

# Branding

BRANDING



## Brand Differences related to:- Attributes or Benefits of Product itself

- Branding can be of :
- Physical goods
- Services
- A store
- A person
- A place
- An organization
- An Idea



# What Is A Brand ?

- ◆ A **name, term, sign, symbol or design**, or combination of them...
- ◆ intended to **identify** the goods and services of one seller and....
- ◆ **differentiate** them from those of the competition

**Source:-** American Marketing Association



# Global Brands Report 2011

\$

Billion

- Coca-Cola.....72
- IBM.....70
- Microsoft.....59
- Google.....55
- General Electric.....43
- McDonalds.....36
- Intel.....35
- Apple..... 33
- Disney.....29
- Hewlett Packard.....28



## Brand Name selection criteria



- ◆ Base the creative theme on the **primary function or selling focus** of the product
- ◆ Select the **benefit** you want the name to endorse
- ◆ Pronunciation - **simple & easy** to remember
- ◆ Catchy & distinctive
- ◆ Consider the eventual **color** of the product logo

Frosty

# Selecting a Brand Name

## Best Brand Names

Are locked directly to product benefits or the selling proposition [e.g. **“Die Hard”** a long lasting battery]



## Non descriptive names

High cost to establish **but once established – distinctive**



## Good names

Usually **aspirational**



# Brand Pack Design

VISUAL IDENTITY

When developing a NEW Brand think of it as ...

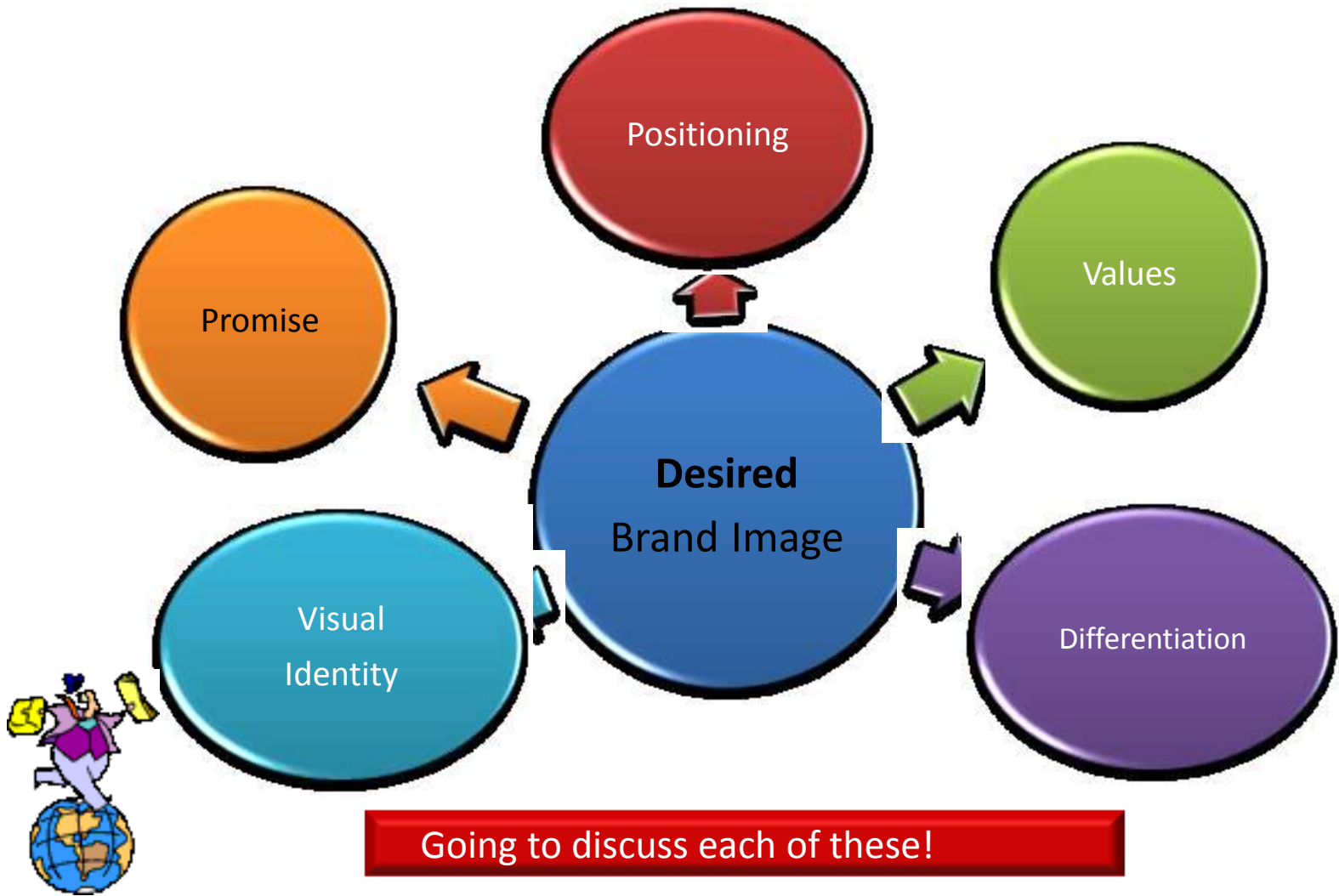
- ◆ Dressing a unique person
- ◆ Shape – Size – Tactile feel – Clothes
- ◆ Creating a Brand character and personality
- ◆ Developing a set of behaviour values



## CREATIVE CHALLENGE:-

Achieving a compromise between functionality and design

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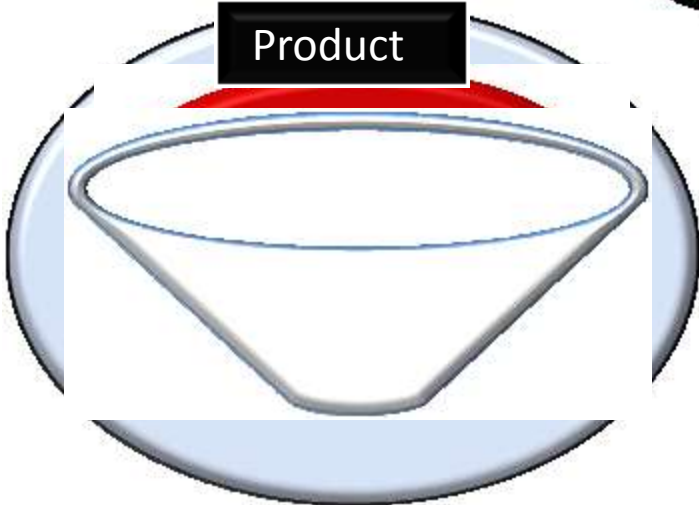
Brand

Positioning

Product



Rolex



Swatch



Premium versus Fashion/Fun

