,2%	7	7,7%
Affordable price	6	6,6%	7	7,7%	14	15,4%	35	38,5%	29	31,8%
Innovative Brand	14	15,4%	14	15,4%	31	34,1%	27	29,6%	5	5,5%
Credible brand	15	16,5%	14	15,4%	29	31,9%	30	33%	3	3,2%
Brand of of experience	17	18,7%	15	16,5%	31	34%	23	25,3%	5	5,5%

Chapter 3: The impact of the advertising display on the brand image

Figure n° 28: The evaluation of the Condor's brand image.



The evaluation that the sample gave to brand image differs from a criteria to another:

- The availability across the points of sales across the country: almost half of the sample (48%) agreed that Condor is a brand that provides its products all over Algeria.
- Competent and available staff: 34,1% evaluate Condor's staff as competent and available , another 34,1% moderately agreed to call the staff competent and available , the rest of the sample thought differently.
- Points of sales organised and easily accessible: almost 39% of the sample said that Condor's points of sales are organised and accessible.13,2 % thought of these sales' points as well organised and very accessible. And almost 16% refused to call Condor's points of sales organised or accessible.
- The evaluation of Condor's products in term of quality (good, solid or not) The percentages were very close .29,7% moderately agreed that the products are solid and

Chapter 3: The impact of the advertising display on the brand image

of good quality, 24,2% agreed and 7,7% were totally satisfied with the quality . the rest of the sample disagreed and thought that Condor's products are neither of good quality nor solid .

- Affordable price: a large number of people we questioned evaluated the affordability of the price in a very positive way; 38,5 agreed that Condor offers affordable prices and only 6% found the prices not affordable.
- Innovative brand: 34,1% moderately agreed that Condor is innovative brand ,and 15,4% didn't agree and another 15,4% totally refused to call it innovative.
- Credible brand: 33% called Condor a credible brand, and 16,5 refused to call it a credible brand.
- Brand of experience: 34% moderately agreed that Condor is a brand of experience, and 18,7% disagreed that Condor is a brand of experience.

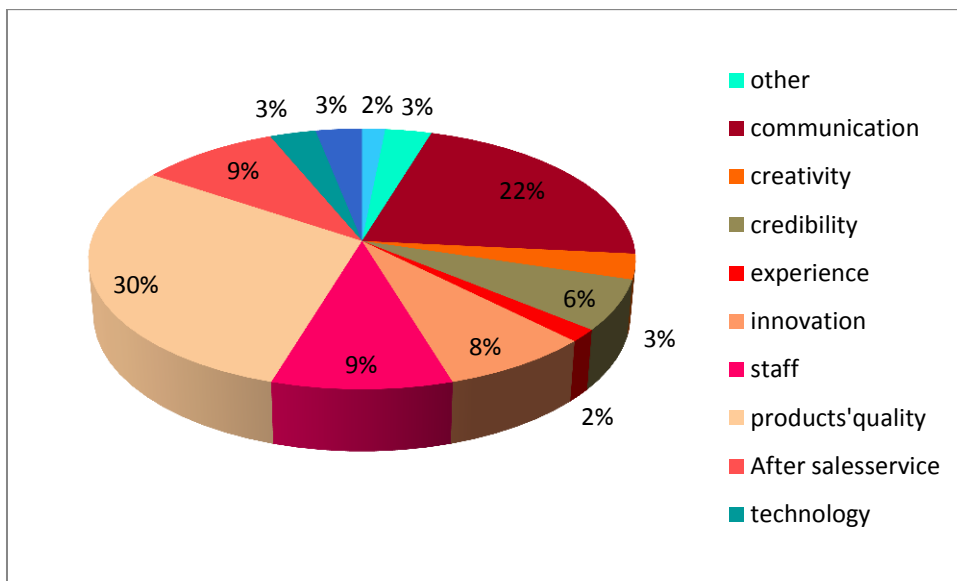
- Question 13: What could you recommend to improve the brand image of Condor?

Table n° 21: The different types of recommendations.

Recomandations	Frequency	Percentage
Price	1	1,5%
Other	2	3,1%
Communication	14	21,9%
Creativity	2	3,1%
Credibility	4	6,3%
Experience	1	1,6%
Innovation	5	7,8%
Staff	6	9,4%
Products'quality	19	29,7%
After sales service	6	9,4%
Technology	2	3,1%
vision	2	3,1%
Total général	64	100%

Chapter 3: The impact of the advertising display on the brand image

Figure n° 29: The different types of recommendations.



Almost 30% recommended Condor to improve the quality of its products, they also connected the quality of the products with the brand image.

Others said that they don't appreciate the communication actions of Condor and they suggested to develop the designs that Condors shows and why not the creativity as well.

9% said that Condor's staff is not professional at all and have no high standards , and that causes a negative perception of Condor's brand image, and 9,4% were not satisfied with Condor's after sales service.

Other recommended Condor to improve its promoting techniques.

Another group thought that the key to improve Condor's brand image is to focus on developing the technology that the company uses and work to make a more innovative brand.

3. Cross sorting:


To reinforce the results that we achieved, and in order to confirm or reject the hypothesis that we suggested when we first started our work, we applied the cross sorting method on some of the questions we found related:

- Question 2 and Question 5:

