

Branding for a New Wellness Program:
The Importance of Brand Identity and Using Social Media

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Abstract

In today's world, health organizations are all about losing weight and getting into shape. While this is important to maintain one's health, it is not the only factor in a healthy lifestyle. Lou F. saw this great discrepancy in the wellness field, and decided that what was needed was an organization dedicated to mental health as well as physical health, encompassing fitness training, nutrition, and counseling for the everyday individual as well as the corporate world. With this idea in mind, Lou set out to create this type of organization. This paper addresses the importance of creating a strong brand in order to have a successful wellness organization, how that brand is created, and social media can be utilized to maintain that brand.

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Chapter 1

Introduction

Statement of the Problem

This study focuses on various aspects of formulating a new organizational brand and how utilizing social media is vital to maintain a strong brand in today's society. In a world full of brand names everywhere you look, new brands should take a more direct approach in their branding process, and reach out through social media. "Social media has many benefits for a business, including viral potential, cost, and the creation of brand reputation" (Mohamed, 2012).

By using traditional branding tactics along with new technology like social media, new brands can easily differentiate from competition, develop a strong customer base and achieve success. Branding is an important tool, especially for a newly formed organization, that can be developed and used in conjunction with social media to create a specific and successful image for a new organization.

Background of the Problem

Social media is a relatively new technology in the field of branding, and existing literature on how social media can be utilized to support and help grow a brand is not extensive. Most research on social media and branding is very industry-specific, and topics that relate to social media helping to brand a wellness organization refer to branding a company's in-house wellness center. Little research has been done on stand-alone wellness programs for individuals or programs that can be used in a company setting.

With so many brands on social media outlets, whether they are personal brands or actual companies, competition to differentiate from others is extremely high. In order to capture the hearts of loyal consumers, brands must form a personal relationship with each and every one. “Social Media allows you to establish a relationship with your customer like no other media has previously allowed. It enables you to establish a 1-1 relationship where you are getting regular feedback on how your customers are reacting to your marketing messages” (Aggarwal, 2009).

Having a relatable brand distinguishes organizations from others, who treat customers as merely a profit. Social media makes it easy for a brand to become instantly relatable, on a personal level, through the Internet, and it is imperative to conduct research on the multitude of ways that social media can be beneficial to building relatable brands.

Purpose of the Study

With new technologies available like social media and social networks, such as Facebook and Twitter, a growing number of companies are using these outlets to connect with customers and consumers, while simultaneously creating a brand and brand personality.

By connecting with these customers directly, on a one-on-one level, these customers begin to create an attachment with that specific brand, and remain loyal to it.

By conducting preliminary research for a start-up wellness organization and forming a brand and field testing it, this research will assist in creating a brand for said wellness organization, and aid future professionals looking to create a new brand employing social media's help.

Setting for the Study

The study will be done with the use of research in existing knowledge of branding and the use of social media and field tests at California Polytechnic State University, San Luis Obispo, as a Senior Project. A literature review will be done, and then a name and/or logo for the wellness organization will be field-tested, with responses pertaining to the formulation of the new brand.

Research Questions

The following research questions were developed to create an acceptable representation of the current literature focusing on branding, wellness brands, and social media. They were created to demonstrate what a brand is, how a brand is created and maintained, how success is assessed, and how a brand can utilize social media.

1. What is an organizational brand?
2. How does one develop an organizational or program brand?
3. How does branding relate to an organization's success?
4. How are brands assessed as successful or unsuccessful?
5. How does one maintain their organization's brand?

6. How can an organization utilize social media such as Twitter and Facebook to help brand their program?

Definition of Terms

Brand: A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers (*Marketing power*, 2012).

Brand Equity: A set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers (Aaker, 1996).

Brand Orientation Model: An approach to branding in which the processes of the organization revolve around the creation, development, and protection of brand identity in an ongoing interaction with customers (Urde, 1999).

Brand Personality: The set of human characteristics associated with a brand (Aaker, J. L., 1997).

Customer Value-Perception: The anticipated benefit from a consumer's perspective of a product or service. The customer perceived value stems from tangible, psychological and social advantages (businessdictionary.com, 2012).

