



Brand Management & Positioning



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This is to certified that the dissertation on “Brand Management & Positioning” which is being submitted by Anu, M.F.A Applied Art, LOVELY PROFESSIONAL UNIVERSITY , is a record of student ‘s own work carried out by her guidance of..

Mr. Abid Hadi
Head of Department (Fine Arts)
LOVELY PROFESSIONAL UNIVERSITY
PHAGWARA

Ms.Neha Singh
Lecturer
Applied Art

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Thanking You
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11211346

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Introduction

Suppose you are in departmental store and looking for a shampoo and conditioner. There are so many company and products available like Dove, Pantene , Sunslk , Head & Shoulder and many more. So how will you choose your kind of product ? Which product gives you recognize your product in a competitive world ?

Its only sa brand , which gives a way to identify your company and you product in the rush.

Over a period of time , you can discover the brand which satisfy your company and your need.







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What is Brand ?

Brand is a set of perception and images that represent a company , product or service. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.

Brand Elements

Brands typically are made up of various elements, such as:

Name: The word or words used to identify a company, product, service, or concept.

Logo: The visual trademark that identifies the brand.

Tagline or Catchphrase: “The Quicker Picker Upper” is associated with Bounty paper towels.

Graphics: The dynamic ribbon is a trademarked part of Coca-Cola’s brand.



Shapes: The distinctive shapes of the Coca-Cola bottle and of the Volkswagen Beetle are trademarked elements of those brands.

Colors: Owens-Corning is the only brand of fiberglass insulation that can be pink.

Sounds: A unique tune or set of notes can denote a brand. NBC's chimes are a famous example.

Scents: The rose-jasmine-musk scent of Chanel No. 5 is trademarked.

Tastes: Kentucky Fried Chicken has trademarked its special recipe of eleven herbs and spices for fried chicken.

Movements: Lamborghini has trademarked the upward motion of its car doors.



The advertisement features a red Volkswagen Beetle on the right and a red triangular traffic sign with a white circle and a red dot in the center on the left. The text 'Farewell 120 sit-ups.' is positioned below the sign, and 'The New Beetle. Curves are back.' is below the car. The Volkswagen logo and 'Volkswagen. Das Auto.' are in the bottom right corner. A block of fine print is at the bottom left, and a URL 'www.volkswagen.co.in' is in the top right corner.

www.volkswagen.co.in

Farewell 120 sit-ups.

The New Beetle. Curves are back.

Now gorging on a mouth-watering cheese cake won't make you feel guilty. Just take a look at the gorgeous New Beetle and you'll know why. And there's a lot more to its curves than meets the eye. For instance, the 2.0L petrol engine which gives you a thrilling 134 PS (204kW) of power. Or the 6-speed automatic gearbox that makes every drive incomparably smooth. So, it's time to give in to the temptation and get all the right curves. German engineering. Recreating Legends.

Volkswagen. Das Auto.

*Terms and conditions apply. Accessories shown and features listed may not be part of standard equipment.
Authorized Dealers: Bangalore: Elite Motors: (080) 42808000, 9972922144, 9731456775; Volkswagen Palace Cross: (080) 41506972, 9686601244, 9686601245;
Volkswagen Showrooms Bangalore: (080) 43232206, 43232222, 9900091212, 9900464442.
For Corporate enquiries: 9620548864, 9930496472. Volkswagen India Assistance: 24x7. Anytime. Anywhere. Toll free: 18001020905, 18002090905.

INVO

Tread technology without compromise.



It's Time For An Upgrade.

The Invo is an ultra-high performance street tire that was specifically sized for staggered vehicles. It delivers an optimal balance of wet and dry performance, ride comfort and refinement. State-of-the-art computer engineering software and specialized digital testing equipment were used to produce an exceptionally wide tread pattern and tread block shapes that reduce perceived road noise. The Invo is non-directional so that corners can even rotate tires on staggered fitments. This freedom of rotation reduces directional wear for a smooth, quiet ride. The Invo is an ideal balance of performance and ride comfort. It is the perfect complement to your luxury performance vehicle.

From Available Sizes

345/26ZR20	275/30ZR24
255/30ZR24	275/25ZR24



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Brand History

The word “brand” derives from the Old Norse “brandr” meaning “to burn” - recalling the practice of producers burning their mark (or brand) onto their products.