Chapter 3: The impact of the advertising display on the brand image

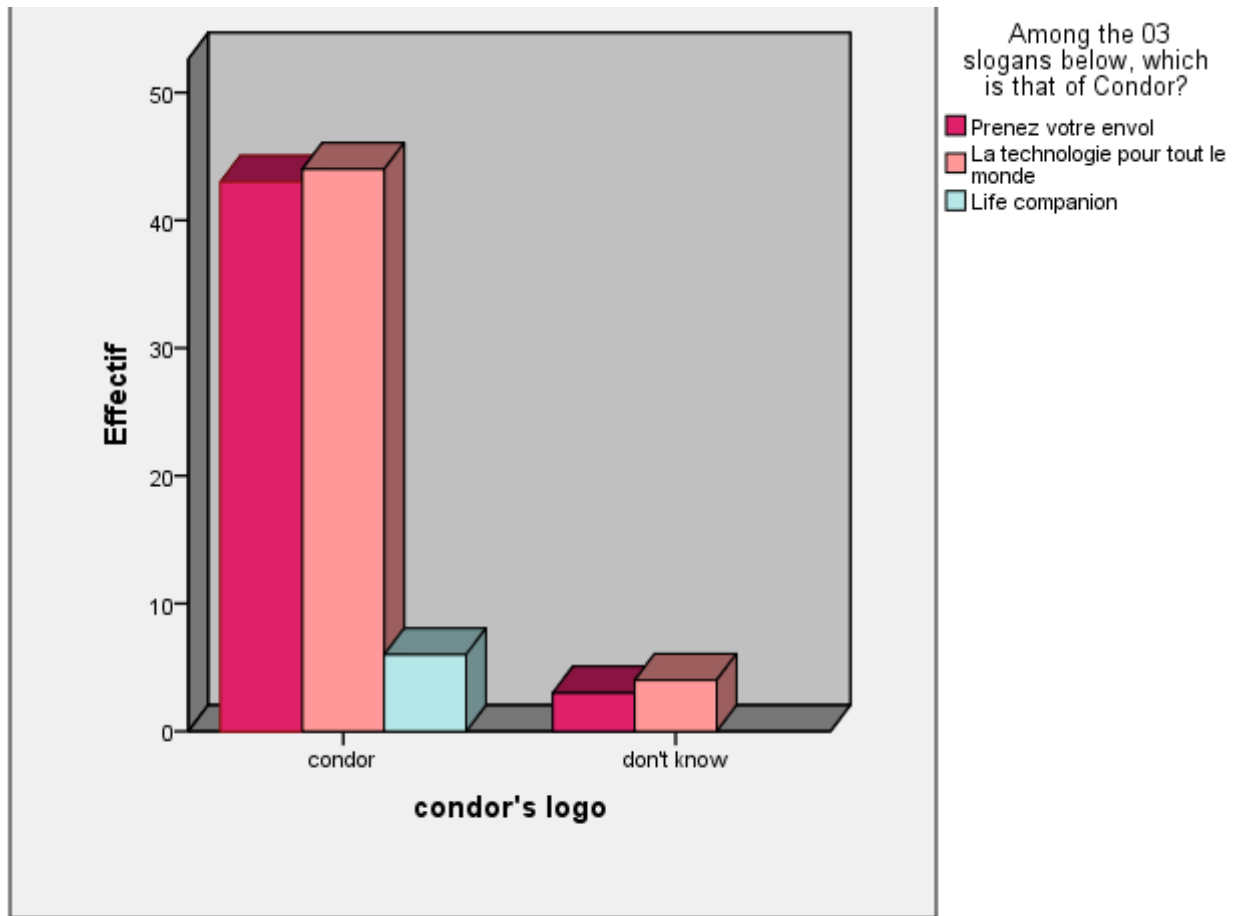
- The objective: the relation between distinguishing the logo of Condor and its slogan.

Table n° 22: Cross sorting of question 2 and question 5.

The logo belongs to? 	Which one of these slogans belongs to Condor ?			Total
	Prenez votre envol (take your flight)	La technologie pour tout le monde (technology for everyone)	Life companion	
condor	43	44	6	93
I don't know	3	4	0	7
Total	46	48	6	100

Chapter 3: The impact of the advertising display on the brand image

Figure n° 30: Cross sorting of question 2 and question 5.



43% of the people we asked have managed to distinguish both Condor 's logo and slogan, which is considered as a good result for Condor's brand image since that number distinguished Condor from other brands.

From the other hand, many of them found the logo familiar yet, they were very confused about the slogan and thought that "technologie pour tout le monde" is Condor's slogan. We should point to the visibility of Condor's slogan in the advertising display ,it is of a very small size .

- Cross sorting Question 2 and Question 8:
 - The objective: find out the relation between distinguishing Condor's logo and seeing any of Condor's advertising display, also

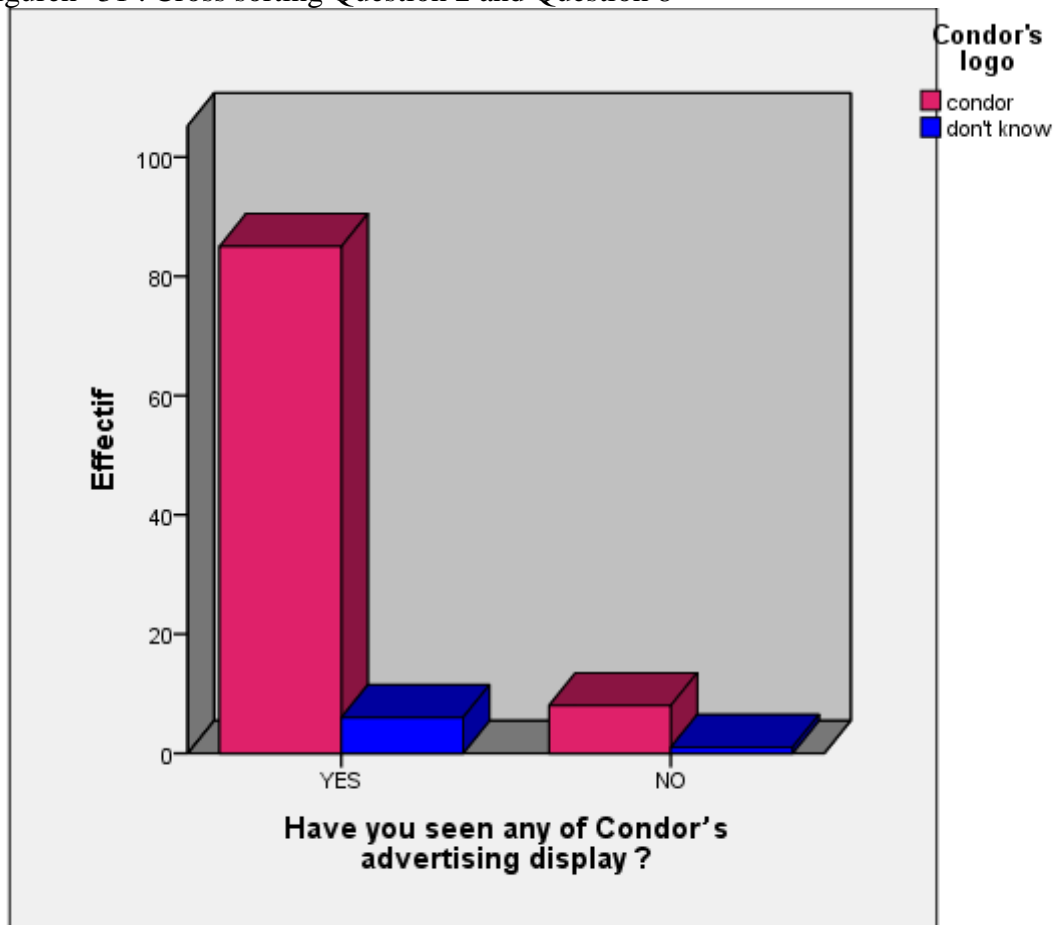
Chapter 3: The impact of the advertising display on the brand image

find out if Condor's advertising has any impact on the brand image (brand awareness).

