

Trademark Dilution

- The “whittling away” of the value of the mark
- Or, as one student wrote on an exam...

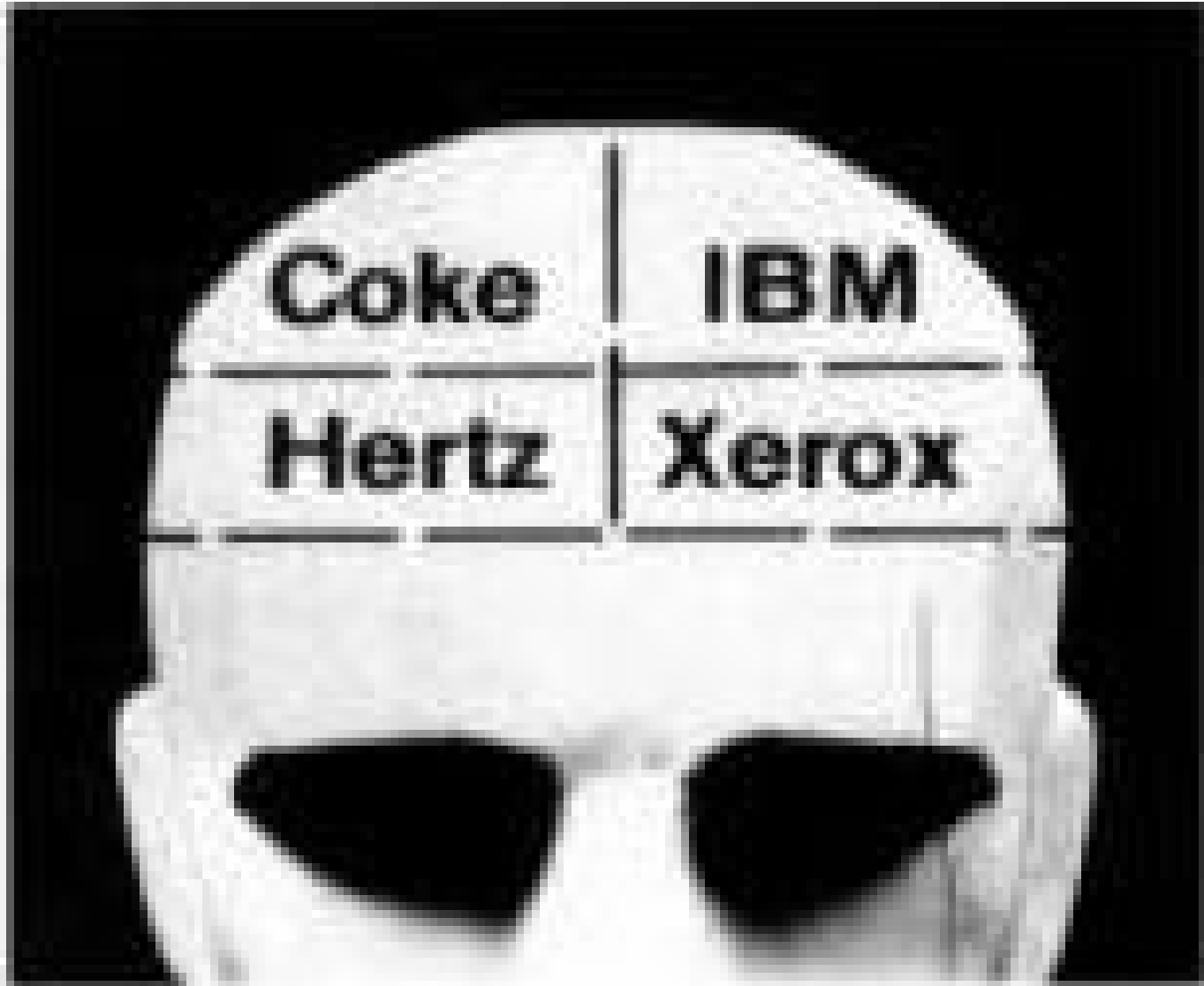
The “widdling away” of the value







Owning a Place in the Consumer's Mind



Dogiva Dog Biscuits



Association set size and word frequency

	Many associations	Few associations
High frequency	Harder to remember	Easier to remember
Low frequency	Possibly easier to remember	Possibly harder to remember

Dilution theory

	Many associations	Few associations
High frequency		Famous mark with clear message
Low frequency		

Effect of dilution

	Many associations	Few associations
High frequency	Diluted mark with unclear message; hard to remember	Famous mark with clear message; easy to remember
Low frequency		

Frequency of Famous marks

	Many associations	Few associations
High frequency	Harder to remember	Easier to remember
Low frequency incl. famous marks	Maybe easier to remember	

Accuracy

	Reinforced	Unrelated	Diluted
HEINEKEN	90.0%	92.1%	82.8%
HYATT	89.0%	90.0%	85.2%
GODIVA	86.6%	65.6%	60.6%
Mean	88.9%	84.3%	73.1%

Recognition Speed

	Reinforced	Unrelated	Diluted
HEINEKEN	614	645	770
HYATT	680	810	680
GODIVA	731	787	860
Mean	675	748	770

HYATT
TATTOO
PARLOR



BUSH

BUSH

GORE

BUSH

GORE

CHAD

Context matters

NIGERIA

BILL

CAMEROON

TIM

CHAD

CHAD

POT
ACID
COKE

POT
ACID