The oldest generic brand, in continuous use in India since the Vedic period (ca. 1100 B.C.E to 500 B.C.E), is the herbal paste known as Chyawanprash, consumed for its purported health benefits and attributed to a revered rishi named Chyawan. This product was developed at Dhosi Hill, an extinct volcano in northern India.



Dabur

*It's a lot harder than it looks.
Try living your husband's life for a day. You'll know why he needs Dabur Chyawanprash.*

Reaching office on time in spite of car trouble and crowded buses, extreme work load accompanied by stressful deadlines and late night meetings. Your husband's life is far from easy and that's why he needs the strength and protection of Dabur Chyawanprash. This unique preparation of Ayurveda promotes inner strength, keeps common ailments at bay and improves stamina. It contains:-

- **Amla:** One of the richest sources of Vitamin C, Amla increases our immunity against common ailments.
- **Guduchi:** It makes us stronger, both physically and mentally.
- **Pippali:** It helps in cough and other respiratory problems and also strengthens lung function. What's more, Dabur Chyawanprash has a healthy mix of many other herbs that immensely benefits the young and old alike. Surely, now you know why your husband needs Dabur Chyawanprash. Right!

It's a scientifically proven fact that regular consumption of Dabur Chyawanprash by men increases resistance.

Sabko Zameer hai

*Dabur Chyawanprakash
The same strength from within, now Sugar Free*

Sugar Free

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Brand Management

Definition of Brand management

The process of maintaining, improving, and upholding a brand so that the name is associated with positive results. Brand management involves a number of important aspects such as cost, customer satisfaction, in-store presentation, and competition. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favorable to customers. Proper brand management can result in higher sales of not only one product, but on other products associated with that brand. For example, if a customer loves Pillsbury biscuits and trust the brand, he or she is more likely to try other products offered by the company such as chocolate chip cookies.



Brand management begins with having a thorough knowledge of the term “brand”. It includes developing a promise, making that promise and maintaining it. It means defining the brand, positioning the brand, and delivering the brand. Brand management is nothing but an art of creating and sustaining the brand. Branding makes customers committed to your business. A strong brand differentiates your products from the competitors. It gives a quality image to your business.

The aim of branding is to convey brand message vividly, create customer loyalty, persuade the buyer for the product, and establish an emotional connectivity with the customers. Branding forms customer perceptions about the product. It should raise customer expectations about the product. The primary aim of branding is to create differentiation.

Strong brands reduce customers’ perceived monetary, social and safety risks in buying goods/services. The customers can better imagine the intangible goods with the help of brand name. Strong brand organizations have a high market share. The brand should be given good support so that it can sustain itself in long run. It is essential to manage all brands and build brand equity over a period of time. Here comes importance and usefulness of brand management. Brand management helps in building a corporate image. A brand manager has to oversee overall brand performance. A successful brand can only be created if the brand management system is competent.



Important concepts of Brand Management

Defination of Brand :

Brand is a set of perceptions and images that represent a company, product or service. While many people refer to a brand as a logo, tag line or audio jingle, a brand is actually much larger. A brand is the essence or promise of what will be delivered or experienced.

Importantly, brands enable a buyer to easily identify the offerings of a particular company. Brands are generally developed over time through:

1. Advertisements containing consistent messaging
2. Recommendations from friends, family members or colleagues
3. Interactions with a company and its representatives
4. Real-life experiences using a product or service (generally considered the most important element of establishing a brand)

Once developed, brands provide an umbrella under which many different products can be offered-providing a company tremendous economic leverage and strategic advantage in generating awareness of their offerings in the marketplace.

Brands are different from products in a way that brands are “what the consumers buy”, while products are “what concern/companies make”. Brand is an accumulation of emotional and functional associations. Brand is a promise that the product will perform as per customer’s expectations. It shapes customer’s expectations about the product. Brands usually have a trademark which protects them from use by others. A brand gives particular information about the organization, good or service, differentiating it from others in marketplace. Brand carries an assurance about the characteristics that make the product or service unique. A strong brand is a means of making people aware of what the company represents and what are it’s offerings.

