



BRANDING

What's Branding

Marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.

“Branding is the art of aligning what you want people to think about your company with what people actually think about your company.”



PART 1: HOW TO BUILD YOUR BRAND EQUITY SYSTEM?

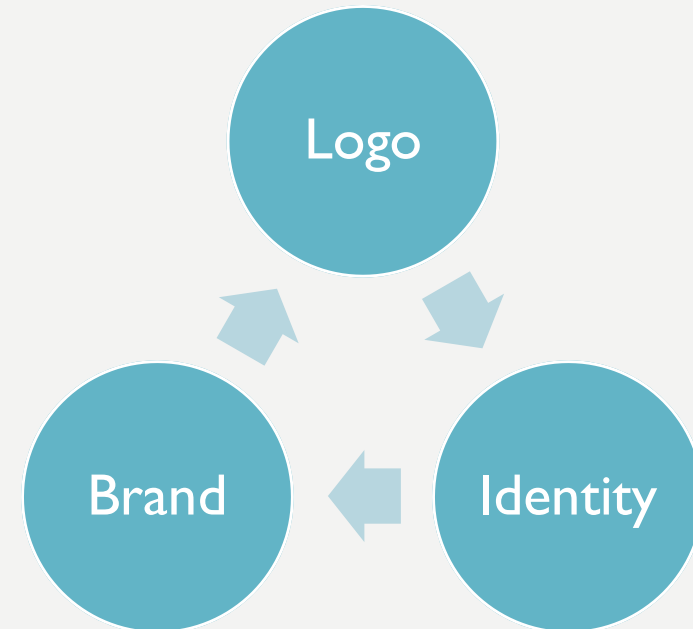
**PART 1:
HOW TO BUILD YOUR BRAND EQUITY
SYSTEM?**

BRAND IS NOT JUST

A PRODUCT



A LOGO NOR IDENTITY



Describe yourself by:

Kind of food

Home appliance

Car

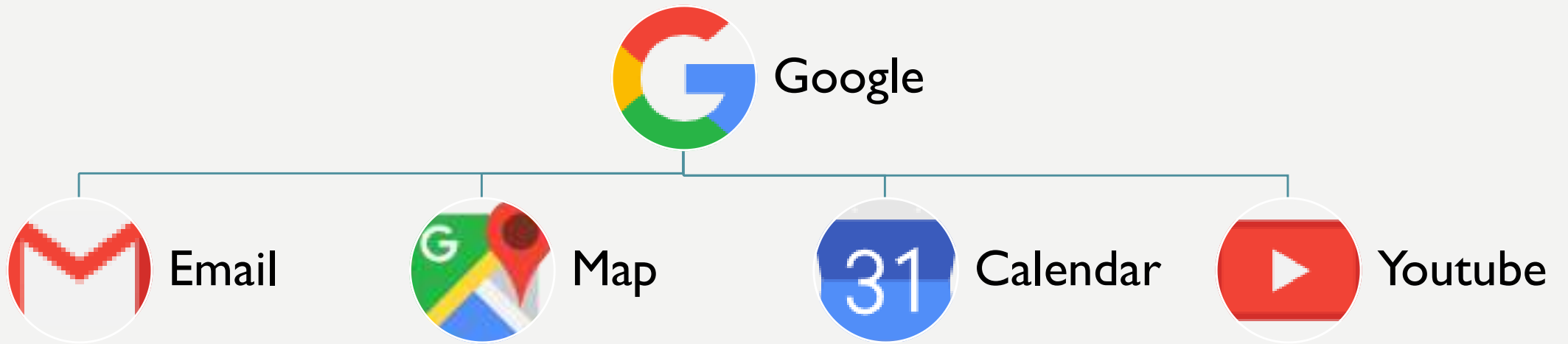
Sport

Country

WHAT'S BRAND?

Activity: Who're you?

BRAND ARCHITECTURE:



BRAND CATEGORY

Family Brand

- Virgin Group
- Unilever
- Apple
- Automotive industry.

