

Model: IBRA/ Inventory of Brand Representation Attributes

Type of model: Brand model (classification)
 Author(s): Timmerman
 Domain: Identity and Image

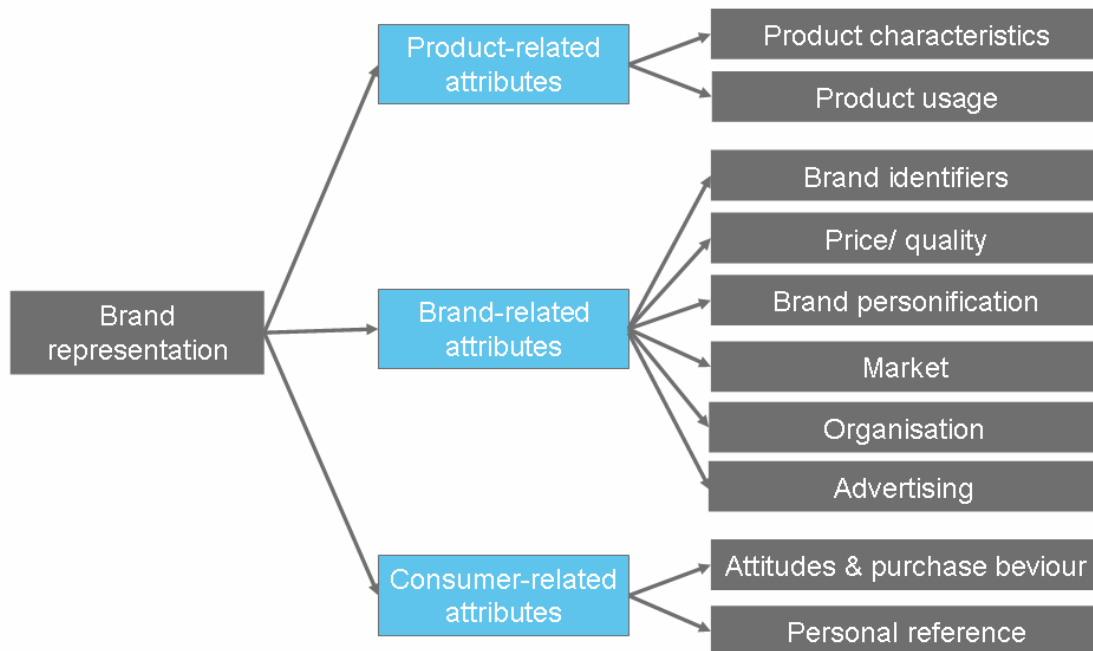


Figure 1: Three dimensions of brand representation according to Timmerman

Timmerman set up his so-called ‘IBRA classification’ on the basis of various brand association lists. IBRA stands for Inventory of Brand Representation Attributes. All possible brand associations can, according to this model, be classified into three different dimensions (*product-related*, *brand-related* or *consumer-related*), ten main categories and 57 sub-categories. This model is particularly useful when selecting possibly relevant associations for a brand.

In the following, we will go into the three dimensions of the IBRA model, and work it out into 57 concrete attributes defined by Timmerman:

1. *Product-related attributes*: this includes, in Timmerman’s view, all features of a certain brand product that the senses can observe. He distinguishes two main categories here: product characteristics and product usage. In the following table, sub-categories are listed for each main category, with each sub-category accompanied by the corresponding attributes.

<i>Main category</i>	<i>Sub-category</i>	<i>Attributes</i>
Product characteristics	1. Product indication 2. Product appearance	Class, type, versions Shape, colour, scent, feel, sound, taste, ingredients/ composition, product history
Product usage	1. Product usage 2. Time of usage 3. Social usage environment 4. Physical usage environment 5. Physical condition 6. Reason for usage and effect 7. Product user image 8. Functional benefits and drawbacks	Usage procedures, functioning, application, easy of use Season, time, day/week/weekend Outdoors, indoors, location Condition, physical needs Age, character traits, appearance, status, sex, lifestyle

2. *Brand-related attributes*: the following table lists all symbolic/abstract elements of a brand product that can have a certain meaning for the consumer. Timmerman distinguishes six main categories here: brand identifiers, price/quality, brand personification, market, organisation and advertising. The table lists sub-categories for each main category, followed by attributes for each sub-category.

<i>Main category</i>	<i>Sub-category</i>	<i>Attributes</i>
Brand identifiers	1. Brand name 2. Brand identifier/ logo 3. Product packaging	Informer, metaphorical meaning, sound Colour, shape, typography Shape, colour, material, packaging versions, packaging style
Price/ quality	1. Generic product quality 2. Brand item quality 3. Generic product price	Dimensions: objective/ perceived & comparable/ incomparable, performance, characteristics, reliability, durability, style & design Dimensions: objective/ perceived & comparable/ incomparable, performance, characteristics, reliability, durability, style & design Dimensions: price exact/ indicative & comparable/ incomparable, evaluating

	4. Brand item price	Dimensions: price exact/indicative and comparable/incomparable, evaluating
	5. Brand item	Price/quality ratio
Brand personification	<ol style="list-style-type: none"> 1. Brand personality 2. Values 3. Brand ideology 4. Brand relationship 5. Affection 6. Self-image: impressive 7. Self-image: expressive 8. Brand user image 	<p>Age, character traits, appearance, status, sex, lifestyle</p> <p>Partner quality, affection, intimacy, link with self-concept, nostalgia, personal commitment, passionate bond</p> <p>Positive vs. negative affection, low vs. high intensity</p> <p>Age, character traits, appearance, status, sex, lifestyle</p>
Market	<ol style="list-style-type: none"> 1. Competition 2. Uniqueness 3. Up-to-dateness 4. Shop, branch, availability 5. Market: local, global 	Leader/ follower, market pressure
Organisation	<ol style="list-style-type: none"> 1. Origin 2. Characteristics 3. Competence 4. Social responsibility 5. Alliances 	<p>Country, region, location</p> <p>History, founders/personalities, culture, reputation, relationship with consumers, media exposure, real estate</p> <p>Overall success, service, competence, innovation, expertise, brand-product link.</p> <p>Vision, ideology</p>
Advertising	<ol style="list-style-type: none"> 1. Campaign 2. Pay-off/ slogan 3. Endorser 4. Promotions, actions, gadgets 5. Sponsoring 6. Attitude towards advertising 	<p>Style, type of medium, time, content</p> <p>Celebrity, expert, stereotypical personality, character.</p>

3. *Consumer-related attributes*: the third and last dimension of brand representation is made up of so-called ‘consumer-related attributes’. Timmerman distinguishes two main categories here: apart from attitude and purchase behaviour, he pinpoints personal reference as a main category. The table lists sub-categories for each main category, followed by attributes for each sub-category.

<i>Main category</i>	<i>Sub-category</i>	<i>Attributes</i>
Attitude / purchase behaviour	1. Product purchasing behaviour (past) 2. Brand purchasing behaviour (past) 3. Overall product attitude 4. Overall brand attitude 5. Social status of product 6. Social status of brand 7. Product purchasing potential 8. Brand purchasing potential 9. Product purchasing intention 10. Brand purchasing intention 11. Brand preference/ rejection	
Personal reference	1. Social reference 2. Self-reference 3. Sources of information	Participation, automation, anticipating, and negative group reference Personal experience, life course, important life experiences Customer reviews, media

Reference(s)

Timmerman, T. (2001) *Researching brand images: the nature and activation of brand representation in memory*. SWOCC, Amsterdam. *

* : available in the EURIB library.