To a consumer, brand means and signifies:

1. Source of product
2. Delegating responsibility to the manufacturer of product
3. Lower risk
4. Less search cost
5. Quality symbol
6. Deal or pact with the product manufacturer
7. Symbolic device

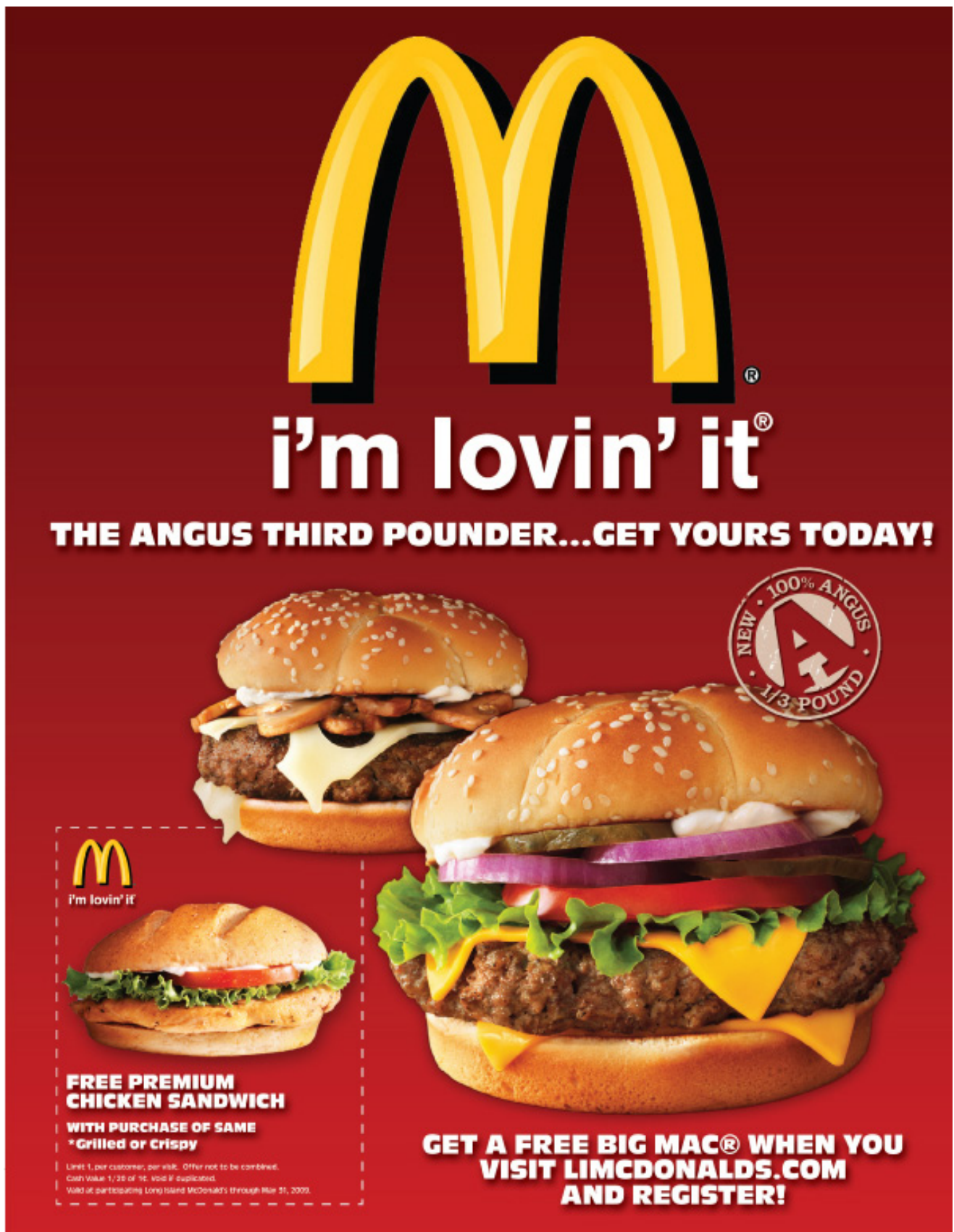
Brands simplify consumers purchase decision. Over a period of time, consumers discover the brands which satisfy their need. If the consumers recognize a particular brand and have knowledge about it, they make quick purchase decision and save lot of time. Also, they save search costs for product. Consumers remain committed and loyal to a brand as long as they believe and have an implicit understanding that the brand will continue meeting their expectations and perform in the desired manner consistently. As long as the consumers get benefits and satisfaction from consumption of the product, they will more likely continue to buy that brand. Brands also play a crucial role in signifying certain product features to consumers.