Corporate Brand

- Vodafone
- Coca cola
- Johnson & Johnson
- Starbucks
- Fedx
- Facebook

Product Brand

- Dove
- Chips
- Lipton

BRANDING VS MARKETING

Is branding a cost centre ?

On the surface, yes, but the return is **loyalty**.

The return is

- Sales people whose jobs are easier and more effective,
- Employees who stay longer and work harder,
- Customers who become ambassadors and advocates for the organization.

loyal customer or not.

The brand = remains after the marketing

The brand= To buy a particular Toyota, you will only buy Toyotas for the rest of your life.

DON'TS IN BRAND NAMES:

SPELLING-CHALLENGED:

Twyxt – Houzz -
Svbtle

COPYCAT:

Yammer

RESTRICTIVE:

24-Hour Fitness –
99c –
Diapers.com

ANNOYING:

combinations of
initials.



The left side of the slide features two vertical, wavy lines. The outer line is a light blue color, and the inner line is a slightly darker shade of blue. They both start near the top left and extend towards the bottom, creating a decorative border.

PART 2: HOW TO BUILD YOUR BRAND IDENTITY?

BRAND IDENTITY SYSTEM

WHAT'S
BRAND
IDENTITY

BRAND
IDENTITY
TRAPS

VALUE
PROPOSITION

BRAND
IDENTITY
PERSPECTIVES

THE
IDENTITY
STRUCTURE

BRAND IDENTITY DEFINITION

A unique set of brand associations that the brand strategist aspires to create or maintain.

- These associations represent what the brand stands for and imply a promise to customers from the organization members.
- It should help establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional, or self-expressive benefits”

1. BRAND IMAGE TRAP

- Brand image is how customers perceive the brand

Brand Image

- **Brand Identity**

passive and looks to the past

- Should be active and look to the future, reflecting associations aspired for brand

Tends to be tactical

- Should be strategic, reflecting a business strategy leading to sustainable advantage

Might not be salient

- Should reflect brand's enduring qualities

1. BRAND IMAGE TRAP

A brand image trap results when efforts to go beyond the brand image are lacking.

The brand image becomes the brand identity rather than just one input to be considered

CASE STUDY

Tommy Hilfiger

- once removed the logo of their shirt to introduce some new design in the market. They did not realize that the identity of the brand as perceived by the customer was a shirt with logo on it. The new strategic move did not go so well, that they had to come back to the logo. This is an answer that Image is a subset of brand identity but not the brand identity.

Companies

- **have to focus on more than what their customers want, but also reflect the soul and vision of the brand.**

Relationship

Proximity
Connection &
interactivity
Brand equity

Physique

Soft drink
Sweet
Refreshing

Personality

Happiness
Moment of joy and
sharing
Innovative
communication
Leader

**Reflection**

Youthful
Family

Self-image

Empathic
Social
Punchy

Culture

Happiness
Sharing
Social causes

2. BRAND POSITION TRAP

The brand position trap occurs:

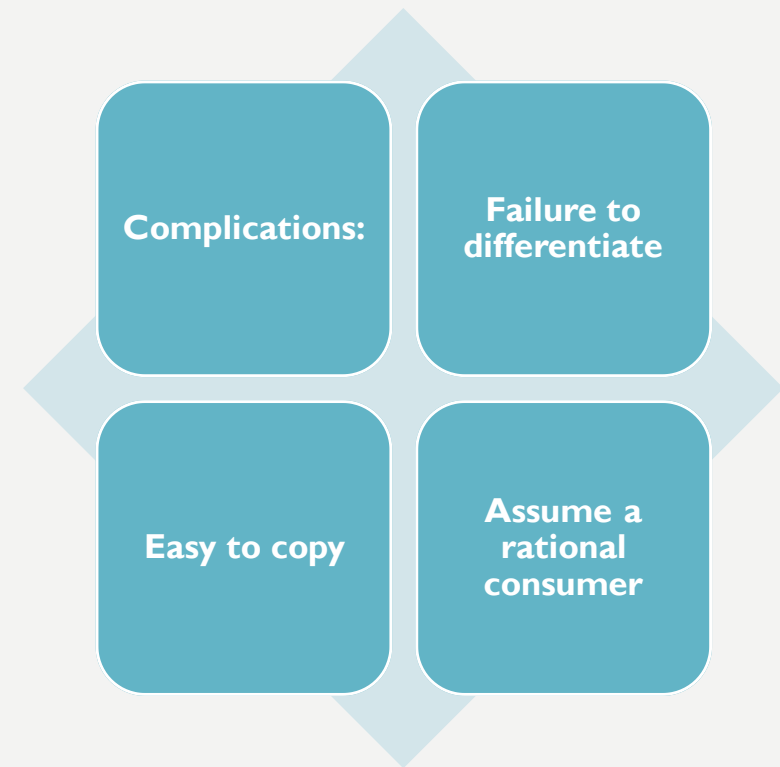
- The search for brand position, stimulated by a practical need to give objectives to the developing of communications.
- **The goal becomes an advertising tag line rather than a brand identity.**
- This trap reduces the progress of a full brand identity, as the management.
- brand personality, organizational associations, or brand symbols.
- i.e.: Protector is not known as a brand, but by it's positionas “the strong paint”.

3. EXTERNAL PERSPECTIVE TRAP - GILLETTE

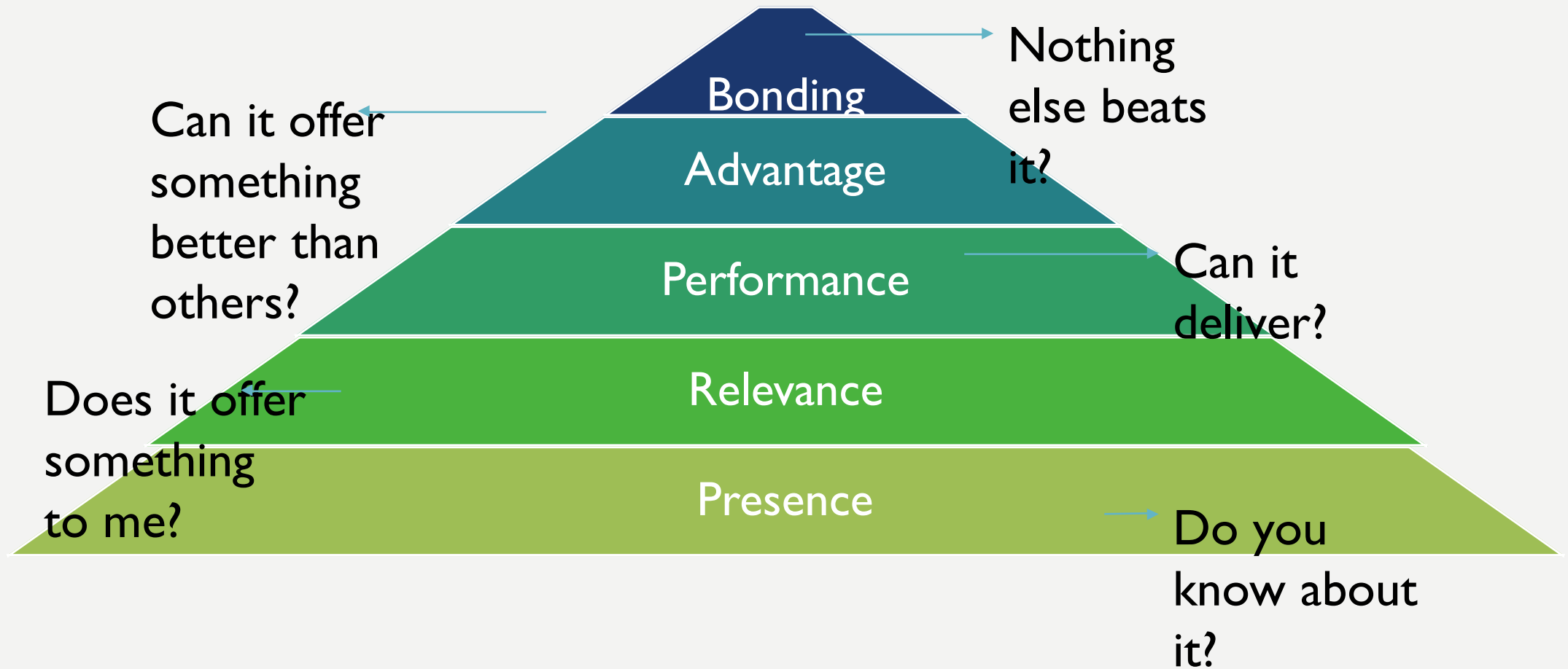
when firms fail to realize the role that a brand identity can play in helping an organization understand its basic values and purpose is hard to expect employees to make a vision happen if they do not understand and buy into that vision.

