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A Study on Effect of Brand Image Spokesperson and Selection Strategy of Enterprises

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Abstract:

As the brand competition is more and more intense, companies are trying to raise the visibility and reputation of its own brand, the image spokesperson represents the public image of the brand and enterprise, has the very high value and the good communication effect. This paper mainly discusses the positive and negative role in the process of brand image spokesperson in the brand spread, expounds the choice considerations of brand image spokesperson, and make several major strategies of choosing a brand image spokesperson.

Keywords: Brand, Image spokesperson, Positive and negative effects, Selection strategy

1. Introduction

Today's enterprise marketing is uneven, by comparison enterprise keener on brand image spokesperson, So stars, celebrities, famous have entered the ranks of the image spokesperson. Commercial image has become an essential magic weapon and practice of, brand promotion and enterprise image, and tried, its reason is that brand image spokesperson advertising is the marketing strategy of most attract customers and impress customers.

Brand image spokesperson refers to a special population exists in the category in the field of commercial marketing, Is different from the products or business agent, is a variety of media propaganda, spread the brand information, expand brand awareness and recognition, to engage in public promotion, reduce the distance with the audience of information communication for a brand. The brand image spokesperson is brand managers worth hiring or shaped face, Through the Lenovo of visibility and reputation, professional, image, personality, character, create a good impression to a certain brand, and then makes the brand spread.

2. Analysis of the Positive and Negative Effects of Enterprise Brand Image Spokesperson

2.1. The Positive Role of Brand Spokesperson

2.1.1. Communication Products Function

Through the language and body movements of the brand image spokesperson to indicate the specific function of the product directly, bring the visual feeling to the audience. With the increasing development of the advertising media, more and more advertisements appear in people's field of vision, consumers contact with lots of advertising messages every day, Those advertising without creative ads will be forgotten, brand ambassador will play a role at this time, New product launch, will not be understood by people, not to mention the increasing purchasing power, using a brand image spokesperson is of great help to rapidly improve product visibility. Now shampoo advertisement, all using the stars, Is based on celebrities like to pass on to the product like, quickly attract the attention of consumers, open their own industry market, prompt consumers to produce kindness.

2.1.2. Express the Advertising Message Which Is Not Easy to Express

Some product information is abstract, difficult to appear in the advertisement information, such as medicine, shampoo, cosmetics, etc. These abstract products can be displayed through the effect of brand image spokesperson after using, which makes consumers more intuitive understanding of the products function, if face personally used the product, this will be more convincing to consumers.

2.1.3. Increase the Product Reliability

Because in recent years the events that brand spokesman fake product frequently occur, Consumers are always skeptical attitude in advertisement, unable to determine the authenticity of the product. Employ brand image spokesperson can enhance the consumer's trust in the products, Increase the persuasive of advertising, In order to make consumers' attitudes change. Use high-profile stars as a

brand image spokesperson, is hoped to achieve this goal. Sometimes typical consumer in life has higher credibility, let the consumer feel more close to life, resulting in a friendly feeling.

2.1.4. Increase the Brand Awareness

The main purpose of brand image spokesperson is public brand image through advertising, the role of advertising in addition to promote sales, but also the intangible assets in the accumulation of brand value. Brand value as a kind of intangible assets, and its unique assets, such as derived from the brand association, brand. Brand value is based on the brand image of the eyes of consumers. In order to shape the brand image, Enterprises launch the image spokesperson of generally are some famous people, they are likely to be entertainers, may also be a sports star, well known in short and has a different class of followers. By the function and characteristics of these people to introduce products, is conducive to expand brand awareness. At the same time, consumers will transfer the affection of brand image spokesperson to their attitude to buy the product, make originally held by neutral brand attitude to positive direction, thus forming a positive brand association. Celebrities as image spokesperson, often in the intangible improve consumer perception about the quality of the brand, so as to enhance the brand image, increase the customer's psychological interests.

2.1.5. Form a Brand Recognition

Brand identity is a complete system, in the process of the spread of enterprise products, consumer products to the enterprise brand identity formation, is a must complete task in the brand image design of enterprise. Because brand image is the consumer perception of the brand, so in the brand identity system, brand image spokesman is one of the key components. The image of the brand image spokesperson, such as appearance, personality, language, behavior, etc, Is the factors that vivid, intuitive and easy to identify distinctive characteristics, under the action. Under the action of these factors, the brand image spokesperson can easily become a "lenovo medium" for consumers to think of. Brand image spokesperson of significantly different from other products of the brand logo, this kind of special "lenovo medium" itself is a spokesman for the combination of its image and brand, is the key different from other same products of different brand. Brand ambassador should have a positive personality and a good public image, by displaying its own distinctive bright individual character, let consumer associations to represent its brand uniqueness, so that the brand image is more vivid, lively and rich, achieve good communication between customers, the brand image in consumers' mind, form brand recognition in the consumers' mind.