Organization of the Study

Chapter One includes an introduction to the project, the purpose and background of the study, research questions, and the definition of terms. Chapter Two contains a literature review to determine existing knowledge on brand building and how it relates to social media. Chapter Three will focus on the methodology of the study, describing the field tests that will trial the brand name. Chapter Four will summarize data collected from the field tests and draw conclusions based on responses given. Chapter Five will finish with drawing conclusions and a summary of the study, including recommendations for the future study on branding and social media.

Chapter 2

Literature Review

The review of literature centers on the existing knowledge and research related to branding an organization, what a brand is, how it is developed and determined to be successful, and maintaining a brand through social media.

A New Organization Should Create a Brand

According to the American Marketing Association, a brand is a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." Main brand elements include brand names, websites, slogans, symbols, and logos, chosen to increase brand awareness and form a strong and positive association with the brand (Keller, 2003). In order to create a strong and meaningful brand, brand elements should be recognizable, memorable, and distinguished (Keller, 2008).

According to Urde's (1999) Brand Orientation model, "the starting point for a process of brand building is to first create a clear understanding of the internal brand identity" (p. 129). Brand Orientation is an approach "in which the processes of the organization revolve around the creation, development, and protection of brand identity in an ongoing interaction with...customers..." (p. 117).

In creating a brand, the name "needs to be simple and easy to pronounce or spell; familiar and meaningful; and different, distinctive, and unusual to enhance brand recall and recognition" (Keller, 2003). In addition to a name, "brand's visual

identity is essential to establishing and maintaining a presence...” (Farhana, 2012). According to Savard and Gallagher (2010 and 2011), “logos are visual icons providing two basic, yet necessary, functions for brands: identification...and differentiation. Over time, they directly equate to their given brands. Whether they are viewed from a distance, or out of the corner of eyes, these visual icons are equated with the brands they represent.” According to Aaker (2002), “a strong symbol can provide cohesion and structure to an identity and make it much easier to gain recognition and recall.”

Another important element of a strong brand is brand personality. Research by Jennifer Aaker (1997) defines brand personality as “the set of human characteristics associated with a brand.” Perceptions of brand personality characteristics can be shaped and influenced by any contact a consumer has with the brand (Plummer, 1985). Often times, “the personality traits of the people associated with the brand are transferred directly to the brand” (McCraken, 1989).

According to Kay (2006), “when products or services are initiated or introduced, its brand needs to be ‘designed’ – both literally as a design, but also as a symbol having memorable associations and ‘strong’ meanings. The goal, or what can be called one of the ‘primary logics’ of branding, is to distinguish or differentiate a product or service within its category.” Being different doesn’t matter if the difference is not a meaningful one (Kay, 2006).

Good branding can build value for an organization. Value is built when an organization’s brand is considered strong, while “brand strength is due to the meaning that the brand creates” (Kay, 2006). According to Kay (2006), “Brands can

attain 'power' or 'strength' by developing multiple...associations." Keller (1993) states that, "brand awareness and brand image constitute brand equity." Aaker (1996) defines brand equity as "a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers." Thus, a good brand and image add value to an organization through brand equity.

What Makes a Successful Wellness Brand?

If brand equity is linked to a brand's name and value (Aaker), then a successful brand must be expressed through "a set of five dimensions: brand loyalty, perceived quality/leadership, associations/differentiation, awareness and market behavior" (Aaker). Applied to successful wellness brands, according to Bernhart (2006), "Branding all health initiatives under a single title and logo is technique common to all the platinum-winning wellness programs." "Today's wellness programs look very different than the health and fitness initiatives of the past. The best programs are aggressive and focused on screening, prevention, and measurable results..." (Bernhart, 2006).

In assessing a successful brand, there is high importance in "customer value-perception', 'customer satisfaction', 'brand loyalty' and 'competitive differentiation'" (Pitta and Katsanis, 1995). Research by Pitta and Katsanis suggest, "Successful companies better understand the importance "customer value-perception" plays in both the short and long run. Less successful companies appear to be more focused on the shorter term, citing "customer satisfaction" as a primary measurement tool.