4. PRODUCT ATTRIBUTE FIXATION TRAP

A brand is clearly more than a product or a service. Focusing your entire strategy and brand identity on the attributes of your product is an erroneous strategy, especially on a long-term.



BRANDS MODEL ?



BRAND ASSET VALUATOR MODEL:

BRAND STATURE (PAST PERFORMANCE):

- **Esteem:** How the brand is regarded?
- **Knowledge:** How familiar/ intimate consumers with the brand?

BRAND STRENGTH (FUTURE):

- **Differentiation:** Different from others.
- **Relevance:** Breadth of brand's appeal:
Does it offer me something?

BRAND AS A PRODUCT

Product Scope

- Associations with product class:
- With what product(s) the brand is associated?

Example

- Baskin Robbins → Ice Cream
- Compaq → Computers
- HP Jet line → Printers (ink jet, laser jet)

Product Attributes

- Functional/Emotional Benefits
- A product related attribute can create a value proposition by offering something extra (like features or services) or better

Quality / Value

- Value is closely related to quality; it enriches the concept by adding the price dimension.

BRAND AS A PERSON: BRAND PERSONALITY

- Brand personality:
 - Can help create *self-expressive* benefit that the customer can express his/her own personality through this brand
 - Brand personality = the basis of a *relationship* between the customer and the brand
 - May help communicate a product attribute and contribute to a functional benefit (*Michelin* man's strong personality)

BRAND AS A SYMBOL

Anything that represents the brand can be a symbol, including programs such as the Ronald McDonald House for McDonald's .

Symbols involving visual imagery can be memorable and powerful:

- Nike's "Swoosh"
- McDonald's golden Arches
- Kodak Yellow
- Coke Classic can or bottle

Each strong visual image captures much of its respective brand's identity

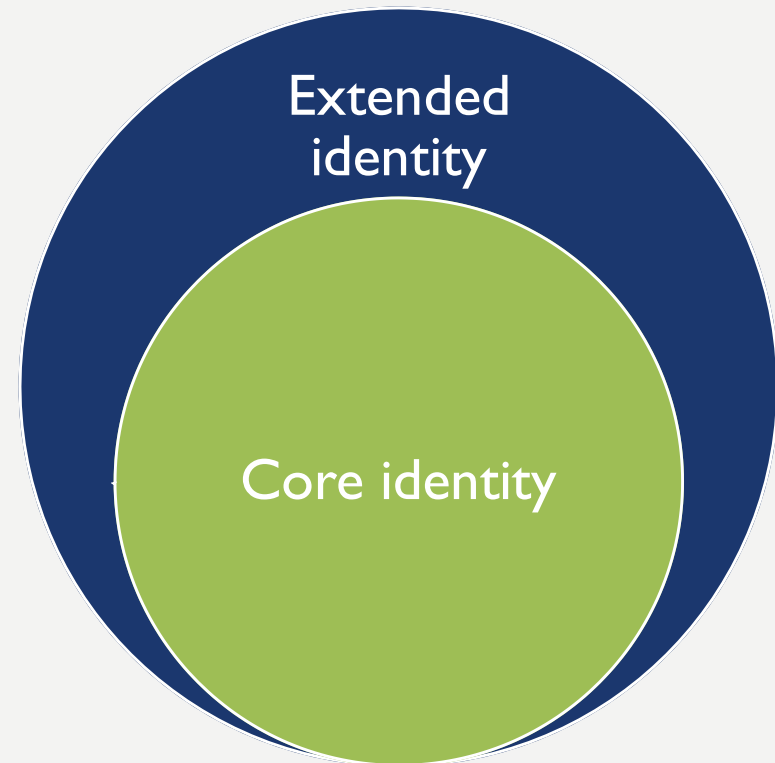
Connections between the symbol and the identity elements have been built up over time.

