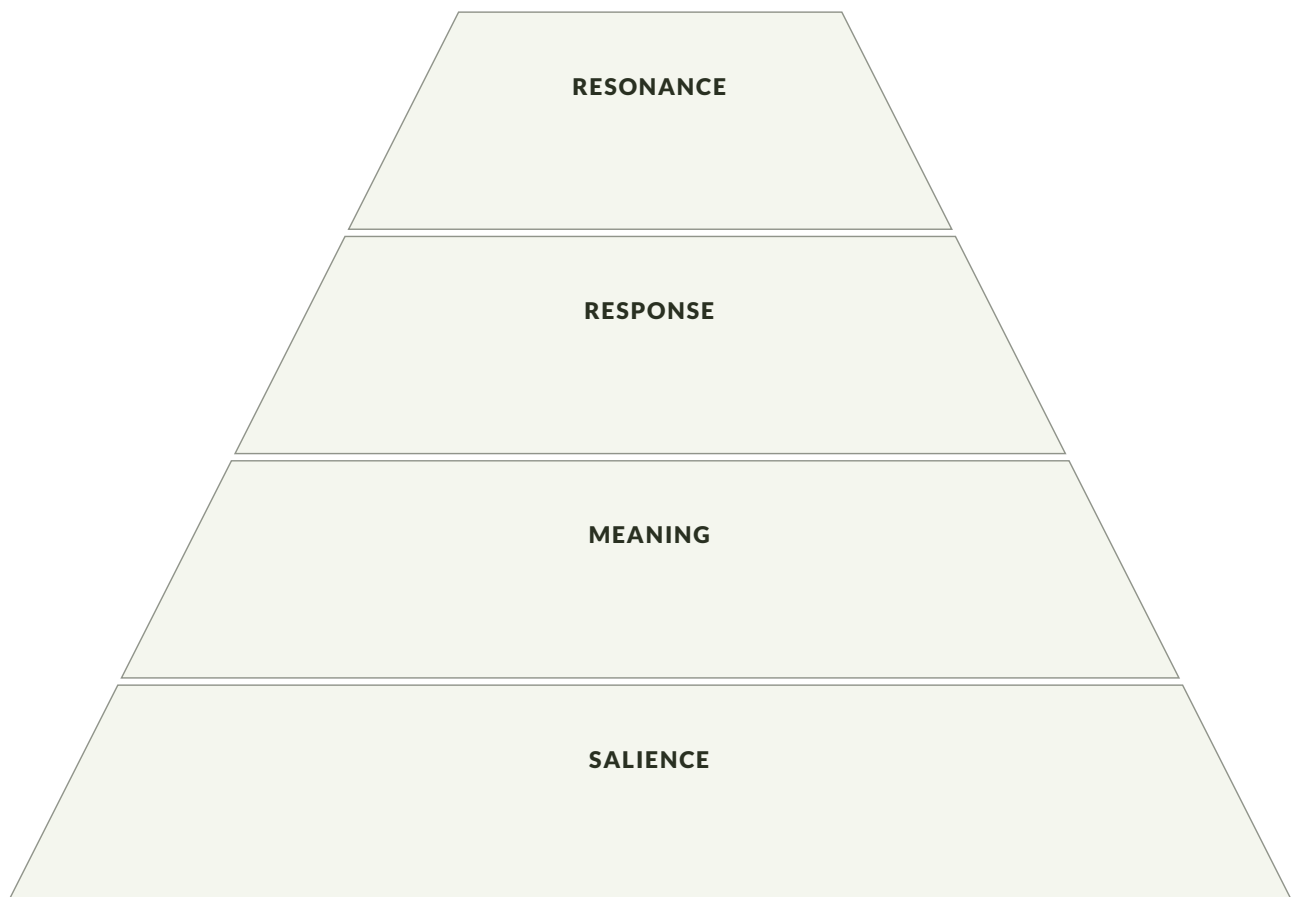


# Brand Pyramid

A brand-equity diagnostic: shows how far your brand has climbed from being known to being loved - and which level is hollow. Origin: Kevin Lane Keller (CBBE model)



- **SALIENCE:** Brand awareness measured as depth (recall) and breadth (how many buying occasions you come to mind in). The 'who are you?' level.
- **RESPONSE:** How customers react: Judgments (quality, credibility, consideration, superiority) plus Feelings (warmth, fun, security, self-respect). The 'what about you?' level.

- **MEANING:** What the brand is: Performance (rational facts, reliability, features) plus Imagery (associations, users, personality, heritage). The 'what are you?' level.
- **RESONANCE:** The peak: behavioural loyalty, attitudinal attachment, sense of community, and active engagement. The 'what about you and me?' level.