## Ppt 2 branding

NFE





## 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

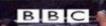














Descriptive Specific





## 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

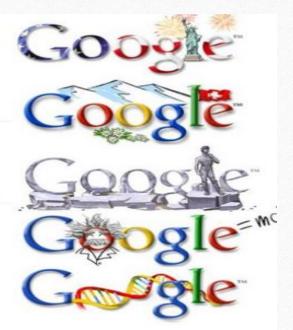




## **Adaptability**

- Memorability
- Meaningfulness
- Likability

- Flexible
- Transferability
- Updateable
- Adaptability
- Protectability













## Criteria for choosing Brand Elements

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

- Legally
- Competitively