Table n°23 : Cross sorting Question 2 and Question 8

		The logo belongs to.....		Total
		condor	I don't know	
Have you seen any of Condor's advertising display?	YES	85	6	91
	NO	8	1	9
Total		93	7	100

Figure n° 31 : Cross sorting Question 2 and Question 8



The chart above shows us that the majority of people who have distinguished Condor's logo as a symbol of the brand Condor have actually seen; at least, one of Condor's advertising

Chapter 3: The impact of the advertising display on the brand image

display. That proves the role which the advertising display plays in promoting the” Condor brand image”.

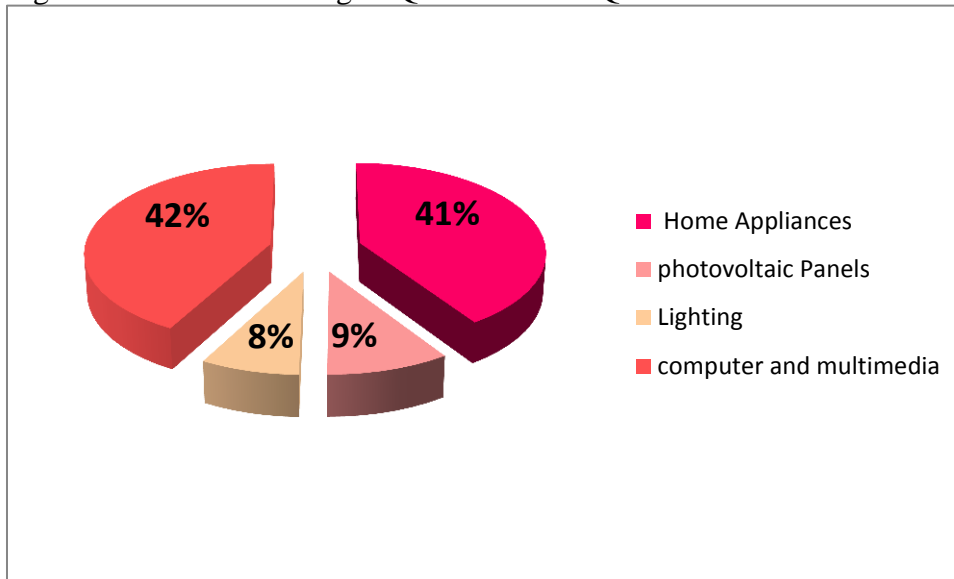
- Cross sorting of Question 6 and Question 8:
 - The objective: figure out the relation between the different types of products that Condor offers to its clients and Condor’s advertising display .

Table n° 24 : Cross sorting of Question 6 and Question 8

Products	Frequency	Percentage
Home Appliances	85	41%
photovoltaic Panels	20	9%
Lighting	16	8%
computer and multimedia	88	42%
Total	209	100%

Chapter 3: The impact of the advertising display on the brand image

Figure n° 32: Cross sorting of Question 6 and Question 8.



The chart above offers an amount of information, starting with the fact that 41% of people knows Condor's home appliances products and sees it's advertising display the same thing for computer and multimedia but with an even higher percentage 42%.

Home appliances and computer multimedia are the two product categories that Condor uses "advertising display" as a promoting technique for.

- Cross sorting of Question 9 and Question 12:
 - The objective: figure out the relation between how interesting Condor's advertising display is and the degree of innovation the consumer gives to the brand.

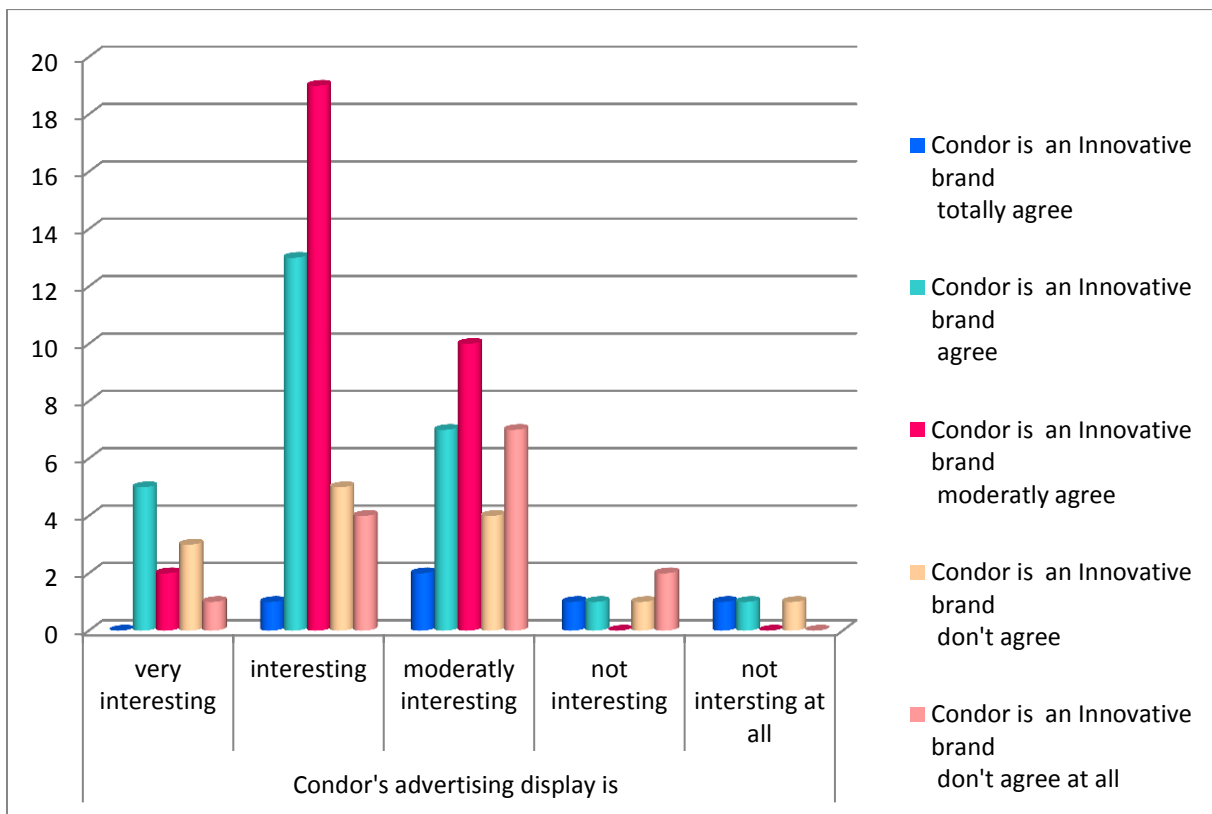
Table n°25 : Cross sorting of Question 9 and Question 12