Ultimately, a combination of the two will be critical for successful brand...management.”

One Can Maintain a Wellness Brand Through Social Media

According to Kingston (2011), “A new breed of coaches is keeping clients on task outside the gym, helping them resist that slice of chocolate cake at the office or that extra glass of red wine with dinner. Everyday fitness enthusiasts are looking to their online networks of friends, acquaintances, and...strangers to do the same thing.” Fitness brands and trainers are now using social media in increasing numbers, to stay engaged with clients and reach out to new ones (Kingston, 2011). Austin-based fitness blogger Carla Birnberg “sees accountability as social media’s greatest strength, particularly Twitter” (Kingston, 2011). Clients who don’t actually meet are able to swap notes and compare after their workout, effectively staying engaged with the fitness organization.

Teresa Bozzelli, vice president of consulting firm Sapient Government Services, says, “what differentiates electronic usage as social media is that it becomes interactive. It’s not bound by time or place. It’s an immediate dialogue and a two-way engagement.” Wellness brands can utilize this two-way connection to maintain a relationship with their customers, simultaneously building and maintaining their brand (Marshall, 2011).

Chapter 3

Methodology

This chapter presents the methods which will be used to collect data pertaining to brand name and logo including the data sources, proposal for gathering data, data collection, presentation and any limitations and delimitations.

Data Sources

For this study, content analysis and a literature review was performed based off research questions meant to guide study. Based on these research questions, another series of questions were created for use in a field test of the wellness organization's name and logo.

Project Proposal

For the project portion of this Senior Project, questions based on research inquiries were brought into the field to gage the success of the wellness organization's brand (name and logo) by showing participants a name and supplemental image. Two potential names for the brand were tested, along with an image to accompany each name. The names and images were shown to each participant, and then feedback was gathered based on how they reacted to the name and image.

Data Collection

Data was collected from participants in the form of answers based on the Likert scale. Thirty participating respondents were selected at random, and the

questionnaire (Figure 3) was distributed on the Cal Poly campus in San Luis Obispo, in the downtown area of the city of San Luis Obispo, the city of Studio City in Los Angeles and the downtown area of Los Angeles. Participants responded to the following statements, with feedback ranging from a scale of (1) strongly agree, (2) agree, (3) neither agree nor disagree, (4) disagree, and (5) strongly disagree. Based on their answers, participants were then asked to elaborate on why they chose their answer.

1. This name/logo conveys the idea of wellness.
2. The brand attitude conveyed is friendly.
3. Based on appearance only, I would look for more information on this brand.
4. Based on appearance only, this brand would capture my attention.
5. I would look for this brand's social media outlet(s).
6. This name/logo has a positive connotation.
7. This name/logo has a negative connotation.
8. This name/logo has a "healthy" connotation.
9. I am intimidated by the name/logo.
10. The name/logo appears inviting.

Data Presentation

Feedback from participants was collected on handouts given to each person questioned. Data collected was then considered by the brand and used to make constructive changes to the brand name and the design of the logo to make it more appealing.

Limitations

There are limitations to this study based on the fact that there is a limited time frame. Senior Project is only one quarter and thus time is limited to conduct research and then field test. In addition, the client presents another limitation in that the organization will not be ready to launch by the end of the quarter, and therefore changes to her brand and logo may be made after the conclusion of the project, and social media pages and a website will likely be launched after the conclusion of the project. In essence, the client will receive a recommendation based on feedback from participants.

Delimitations

Delimitations to this study include data collection from a field test, rather than creating a brand and launching it due to time constraints. The respondent pool completing the questionnaire was also selected at random and the number of participants was set at thirty people.

Chapter 4

Data Analysis

Chapter Four will provide a look at the questionnaire and a look at the data collected based on the survey of participants. Data was collected by randomly selecting thirty people, male and female, of various ages to respond to questions regarding two potential logos and names for a new wellness organization. The survey was distributed in several locations, which included the Cal Poly campus in San Luis Obispo, downtown San Luis Obispo, the Studio City area in Los Angeles, CA, and the downtown Los Angeles area.