2.2. The Negative Role of Brand Image Spokesperson

2.2.1. The Risk Cost Is High

From the view point of financial budget, in a sparked era, A little fame, advertising up to tens of thousands of less, up to hundreds of thousands, even millions. In addition, in order to cooperate with the brand endorsement, the enterprise must also arrange corresponding supporting advertising, which constitutes a big spending. Enterprise can only do the most is simply compare the market share and sales that before and after inviting brand image spokesperson. It only can be done after enterprises invite image spokesperson. For before the invitation, the enterprise did not have a set of evaluation method to evaluate many image spokesperson. Therefore, the enterprise often has to bear huge risk.

2.2.2. The Negative Effect of Image

Brand ambassador as one of enterprise's marketing input variables, the controllability is generally poor. Pain, fraud, sex scandal... For most radiant, high-profile stars, a similar crisis events is often happened. Comparing with virtual brand spokesperson which never have negative news, entity's spokesperson will always have this or that kind of news, Once a negative news, will probably make the brand image damage, because consumers might have intention to not intentional of the product itself and the brand image spokesperson together.

2.2.3. Hard to Shape the Brand Culture

Pure pursuit of brand image spokesperson, will give consumers a vulgar impression, is not conducive to brand their cultural taste, At present one of our country brand image spokesperson selection is blindly pay attention to the star, is not conducive to shaping and improving the cultural taste of the brand.

2.2.4. The Brand Ambassador Repeat Rate Is Too High

Choice of face, is also the rejection of outside groups of image spokesperson, Choose face means that trade-off, Brand holders will as far as possible, make the selection of the most widespread fame and popularity high star as its brand image spokesperson, But another aspect of the problem is that everyone will have such idea, This certainly will appear if people speak a variety of brands, is not conducive to the development of brand spreading.

3. Selection Considerations of Brand Image Spokesperson

3.1. The Characteristics of the Consumer

The characteristics of the consumer are one of the important factors to choose the brand image spokesperson considerations, characteristics of the consumer will decide whether the enterprise choose the brand image spokesperson. XP series, Hong Kong famous brand names never use image spokesperson, Its leaders have penetrating elaboration: the reason we never use image spokesperson is that most of our brand consumption group is a leading figure in the industry. In XP consumer groups, most people have some kind of achievement in the field of their work, They appreciate themselves more than to idol worship, so the star effect to our brands do not have any effect. First-line brand Pierre cardin shape the brand is not against the star, but by the dedication of its founder Pierre cardin to deduce its inherent quality. Businessman should have their own accurate positioning for the brand, to decide whether choosing brand image spokesperson or not.

3.2. The Brand Popularity

The advertising is often a derivatives of strong marketing, has immeasurable effect on the development of small brand awareness, But when its popularity peaked, its action began falling rapidly, procter & gamble company as the world's largest advertisers, the world's most famous domestic brands, Advertising fees is more than half of all sales in China every year, But its advertising in the United States never hire image spokesperson.

3.3. The Business Conditions

As is known to all, invite celebrities as spokesperson is a price to pay, and the value of brand spokesperson is advancing with The Times, Mainland star endorsements basically millions, Hong Kong and Taiwan star is several times, International star is tens of millions, In mainland China more than eighty percent of the small and medium-sized enterprises imply advertising strategy, And these small and medium-sized enterprises' economic strength is not strong enough, simply can't afford the high endorsement fee, Their goal is basically the local market, its product is a local brand, If blindly spokesperson advertising strategy, may cause a lot of waste. For local brand, every place has its own brand of cigarettes, alcohol and so on, contact with consumers tend to be customs, not brand spokesperson. Therefore, choose suitable for their own brand image spokesperson should according to the enterprise's own conditions.

3.4. The Product Life Cycle

Companies are hoping to build a brand which has a long lasting vitality, But every enterprise has a from introduction to the mature stage, in the different stages of the brand life cycle will have different points. In the different product life cycle, should implement different strategies, choose different brand spokesperson. When the product is listed, choose a popular brand image spokesperson, help to rapidly promote the brand popularity. But when the products are mature or recession, if choose one at the peak of image spokesperson, High endorsement fees will disappear with the products of delisting, Effect will be poor, the spokesperson effect for the maintenance of customer loyalty will be minimal.

3.5. The Product Quality Problems

Companies are hoping to build a long lasting vitality brand, the spread of brand image spokesperson for the brand is important, but the enterprise ignores the quality of their products when choosing a brand image spokesperson. Therefore, the brand image spokesperson is not the key to the successful transmission of the brand, don't put all the market expectations on an image spokesperson, product quality is the most strong backing.

3.6. Brand Image Spokesperson of Regionalization.

Every country, every region has different cultural and religious beliefs, also have a different consumption idea and habits, In the process of brand communication must adjust measures to local conditions, pay attention to local culture, make different brand publicity strategy, in order to comply with the goals of local consumers, and also, in different countries and regions, also should choose a different brand image spokesperson. Due to the influence of national culture in different countries and regions, the understanding of color symbolism will be different, for example, red represents auspiciousness in China, whereas in Ireland taboo red; dragon represents the sacred in China, and is the representative of the evil in the United States. So the image design of the brand image spokesperson external should pay attention to its national character, choose the color of advantageous to the local area, it is good for the spread of the brand.