IDENTITY STRUCTURE

CORE IDENTITY:

The timeless essence of the brand, it's the center that remains after you peel away the layers of an onion, like:

- Michelin: advanced technology tires for the driver who is knowledgeable about tires
- Johnson & Johnson: trust and quality in over the center medicines
- It includes the elements that make the brand unique and valuable, value proposition and credibility

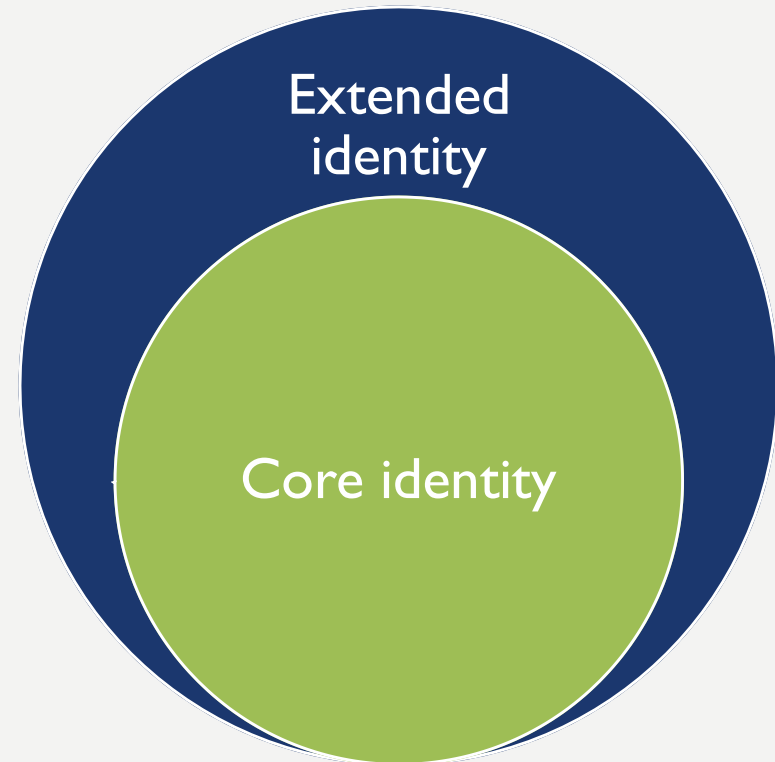


IDENTITY STRUCTURE

EXTENDED IDENTITY:

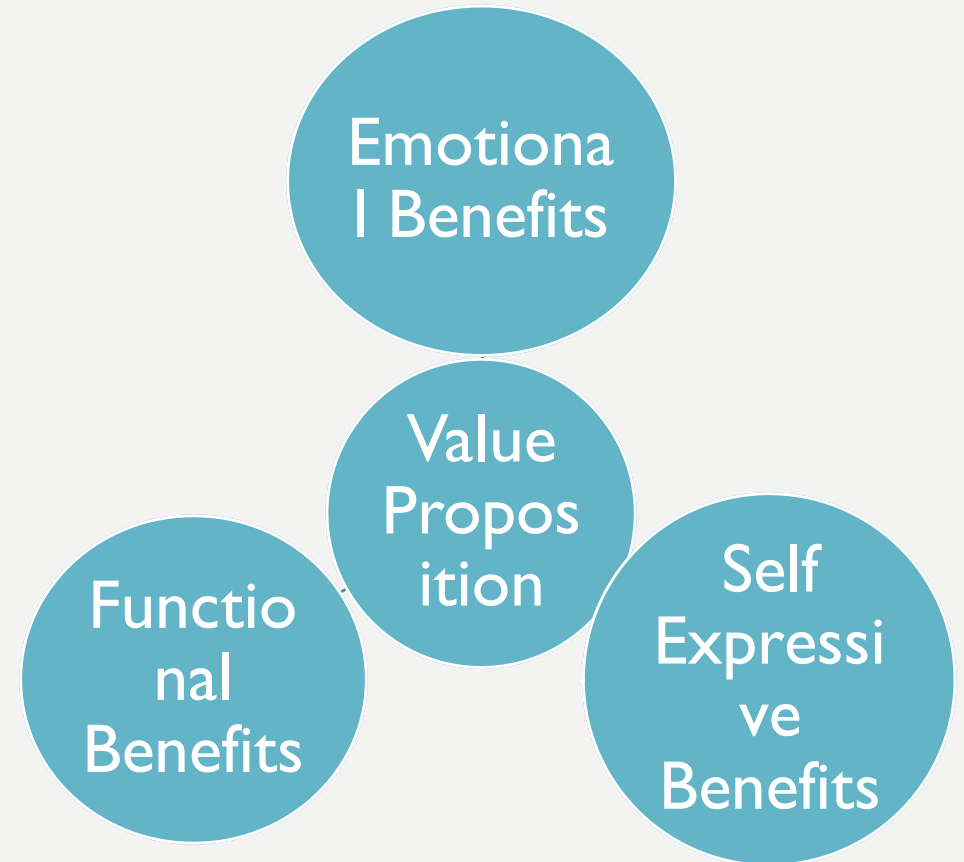
It's the elements that provide texture and completeness

- -A larger extended identity means a stronger brand, one that is more memorable, interesting and connected to your life.
- .An interesting person with **whom you are involved personally or professionally** would require a much more complex description



HOW TO CREATE A VALUE PROPOSITION STATEMENT?

- **Headline:**The product and/or the customer. Attention grabber.
- **Sub-headline or a 2-3 sentence paragraph:**A specific explanation of what you do/offer, for whom and why is it useful.
- **3 bullet points:** List the key benefits or features.
- **Visual.** Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.



VALUE PROPOSITION IS NOT ..

It's not a slogan or a catch phrase. This is not a value proposition:

“L'Oréal. Because we're worth it.”

- It's not a positioning statement. This is not a value proposition:

“America's #1 Bandage Brand. Heals the wound fast, heals the hurt faster.”


- Positioning statement is a subset of a value proposition, but it's not the same thing.

HOW TO CREATE A VALUE PROPOSITION STATEMENT?

Boosters for Value Proposition:

- No long-term contract cancel anytime.
- Free Installation / Free Setup.
- Money Back guarantee.
- Customizable.
- Free Shipping / Fast Shipping.

EXAMPLES FOR VALUE PROPOSITION:



All the
music
you want.

[Try it free](#)
[Learn More](#)

JUST 10 BUCKS A MONTH.

Connect FROM ANYWHERE
Find THE MUSIC YOU LIKE
Play ANY SONG YOU WANT

POSITIONING STATEMENTS

- **WHAT:** (the category)
The **ONLY** motorcycle manufacturer...
- **HOW:** (point of differentiation)
...that makes big, loud motorcycles...
- **WHO:** (audience segment)
...for macho guys (and macho “wannabees”)...
- **WHERE:** (marketing geography)
...mostly in the United States...
- **WHY:** (need state)
...who want to join a gang of cowboys...
- **WHEN:** (underlying trend)
...in an era of decreasing personal freedom.

THANKS 😊