		Condor's advertising display is				
		very interesting	interesting	moderately interesting	not interesting	not interesting at all
Condor is an Innovative	totally agree	0	1	2	1	1
	agree	5	13	7	1	1

Chapter 3: The impact of the advertising display on the brand image

brand	moderately agree	2	19	10	0	0
	don't agree	3	5	4	1	1
	don't agree at all	1	4	7	2	0

Figure n° 33: Cross sorting of Question 9 and Question12



From the chart above , we can say that the people who finds Condor's advertising display moderately interesting, interesting, very interesting are those who judged Condor as an innovative brand , which shows as the kind of impact the advertising display has on Condor's brand image .

Chapter 3: The impact of the advertising display on the brand image

4. Analysis and recommendations:

4.1. Analysis:

The study's purpose was to recognize the kind of impact that the advertising display has on the brand image and to get there, we had to study the brand image and the advertising display's different dimensions, the field study which was a questionnaire results about an Algerian brand "Condor" lead us to:

- The women 's percentage and men's percentage were very close which gave us a representative results , also the diversity of the age categories ,and income categories helped to get a representative results.
- The most attractive forms (types) of advertising are television commercial and internet advertising in the first places and then comes the advertising display as the third most attractive form of advertising.
- We tried to evaluate the brand awareness of Condor and, all the people we asked recognised the brand and the results proved that it has a strong brand awareness when it comes to its logo but the slogan was confusing with others.
- In addition, the name was evaluated as an easy to remember.
- When we studied the most known product categories , we found out that the two most known categories of Condor's product are those promoted by the advertising display which are home appliances and computer, multimedia.
- Condor made its way to the consumers using many techniques, the advertising display played in important role in this process.
- The evaluation of Condor's advertising display was positive: 91%of the sample has seen it, and 75% thought that the message communicated by this tool is clear and helps in the transmission of the needed information.
- The evaluation of the brand image was made based on different criteria: the availability and quality of its products were evaluated positively.
- A large number of people who distinguished the logo are almost the same who distinguished the slogan of the brand.

Chapter 3: The impact of the advertising display on the brand image

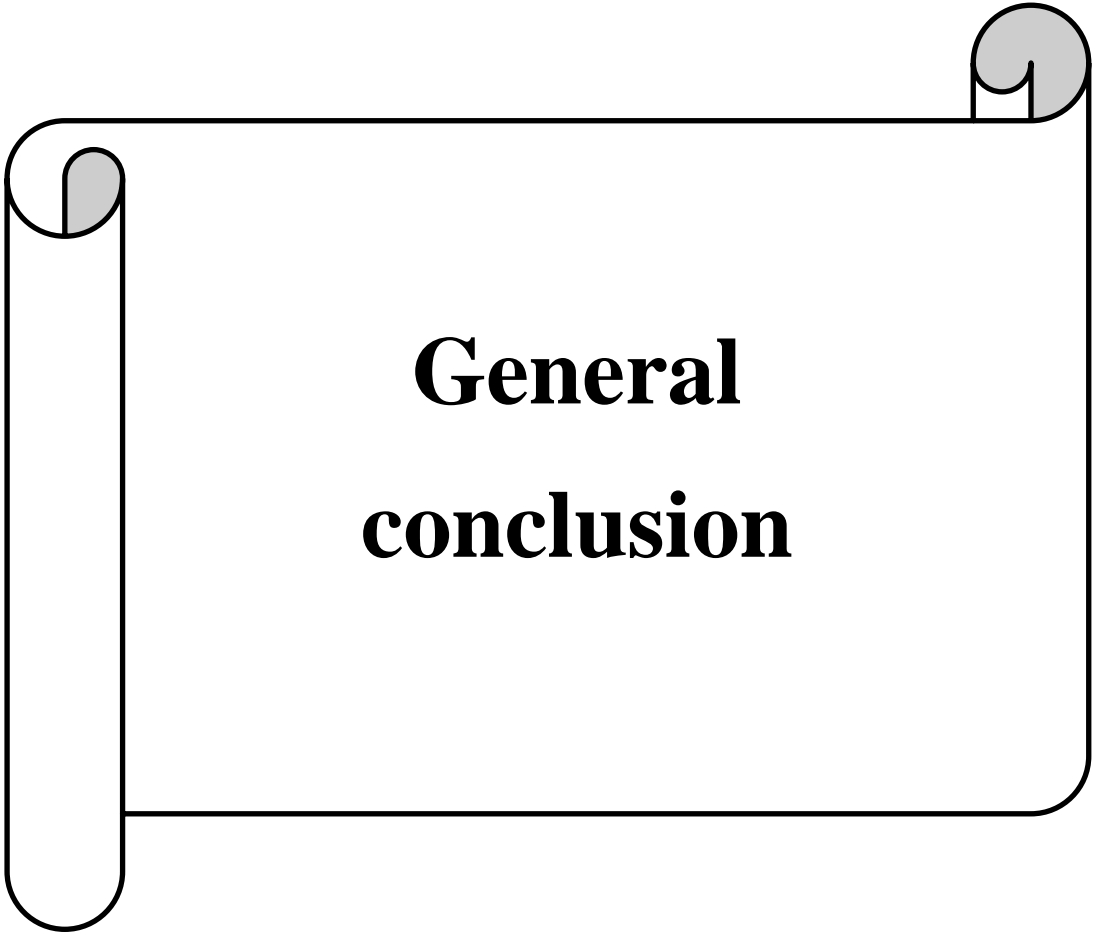
- The most known products of Condor are those promoted by the advertising display.
- The individuals that found the advertising display offered by Condor interesting are those who thought that Condor is an innovative brand.

4.2.Recommendations:

After analysing the results of the study, we managed to prepare a few recommendations addressed to the company to improve its marketing situation, brand image and be closer to its consumers and win their satisfaction:

- Reinforce its advertising display with more creativity and innovation since it has a direct impact on its brand image.
- Show the diversity of its products using advertising display since it is such a successful tool in the Algerian market.
- Make the slogan more visible in the advertising display as it presents a part of Condor's identity as a brand ,which helps distinguish the brand from its competitor especially with the enter of new competitor to the market "brandt".
- Improve the brand creativity and innovation in terms of products, design, colours.
- Be more present in social media and use different digital techniques.
- Constantly, improve the quality of the products and the professionalism that the staff shows because it is related to the company's brand image.