Branding Questionnaire

The following statements were used on the survey of the respondents. Each respondent was asked to rank each statement after viewing the two logos on a scale from strongly agree to strongly disagree. Responses to the survey for Logo #1 (Figure 1) can be found in Table 1 and responses for Logo #2 (Figure 2) can be found in Table 2.

1. This name/logo conveys the idea of wellness.
2. The brand attitude conveyed is friendly.
3. Based on appearance only, I would look for more information on this brand.
4. Based on appearance only, this brand would capture my attention.
5. I would look for this brand's social media outlet(s).
6. This name/logo has a positive connotation.

7. This name/logo has a negative connotation.
8. This name/logo has a "healthy" connotation.
9. I am intimidated by the name/logo.
10. The name/logo appears inviting.

Table 1

Branding-Image Data for Logo #1

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Logo conveys wellness	12	15	3	0	0
Brand has friendly attitude	8	13	7	2	0
I'd look for more info	18	6	0	4	2
Captures attention	14	8	5	3	0
I'd look for brand's social media	17	6	2	4	1
Logo has positive connotation	26	3	1	0	0
Logo has negative connotation	0	0	1	16	14
Logo has "healthy" connotation	19	8	1	0	0
Logo is intimidating	0	4	15	6	4
Logo is inviting	9	12	6	3	0

Table 2

Branding-Image Data for Logo #2

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Logo conveys wellness	9	11	9	1	0
Brand has friendly attitude	0	4	18	5	3
I'd look for more info	15	8	4	2	1
Captures attention	12	8	3	4	3
I'd look for brand's social media	8	10	2	6	4
Logo has positive connotation	21	5	3	1	0
Logo has negative connotation	0	2	5	14	9
Logo has "healthy" connotation	17	7	4	2	0
Logo is intimidating	7	12	2	7	2
Logo is inviting	3	9	15	2	1

Branding Research Questions

The following research questions were developed to create an acceptable representation of the current literature focusing on branding, wellness brands, and social media. They were created to demonstrate what a brand is, how a brand is created and maintained, how success is assessed, and how a brand can utilize social media.

1. What is an organizational brand?
 - A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers (*Marketing power*, 2012).
 - In Table 1 and Table 2, participants responded to images linked to a distinguishing brand name and logo.
2. How does one develop an organizational or program brand?
 - According to Urde's (1999) Brand Orientation model, "the starting point for a process of brand building is to first create a clear understanding of the internal brand identity" (p. 129).
 - Participants responding to the survey for Logo #1 and Logo #2 generally agreed that the logos conveyed the identity of a "wellness" brand.
3. How does branding relate to an organization's success?
 - Value is built when an organization's brand is considered strong, while "brand strength is due to the meaning that the brand creates" (Kay, 2006).

- As seen in Table 1 and 2, both Logo #1 and Logo #2 captured the attention of most participants and that each logo had a “healthy” connotation.
4. How are brands assessed as successful or unsuccessful?
- In assessing a successful brand, there is high importance in “customer value-perception’, ‘customer satisfaction’, ‘brand loyalty’ and ‘competitive differentiation’” (Pitta and Katsanis, 1995).
 - Table 1 and 2 demonstrate that most respondents agree that Logo #1 had a positive connotation, and conveyed a friendly attitude. Responses for Logo #2 with respect to conveying a friendly attitude were inconclusive.
5. How does one maintain their organization’s brand?
- If brand equity is linked to a brand’s name and value (Aaker), then a successful brand must be expressed through “a set of five dimensions: brand loyalty, perceived quality/leadership, associations/differentiation, awareness and market behavior” (Aaker).
 - Table 1 and 2 illustrate that each logo was intriguing enough to have respondents want to search for more information on the organization.
6. How can an organization utilize social media such as Twitter and Facebook to help brand their program?
- Teresa Bozzelli, vice president of consulting firm Sapient Government Services, says, “what differentiates electronic usage as social media is

that is becomes interactive. It's not bound by time or place. It's an immediate dialogue and a two-way engagement.”

- As seen in Table 1 and 2, respondents questioned generally stated they would seek out each brand's social media outlet based on the logos they examined.

