

Ppt 2 branding

NFE

BRANDING.

When We build a brand

We Create a better perception in
the mind.





A Brand lives or dies:

- Not in the mind of the Company
 - Not in the mind of the CEO
- ***But in the mind of the Customers!***



Brands vs. Products

- A *product* is anything we can offer to a market for attention, acquisition, use, or consumption that might satisfy a need or want.
- A *product* may be a physical good, a service, a retail outlet, a person, an organization, a place, or even an idea.

Brands vs. Products

A brand is therefore more than a product, as it can have dimensions that differentiate it in some way from other products designed to satisfy the same need.

Some brands create competitive advantages with product performance; other brands create competitive advantages through non-product-related means.

Product Vs Brand

Brand

Extending our previous example, a branded product may be a physical good like Kellogg's Corn Flakes cereal, Dell laptops, Ford automobiles; a service such as Kingfisher Airlines, ICICI Bank, LIC Life Insurance; a store like Food basket, Reliance Fresh, or Big Bazaar; a person like Rahul Gandhi, Amitab Bachan, or Sachin Tendulkar; a place like the city of Bangalore, Newyork, or London; an organization such as the Reliance, Infosys, Wipro; or an idea like corporate responsibility, free trade, or freedom of speech.

Everything can be Branded

- Can everything be brand?
- Yes, branding can be done to- physical goods, services, retail stores, online businesses, people, organizations, places, and ideas etc.
- Physical goods (*products like Coca-Cola, Mercedes-Benz, Nescafe, Sony, etc*)
- Services (*services like- just dial, VRL, Kingfisher Airlines, Professional couriers, etc*)
- Retail stores (*like- Big Bazaar, Wal-Mart, Reliance fresh, etc*)
- Online businesses (*make my trip, e-bay, Google etc*)

Everything can be Branded

- **People** (*like- Sharukh Khan, Amithab Bachan, Narayan Murthy, Barak Obama, etc*)
- **Organizations** (*like- Infosys, IBM, Luftansa Airways, BEC, BEC-DOMS*)
- **Places & Geographic Locations** (*like- New York, Las Vegas, Bangalore, etc*)
- **Ideas & Causes** (*like- AIDS ribbons, World Wild Life Fund, etc*)

Why are brands important?

For firms:

- ▶ For firms, brands are the most valuable asset of the company. Hence, a trademark/copyright should be implemented so that others cannot sell the product under the brand name.
- ▶ As brands are a signal of quality to satisfied customers – repeat purchase occurs which secures demand and revenue for the company. Source of financial returns; Strong brands = better earnings = profitability.

Brand Elements

- ▶ The test of the brand- building ability of brand elements is what consumers would think or feel about the product IF they only knew about its brand element.
- ▶ Name URLs Logo
- ▶ Symbols characters
- ▶ Slogans jingles

Brand Elements Choice Criteria: General Considerations

- ▶ Memorability
- ▶ Meaningfulness
- ▶ Likability
- ▶ Transferability
- ▶ Adaptability
- ▶ Protectability

Easily Recognized
Easily Recalled



Meaningful

- ▶ Memorability
- ▶ Meaningfulness
- ▶ Likeability
- ▶ Transferability
- ▶ Adaptability
- ▶ Protectability

Descriptive
Specific



FedEx



Likeability

- ▶ Memorability
- ▶ Meaningfulness
- ▶ Likeability
- ▶ Transferability
- ▶ Adaptability
- ▶ Protectability

Fun and Interesting
Rich Visual and Verbal imagery
Aesthetically pleasing



Transferability

- ▶ Memorability
- ▶ Meaningfulness
- ▶ Likeability
- ▶ Transferability
- ▶ Adaptability
- ▶ Protectability

•Within and across product categories
•Across geographical Boundaries and cultures



Adaptability

- ▶ Memorability
 - ▶ Meaningfulness
 - ▶ Likability
 - ▶ Transferability
 - ▶ Adaptability
 - ▶ Protectability
- Flexible
 - Updateable



Criteria for choosing Brand Elements

- ▶ Memorability
 - ▶ Meaningfulness
 - ▶ Likeability
 - ▶ Transferability
 - ▶ Adaptability
 - ▶ Protectability
- Legally
 - Competitively