The previous results show how important the advertising display is, it also puts the light on the role that the brand image plays in a competitive market, and the kind of impact the advertising display has on a company's brand image.



**General
conclusion**

General conclusion

Advertising is the art of convincing the consumer by consciously or unconsciously bringing him to the brand or the product, especially the advertising display, a medium of great importance because of its presence in the consumer's daily life, anytime and anywhere.

In our research we were interested in this type of advertising and in finding out the kind of impact it has on the brand image, since the brand image is an element of a major importance, an element which is created, developed by the company in order to win the consumer's attention, satisfaction, trust and loyalty.

The objective of this research was to provide a theoretical framework on advertising display concepts and then study the elements of the brand along with the brand image characteristics and dimensions. The research also includes a survey to analyse the impact of the advertising display on the brand image.

After presenting these theoretical foundations, it turned out that the advertising display is a unique advertising technique which has great impact on the company's brand image.

Our research study led us to the results below, which provided us with an amount of information on the influence of the advertising display on the brand image.

After analysing the results, we found that:

- During the evaluation of the brand awareness of Condor we found out that 92% of the sample recognised the logo of the brand Condor as significant sign of the brand and 46% of the sample managed to distinguish the company's slogan from other slogans; and 43% of the people who know the logo also know the slogan. Analysing the previous results helped us to confirm our first hypothesis; the brand image enables the company to assert its identity and distinguish itself from the competitors.
- While analysing our results, we found out that the advertising display is classified the first above the line media that promoted Condor as a brand (14,18 % of the sample knew the brand for the first time through this medium), 91% have already seen Condor's advertising display, 85% of the people who have seen the advertising display have recognised the company's logo, the results also showed that the most known products categories are promoted using the advertising display. All this helped us to confirm the second hypothesis: The advertising display contributes favourably in promoting Condor's brand image.

General conclusion

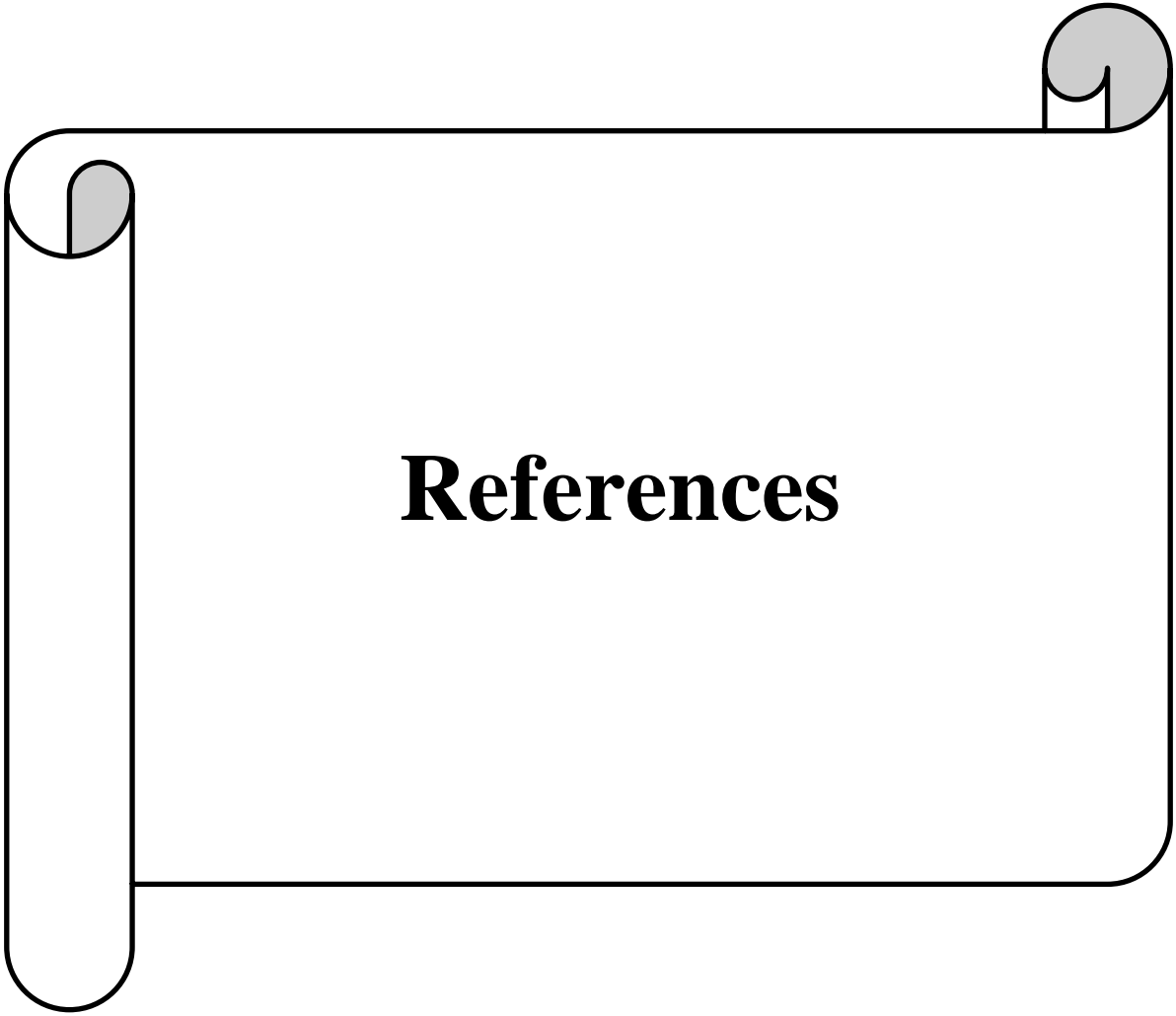
- 42% of the sample found Condor's advertising display interesting and 75% thought that the messages communicated through the advertising display are clear, and 76% found Condor's advertising display a medium which participates in the transmission of the information of Condor's products, and this lead us to confirm the third hypothesis : The Algerian consumer perceives the advertising display that Condor uses in a very positive way.

According to the methodical plan, the results we have arrived at have enabled us to validate the hypothesis and answer the main question: the advertising display contribute favourably in strengthening Condor's brand image.

Among the difficulties that we faced in our research, we have:

- Since our internship took place in the marketing department of the company "Condor", and with the communication team to be exact, yet some of the information our research required were classified as confidential and a part of the communication strategy of the brand "Condor".
- The busy schedule of the brand responsible made it hard to meet her.
- The human resources department was less collaborative, which made us start the research later than what we expected .