Chapter 5

Discussion

Summary

Research was done and names and images were created to guide the branding of a new and developing wellness organization geared toward a healthy lifestyle, including physical and mental health. The start-up organization is aimed toward individuals looking to improve their health and commit to a new lifestyle, but also toward the corporate world and companies seeking to improve their employees' health in all aspects. In forming a brand for this new wellness organization, two different names were conceived, and a logo was then created for each of the two name options. Once created, these logos were then field tested in the city of San Luis Obispo, on the Cal Poly campus, as well as in the city of Los Angeles. The following statements were used on the survey of the respondents. Each respondent was asked to rank each statement after viewing the two logos on a scale from strongly agree to strongly disagree. Responses to the survey for Logo #1 (Figure 1) can be found in Table 1 and responses for Logo #2 (Figure 2) can be found in Table 2.

1. This name/logo conveys the idea of wellness.
2. The brand attitude conveyed is friendly.
3. Based on appearance only, I would look for more information on this brand.
4. Based on appearance only, this brand would capture my attention.
5. I would look for this brand's social media outlet(s).

6. This name/logo has a positive connotation.
7. This name/logo has a negative connotation.
8. This name/logo has a “healthy” connotation.
9. I am intimidated by the name/logo.
10. The name/logo appears inviting.

Based on this testing, it was found that the two logos created were successful in conveying a positive brand identity and the message of “wellness” to the participants, but that one logo was preferred over the other. The data collected from the respondents is consistent with the literature reviewed on branding a new organization.

Findings and Discussion

Through viewing the data provided by responses from participants in Table 1 and Table 2, it can be determined that Logo #1 is preferred over Logo #2 to convey the concept of a wellness organization with a friendly attitude and positive connotation that captures the interest of those who see the logo. The number of participants who were interested in learning more and seeking out the brand’s social media outlets was larger for Logo #1, demonstrating that it was better suited to connect to the public and attract interest.

Looking at the data collected, Logo #2 needs improvement in order to better impart the idea of a wellness group that is inviting and captures attention and interest. If the logo does not capture interest and excite the viewer enough to make

them want to look for more information or seek the organization's social media outlets, then the branding has not been effective. Table 2 also shows that many felt Logo #2 was intimidating in some way, which more than likely turns viewers off to the organization.

Based on findings from the data collected and a comparison to the literature reviewed, the following conclusions can be made regarding the research questions below:

1. What is an organizational brand?

An organizational brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers (*Marketing power, 2012*). In Table 1 and Table 2, participants responded to images linked to a distinguishing brand name and logo. Respondents agreed that both Logo #1 and Logo #2 identified the brand as a distinct wellness brand.

2. How does one develop an organizational or program brand?

According to Urde's (1999) Brand Orientation model, "the starting point for a process of brand building is to first create a clear understanding of the internal brand identity" (p. 129). Participants responding to the survey for Logo #1 and Logo #2 generally agreed that the logos conveyed the identity of a "wellness" brand. Looking at

the data, respondents understood the internal brand identity as a wellness brand.

3. How does branding relate to an organization's success?

Value is built when an organization's brand is considered strong, while "brand strength is due to the meaning that the brand creates" (Kay, 2006). As seen in Table 1 and 2, both Logo #1 and Logo #2 captured the attention of most participants and that each logo had a "healthy" connotation. Interpreting the data, it appears as though Logo #1 had stronger brand strength and meaning, and that the meaning of Logo #2 needs to be strengthened if it is to remain a name option.

4. How are brands assessed as successful or unsuccessful?

In assessing a successful brand, there is high importance in "customer value-perception', 'customer satisfaction', 'brand loyalty' and 'competitive differentiation'" (Pitta and Katsanis, 1995). Table 1 and 2 demonstrate that most respondents agree that Logo #1 had a positive connotation, and conveyed a friendly attitude. Responses for Logo #2 with respect to conveying a friendly attitude were inconclusive. Based on the literature and data, Logo #2 needs to be altered to convey a better and more inviting attitude.