4. Selection Strategy of Brand Image Spokesperson

4.1. Select the Type of Brand Spokesperson

First of all, have a scientific and systematic planning and understanding of brand, have a clear positioning according to the brand image plan, Secondly, judge which type of brand spokesperson according to the requirements of the brand image, Finally, determine choose who to be the brand image spokesperson. Celebrities are divided into many types, not all celebrities are suitable for endorsement propaganda for the enterprise. Different types of celebrity with the brand of correlation degree is different, so the applicability is different. For example, sports stars are suitable for sports equipment, sports apparel, sports shoes and hats, etc. In

choosing the brand spokesman, should consider the degree of consumer group acceptance to the brand spokesperson and the resulting purchase behavior. Using which kind of brand spokesperson, according to target consumers, product features, and endorsement purposes.

4.2. Understand the Spokesperson of Visibility and Credibility

For many enterprises, enterprises to adopt brand ambassador is to transfer the celebrity famous to product and brand reputation, so the high-profile celebrities often been strived by enterprises. But ignored the question of whether the enterprise fit. Brand image spokesperson's greatest wealth is undoubtedly improves enterprise' well-knownness, studies have shown that consumers will be more trust for products that their favorite celebrities have recommended. Actually companies choose image spokesperson, like fry stock, If it can select a star that is not very famous at present, but with great potential, with the least amount of cost to get maximum effect. In addition to have awareness, higher reputation is also important. Because most image spokesperson are stars or movie stars. And entertainment is complex, a bit not careful; it is easy to make gossip, damaged reputation. Some enterprise in order to reflect the product high-tech features will choose, please experts, professors, even scientists to endorse their products and enhance the brand image.

4.3. Clear Brand Spokesperson's Career Status

Some star can endure for a long time in his field, some star is just a flash in the pan, therefore, the enterprise in the choice of face is not only to pay attention to the fame and influence of star existing, but also considering its development potential, focus on long-term interests. Brand spokesperson is not necessarily the most popular, but should be held in a state of rising stars. In this era of incredible, there will be many stars were made overnight, homespun values, but there are many stars is just a flash in the pan, So when choosing the brand spokesman, can choose a relatively rising star, can make the enterprise spend less money and get more in return.

4.4. Analysis Relevance of Brand Spokesperson and Brand

Some companies tend to be thoughtless when choosing the brand image spokesperson, some only see the popularity of the star, and some also just all depends on the individual fond of policy makers, never consider enterprise present situation and the characteristics of brand products. This way of decision making is not only difficult to reach the desired effect, but also waste a lot of manpower and financial resources. Choosing representatives also need to pay attention to suitable, that is to say, the choice of the spokesperson need to match the enterprise brand and product, to have a very high correlation. When choosing a brand image spokesperson, the brand image positioning must be consistent with the representative of the selected image. Because of the target consumer personality and product functionality, there will be a corresponding brand image positioning. Choosing image spokesperson is to highlight the enterprise's brand image, more conducive to the spread of the brand image promotion, But if the brand management decision-making errors, failed to choose the appropriate spokesperson, Brand image and brand ambassador's own image difference is too big, enterprise image not only won't give benefits to enterprises, and even cause chaos and dislocation of the brand image and the distortion of the brand culture, the enterprise an already personality diluted, cause the failure of brand promotion. Only when the brand personality and character associated with corresponding to the brand effect of addition and multiplication. Only when Brand ambassador personality is consistent with the brand personality, can promote each other, mutual benefit and reciprocity.

4.5. Pay Attention to Risk Factors for Brand Spokesperson

Spokesperson are linked to the brand image of enterprises, no matter which side problems will affect to each other, even bring needless trouble or loss to the other side. Its risk mainly comes from two aspects for brand spokesperson: one is from the risk of brand spokesperson. Choosing the spokesperson should clear celebrity cycle and its influence, Moreover is also considering the influence of the celebrity's health to the brand. Therefore, Before inviting brand spokesperson,bring celebrities to do a body check, Not only is good for celebrities, but also can let enterprise trust, let consumer trust ; Second is the negative reaction caused by the event or topic. To guard against various risks, companies and representatives endorse contracts, should put its future possible negative impact or litigation in terms of the code of conduct, This is responsible to the public, brand spokesperson and performance.

5. Conclusion

Face with the intense business competition, as to carry forward the enterprise culture, promote the brand image, companies constantly develop or modify its marketing strategy. However, different marketing strategies play the different roles, enterprise's policymakers should carefully choose marketing strategy, Hire a brand image spokesperson for enterprise brand image promotion is an effective marketing strategy. Types of brand image spokesperson is various, the role of development to the enterprise is also different. When choosing a brand image spokesperson, enterprises must combine with the present situation and characteristics of the enterprise, choose a brand image spokesperson who is suitable and economical.

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