Since our research provided with useful and interesting result, we hope that other studies, why not deeper ones will be carried out in this field and exactly concerning the advertising display as a strong medium when it comes to efficiency , also the brand image and brand awareness are worth studying .



References

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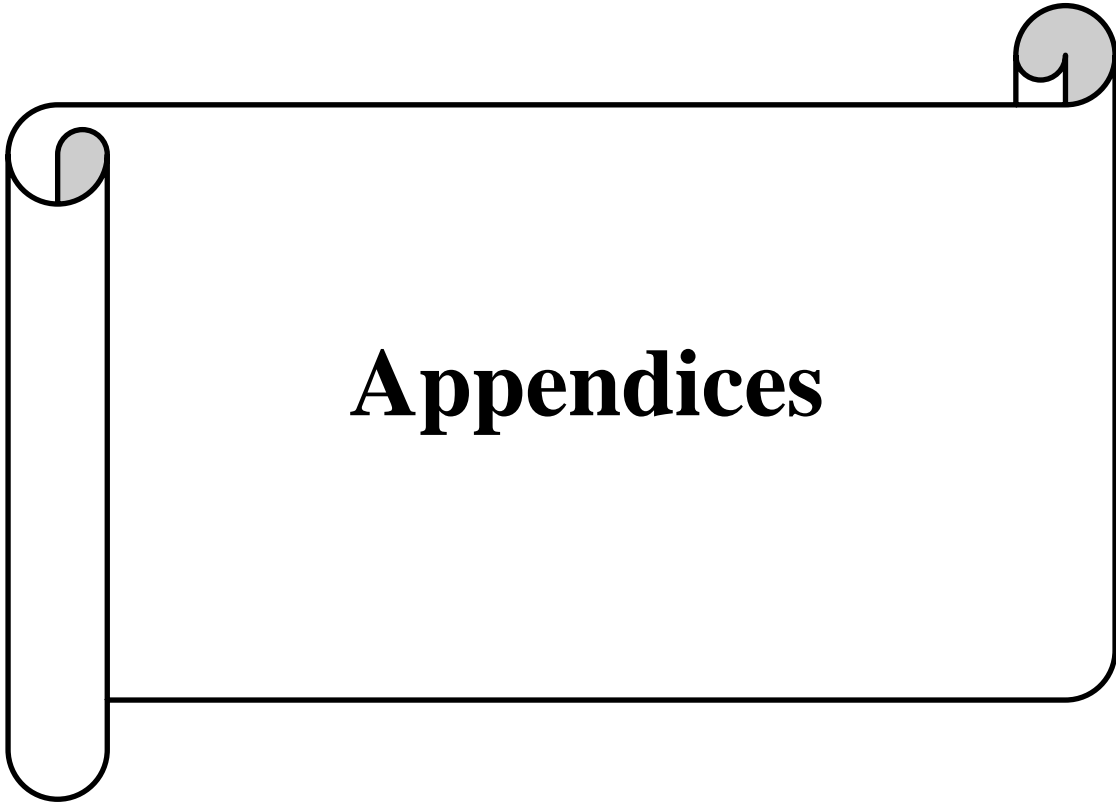
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Appendices

List of appendices :

Appendix	
Appendix 01	The questionnaire
Appendix 02	The flow chart

Appendix 01 : QUESTIONNAIRE

Madame, monsieur,

Dans le cadre de la préparation d'une étude de recherche de mon mémoire de fin de cycle pour l'obtention d'un master en sciences commerciales (option marketing), nous conduisons une enquête sur l'impact de l'affichage publicitaire sur l'image de marque.

Notre questionnaire demande juste quelques minutes de votre temps, toutes vos réponses demeureront strictement confidentielles, il n'y aura pas de bonnes ou mauvaises réponses, ce sont uniquement vos avis et vos préférences qui nous intéressent.

Je vous remercie de bien vouloir répondre au questionnaire ci-dessous sachant que vos réponses seront anonymes.

Bien cordialement,

Mlle Bouadjehine Rayane.

QUESTIONNAIRE

A/- Fiche signalétique:

Vous êtes:

- Un homme
- Une femme

Quel âge avez-vous :

- Moins de 18ans.
- [18 ans à 30 ans [
- [30 à 45ans [
- [45 à 60ans.]
- Plus de 60 ans

Quelle est votre profession ?

- Etudiant (e)
- Employé(e)
- Profession libéral
- Sans emplois
- Retraité
- Autre

Votre revenu est entre

- Inférieur à 20000 DA
- Entre 20000 et 40000 DA
- Entre 40000 et 60000 DA
- Supérieur à 60000 DA

B/Les questions :

- Q 1:Quelle(s) est la forme de publicité qui vous attire le plus ?
 - Pub télévisuelle.
 - Pub radio.
 - Pub presse.
 -

- Pub sur internet.
- Pub affichage publicitaire.
- Pub cinéma.

• Q2 : A qui appartient ce symbole ?



• Q3 : Connaissez-vous la marque Condor ?

Oui Non

• Q4 : Trouvez-vous le nom Condor facile à retenir ?

Oui Non

• Q5 : Parmi les 03 slogans ci-dessous, lequel est celui de *Condor* ?

- Prenez votre envol
- La technologie pour tout le monde
- Life companion

• Q6 : Quels sont les produits de la marque Condor que vous connaissez ?

Équipements ménagers Panneaux solaires
 Éclairage Informatiques

• Q7 : Par quel moyen avez-vous pris connaissance de Condor ?

- Radio.
- Télévision.
- Internet.
- Affichage publicitaire.
- Événement.
- Lieux de vente.
- Bouche à oreille.
- Showrooms.
- Autre

• Q8 : Avez-vous déjà vu un affichage publicitaire de la marque de Condor ?

Oui Non

(Si non, merci d'avoir participé).

- Q9 : Si oui, pensez-vous que l'affichage publicitaire de la marque Condor est
 - Très intéressant.
 - Intéressent.
 - Moyennement intéressant.
 - Pas intéressant.
 - Pas du tout intéressant.
- Q10 : Trouvez-vous le message véhiculé par ce moyen de communication clair ?
Oui Non
- Q11 : Pensez-vous que l'affichage publicitaire des produits Condor participe à la transmission des informations de ces produits :
Oui Non
- Q12: Voici une liste d'affirmation. Pour chacune d'elles, pouvez-vous donner votre degré d'accord et de désaccord par rapport à la l'idée que vous avez de la marque Condor.

