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In his 1995 book, *Building Strong Brands*, David Aaker introduced his now-famous Brand Vision Model. Originally dubbed the "Brand Identity Model" it's now commonly referred to as the "Aaker Model. i" All three of these names—Brand Vision Model, Brand Identity Model, and Aaker Model—refer to the same framework, which is explained in this two-post series.

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A study by Jennifer Aaker, marketing professor at Stanford Graduate School of Business (and David Aaker's daughter), identified five dimensions of brand personality: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. Each dimension contains multiple traits, as shown below. Jennifer Aaker's dimensions of brand personality

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Aaker first introduced the model in his book *Building Strong Brands* (1996). Publications. Aaker is the author of more than 100 articles and 14 books on marketing and branding. 1991. *Managing Brand Equity*, second edition 2009 ISBN 1439188386; 1996. *Building Strong Brands* ISBN 1471104389; 2001. *Developing Business Strategies* ISBN 0471064114; 2000.

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In his book, "Building Strong Brands," Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's and others to

demonstrate how strong brands have been created and managed. A common pitfall of brand strategists is to focus on brand attributes.

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In this compelling work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper.

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