5. How does one maintain their organization's brand?

If brand equity is linked to a brand's name and value (Aaker), then a successful brand must be expressed through "a set of five dimensions:

brand loyalty, perceived quality/leadership, associations/differentiation, awareness and market behavior” (Aaker). Table 1 and 2 illustrate that each logo was intriguing enough to have respondents want to search for more information on the organization. Based on the data collected and the literature, brand loyalty could be high for both logos, and each potential brand name was associated with good quality and associations.

6. How can an organization utilize social media such as Twitter and Facebook to help brand their program?

Teresa Bozzelli, vice president of consulting firm Sapiient Government Services, says, “what differentiates electronic usage as social media is that it becomes interactive. It’s not bound by time or place. It’s an immediate dialogue and a two-way engagement.” As seen in Table 1 and 2, respondents questioned generally stated they would seek out each brand’s social media outlet based on the logos they examined. The data agrees with the literature, showing that interest in a brand’s social media is good for each potential brand logo as they will each likely draw potential customers to the brand’s social media websites, promoting the brand and staying active with it.

Conclusions

Based on all of these findings, changes will need to be made to Logo #2 if it is to remain a viable name and logo option for the new wellness organization. After

review, Lou F. preferred Logo #2, and decided (based on the data collected and her own preferences) that it needed a new image for the center of the triangle, replacing the woman in a yoga pose. She also wanted to experiment with a new image to replace the triangle as an option, considering the infinity symbol as an option.

Recommendations for Practice

With the completion of this study, much research and data has been collected on ways in which branding and social media can benefit a new wellness organization. After reviewing the data and the literature, recommendations for practice include choosing one permanent name and logo with the appropriate alterations, developing and launching social media accounts on Facebook and Twitter, and launching the wellness organization while maintaining the brand.

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FIGURES



Figure 1: Logo #1



Figure 2: Logo #2

Branding-Image Questionnaire

Age? _____

Gender? M F

For the following statements, please select whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree based on the following image:

Logo #1 – “Waves of Health”



1. This name/logo conveys the idea of wellness.

Strongly agree Agree Neither Disagree Strongly Disagree

2. The brand attitude conveyed is friendly.

Strongly agree Agree Neither Disagree Strongly Disagree

3. Based on appearance only, I would look for more information on this brand.

Strongly agree Agree Neither Disagree Strongly Disagree

4. Based on appearance only, this brand would capture my attention.

Strongly agree Agree Neither Disagree Strongly Disagree

5. I would look for this brand's social media outlet(s).

Strongly agree Agree Neither Disagree Strongly Disagree

6. This name/logo has a positive connotation.

Strongly agree Agree Neither Disagree Strongly Disagree

7. This name/logo has a negative connotation.

Strongly agree Agree Neither Disagree Strongly Disagree

8. This name/logo has a "healthy" connotation.

Strongly agree Agree Neither Disagree Strongly Disagree

9. I am intimidated by the name/logo.

Strongly agree Agree Neither Disagree Strongly Disagree

10. The name/logo appears inviting.

Strongly agree Agree Neither Disagree Strongly Disagree

For the following statements, please select whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree based on the following image:

Logo #2 – “Body Wellness”



1. This name/logo conveys the idea of wellness.

Strongly agree Agree Neither Disagree Strongly Disagree

2. The brand attitude conveyed is friendly.

Strongly agree Agree Neither Disagree Strongly Disagree

3. Based on appearance only, I would look for more information on this brand.

Strongly agree Agree Neither Disagree Strongly Disagree

4. Based on appearance only, this brand would capture my attention.

Strongly agree Agree Neither Disagree Strongly Disagree

5. I would look for this brand's social media outlet(s).

Strongly agree Agree Neither Disagree Strongly Disagree

6. This name/logo has a positive connotation.

Strongly agree Agree Neither Disagree Strongly Disagree

7. This name/logo has a negative connotation.

Strongly agree Agree Neither Disagree Strongly Disagree

8. This name/logo has a "healthy" connotation.

Strongly agree Agree Neither Disagree Strongly Disagree

9. I am intimidated by the name/logo.

Strongly agree Agree Neither Disagree Strongly Disagree

10. The name/logo appears inviting.

Strongly agree Agree Neither Disagree Strongly Disagree

Figure 3: Branding-Image Questionnaire