Affirmations	Pas du tout d'accord	Pas d'accord	Moyennement d'accord	D'accord	Tout à fait D'accord
Disponibilité à travers les points de vente dans les 48 wilayas					
Personnel compétent et disponible					
Points de vente organisés et facilement accessibles					
Produit					

solide et de qualité					
Prix abordable					
Marque innovante					
Marque Crédible					
Marque d'expérience					

- Q13 : Que pourriez-vous recommander pour améliorer l'image de Condor ?

.....

.....

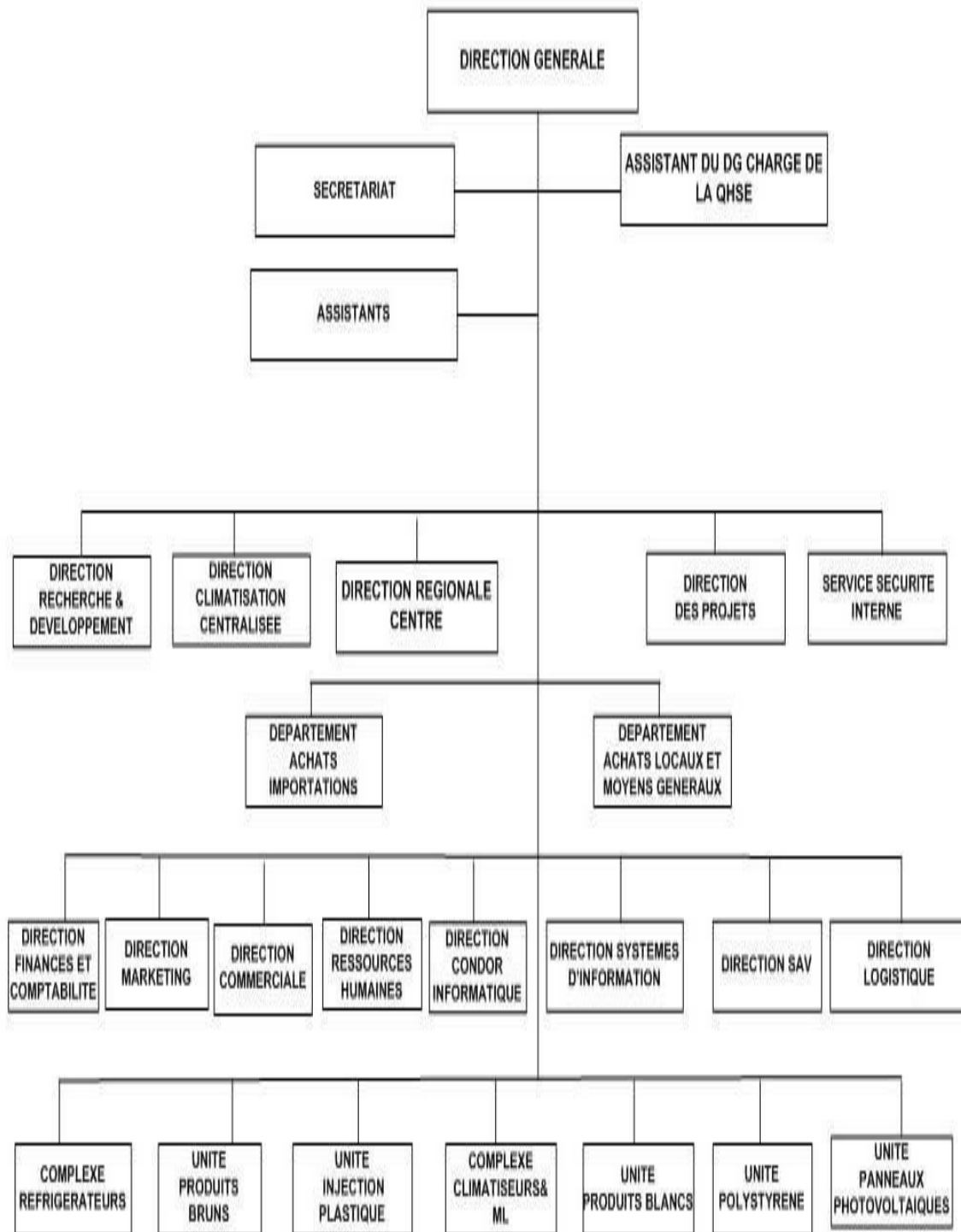
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Je vous remercie pour votre aimable et utile coopération!

Appendix 02 : flow chart



List of contents :

General introduction	01
Chapter 01: The fundamentals of advertising	03
Section 01: Advertising	03
1. Definitions.....	03
2. The Characteristics of advertising.....	04
3. The objectives of advertising.....	04
4. Types of advertising.....	05
4.1. Brand advertising (branding).....	06
4.2. Sales advertising (selling).....	06
5. The players of advertising.....	06
5.1. The advertiser.....	07
5.2. The communication agencies.....	07
5.2.1. The advertising agency.....	07
5.2.1.1. The ad agency's functions.....	07
5.2.1.2. Selection of the advertising agency.....	09
5.2.2. The media agency.....	09
5.2.2.1 Definition.....	09
5.2.2.2 The role of a media agency.....	09
5.3. Media.....	10
5.3.1. Definition.....	10
5.3.2. The six major media.....	10
6. The advertising budget.....	12
6.1. Definition.....	13
6.2. Factors affecting budget decisions.....	14
6.2.1. Stage in the product life cycle.....	14
6.2.2. Market share and consumer base.....	14
6.2.3. Competition and clutter.....	14
6.2.4. Advertising frequency.....	14
6.2.5. Product substitutability.....	14
6.3. Methods.....	14
7. Creative advertising.....	15
7.1. The advertiser brief.....	16

7.1.1 Definition.....	16
7.1.2. The type headings of the brief to the agency.....	16
7.2. Creative platforms.....	16
7.2.1. Product-based creative platforms.....	16
7.2.1.1. The copy-strategy.....	17
7.2.2. Creative platforms based on the brand.....	17
8. The advertising message.....	18
8.1. The execution.....	18
Section 02: The advertising display.....	18
1. Definitions.....	19
2. Advantages and disadvantages of the advertising display.....	19
2.1. Advantages.....	19
2.2. Disadvantages.....	19
3. Characteristics.....	19
4. The different types of advertising display (outdoor advertising).....	20
4.1. Billboards.....	20
4.2. Rail.....	20
4.3. Bus.....	21
5. The audience.....	21
6. The legal framework of the advertising display.....	22
7. The media planning.....	23
8. The media's audience.....	23
9. The Media Objectives.....	23
10. Prepare a media planning.....	24
10.1. The elimination of the impossible media.....	24
10.2. The evaluation of possible media.....	25
10.3. The media choice.....	27
10.4 Selecting the media support.....	27
10.4.1. The quantitative criteria.....	27
10.4.2. The qualitative criteria.....	28
11. Measuring the message/media effectiveness.....	28
12. Measure of advertising effectiveness.....	29
12.1. Effectiveness on cognitive response.....	29

12.2. Effectiveness on emotional response.....	30
12.3. Effectiveness on Behavioural Response.....	30
13. Advertising in Algeria.....	30
13.1. The legal context.....	31
13.2. The outdoor advertising in Algeria.....	31
Chapter02: the brand image.....	33
Section01: The brand.....	33
1. Definitions.....	33
2. Brand’s objectives.....	34
3. Types of brands.....	35
4. The different dimensions of a brand.....	35
4.1. The brand as a signifier.....	36
4.1.1. The name.....	36
4.1.2. Emblems.....	37
4.1.2.1. The logo.....	37
4.1.2.2. Visual symbols.....	38
4.1.2.3. The advertising character.....	38
4.1.2.4. The brand signature.....	38
4.1.3. The design.....	38
4.1.3.1. Environmental design.....	38
4.1.3.2. Product-design and Packaging-design.....	38
4.1.4. The sound.....	38
4.1.5. The smell.....	39
4.1.6. The taste.....	39
4.1.7. The graphic chart.....	39
4.2. The brand as signified.....	39
4.2.1. The tangible (functional) dimensions.....	40
4.2.2. The intangible (or symbolic) dimensions.....	40
5. Brands ‘strategies.....	40
5.1. Individual branding.....	40
5.1.1. The strategy.....	40
5.1.2. Its advantages.....	41
5.1.3. Its disadvantages.....	41

5.2. Range branding.....	41
5.2.1. The strategy.....	41
5.2.2. Its advantages.....	41
5.2.3. Its disadvantages.....	41
5.3. Overall family branding.....	41
5.3.1. The strategy.....	41
5.3.2. Its advantages.....	41
5.3.3. Its disadvantages.....	42
5.4. The Parent branding.....	42
5.4.1. The strategy.....	42
5.4.2. Its advantages.....	42
5.4.3. Its disadvantages.....	42
6. The brand's functions.....	42
6.1. Brand as a sign of ownership.....	42
6.2. Brand as a differentiating device.....	43
6.3. Brand as a communication device.....	43
6.4. Brand as a symbolic device.....	43
6.5. Brand as a risk reducer.....	43
6.6. Brand as a shorthand device.....	43
6.7. Brand as a legal device.....	44
6.8. Brand as a strategic device.....	44
7. The different statutes of the brand.....	44
7.1. The leading brand.....	44
7.2. The brand challenger.....	44
7.3. The follower.....	45
7.4. The specialty brand or specialist brand.....	45
8. A brand life cycle.....	45
8.1. The time of heroism.....	46
8.2. The time of wisdom.....	46
8.3. The time of the myth.....	47
9. Brand equity.....	47
9.1. Defining Brand Equity.....	47
9.2. Brand Equity Models.....	47

10. Brand communication.....	48
Section 02: the brand image.....	48
1. Definitions.....	48
2. Concepts related to the image.....	49
2.1. Brand awareness.....	49
2.2. Reputation.....	50
2.3. Perception.....	50
2.4. Attitude.....	51
2.5. Identity.....	51
2.6. Positioning.....	52
2.7. Values.....	52
3. The types of image.....	52
4. The objectives of a brand image.....	53
5. The characteristics of a brand image.....	53
5.1. An image is a set of representations.....	54
5.2. An image is relatively personal and subjective.....	54
5.3. An image is relatively stable.....	55
5.4. An image is selective and simplifying.....	55
6. The image components.....	55
6.1. Attributes.....	55
6.2. Benefits.....	55
6.3. Brand attitude.....	56
7. The dimensions of brand image.....	56
8. New typology of brand image.....	56
9. The image studies.....	57
9.1. The classical qualitative image study.....	57
9.2. The classical quantitative image study.....	58
9.3. The study of central and peripheral associations.....	58
10. The monetary evaluation of a brand image.....	59
11. Developing image in the good way.....	59
12. The creation of a brand image.....	60
Chapter 03: The impact of the advertising display on the brand image.	63
Section01: Presentation of Condor as a company and as a brand.....	63

1. Presentation of SPA Condor.....	63
1.1.Datasheet.....	63
1.2.History and evolution.....	64
1.3.Geographical location.....	65
1.4.Missions and objectives of the company.....	65
1.5.The activity and production capacity of the SPA Electronic Condor.....	65
1.5.1. The activities of Condor Electronic.....	66
1.5.2. Condor product range Electronics.....	66
1.5.2.1. Brown products.....	66
1.5.2.2. White products.....	66
1.5.2.2.1. Large cold appliances.....	67
1.5.2.2.2. Large household appliances.....	67
1.5.2.3. Small appliances.....	68
1.6.Prospects for development of the Condor SPA.....	68
2. The market and the mix marketing of Condor.....	68
2.1. Presentation of the Condor market.....	68
2.2. The evaluation of condor's environment.....	69
2.2.1. The internal environment.....	69
2.2.1.1. The strength.....	69
2.2.1.2. Weaknesses.....	69
2.2.2. The external environment.....	69
2.2.2.1. Opportunities.....	69
2.2.2.2. Threats.....	70
2.3. The mix marketing.....	70
2.3.1 .Product policy.....	70
2.3.2. Price policy.....	71
2.3.3. The distribution policy.....	71
2.3.4. The Communication Policy.....	72
3. The elements of the Condor brand.....	73
3.1. The name.....	73
3.2. The logo.....	73
3.3. The signature.....	73
3.4. The jingle (The sound).....	74

Section 02: Research methodology	74
1. The research objectives.....	74
2. The quantitative research.....	75
2.1. The questionnaire.....	75
2.2. The content of the questionnaire and the types of questions asked.....	75
2.2.1. Closed questions.....	75
2.2.2. The open questions.....	76
2.2.3. The scale questions.....	76
2.3.Sampling.....	77
2.3.1. The type of sampling.....	77
2.3.2. The size of the sample.....	77
2.4. Administration of the questionnaire.....	77
2.5. Analysis of results.....	77
Section 03: The empirical findings	78
1. Demographic information of the respondents.....	78
2. The main questions.....	82
3. Cross sorting.....	98
4. Analysis and recommendations.....	105
4.1. Analysis.....	105
4.2. Recommendations.....	106
General conclusion	107
References	
Appendices	