To a seller, brand means and signifies:

1. Basis of competitive advantage
2. Way of bestowing products with unique associations
3. Way of identification to easy handling
4. Way of legal protection of products' unique traits/features
5. Sign of quality to satisfied customer
6. Means of financial returns

A brand, in short, can be defined as a seller's promise to provide consistently a unique set of characteristics, advantages, and services to the buyers/consumers. It is a name, term, sign, symbol or a combination of all these planned to differentiate the goods/services of one seller or group of sellers from those of competitors.

Some examples of well known brands are Mc Donald's', Mercedes-Benz, Sony, Coca Cola, Kingfisher, etc.



The advertisement features the iconic golden arches logo at the top center. Below it, the slogan "i'm lovin' it" is written in a white, lowercase, sans-serif font. Underneath the slogan, the text "THE ANGUS THIRD POUNDER...GET YOURS TODAY!" is displayed in a bold, white, uppercase font. The central focus is a large, detailed image of the Angus Third Pounder burger, which is topped with a sesame seed bun, melted cheese, a beef patty, onion rings, and a slice of pickled cucumber. To the right of the burger is a circular seal that reads "NEW • 100% ANGUS • 1/3 POUND" around a large letter "A". In the bottom left corner, there is a smaller image of a Premium Chicken Sandwich, which is a sesame seed bun filled with lettuce, tomato, and a chicken patty. This sandwich is enclosed in a dashed white border. To the right of the chicken sandwich, the text "FREE PREMIUM CHICKEN SANDWICH WITH PURCHASE OF SAME" is written in bold, uppercase letters, followed by "* Grilled or crispy". Below this text, there are three lines of small print: "Limit 1 per customer, per visit. Offer not to be combined.", "Cash Value 1/30 of 1¢, void if applicable.", and "Valid at participating Long Island McDonald's through Mar 31, 2009." In the bottom right corner, the text "GET A FREE BIG MAC® WHEN YOU VISIT LIMCDONALDS.COM AND REGISTER!" is written in bold, uppercase letters.

McDonald's
i'm lovin' it[®]

THE ANGUS THIRD POUNDER...GET YOURS TODAY!

NEW • 100% ANGUS • 1/3 POUND

FREE PREMIUM CHICKEN SANDWICH
WITH PURCHASE OF SAME
* Grilled or crispy

Limit 1 per customer, per visit. Offer not to be combined.
Cash Value 1/30 of 1¢, void if applicable.
Valid at participating Long Island McDonald's through Mar 31, 2009.

GET A FREE BIG MAC® WHEN YOU VISIT LIMCDONALDS.COM AND REGISTER!



EVEN CARS
NEED A HERO.

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S-Class
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The people who design and build automobiles also need something to look up to. To aspire to. And for over 50 years, the Mercedes-Benz S-Class has been that icon. A showcase of the very latest in design, technology, performance and safety. Everything an automobile can be. The 2007 S-Class. See it at your local authorized Mercedes-Benz dealer. **S-Class. Unlike any other.**



Mercedes-Benz



Brand Name :

Brand name is one of the brand elements which helps the customers to identify and differentiate one product from another. It should be chosen very carefully as it captures the key theme of a product in an efficient and economical manner. It can easily be noticed and its meaning can be stored and triggered in the memory instantly.



foxitbook.com/dove

Haroldo's Unilever Limited

"Dove made the difference.
My friend helped me see it."

Shivika, after she took the Dove Face Test with her Hand Aneet Soap* made her skin feel dry and rough but she didn't know Dove's 18th moisturising cream would leave her skin softer and smoother. Take the Dove Face Test. Feel the beautiful difference all over.

*Refers to ordinary soap

Dove 18th

The advertisement features two women smiling and embracing each other. Above them, a Dove soap bar and a Dove 18th moisturising cream jar are shown. The text is centered and reads: "Dove made the difference. My friend helped me see it." Below this, a testimonial from Shivika describes her experience with Dove soap and cream. The Dove logo and "18th" are also visible.

Choice of a brand name requires a lot of research. Brand names are not necessarily associated with the product. For example, brand names can be based on places (Air India, British Airways), animals or birds (Dove soap, Puma), people (Louise Phillips, Allen Solly). In some instances, the company name is used for all products (General Electric, LG).

The advertisement features three refrigerators on the left, a couple on the right, and a bar chart in the center. The text reads: "WHY SETTLE FOR A REFRIGERATOR WHEN YOU CAN GET A JEWEL. NEW DIAMOND-CUT DESIGN FROM LG. Presenting the all-new LG Intellocool Refrigerators. For the most precious woman in your life. With edges carved out like diamonds. In all-new superline design and duotone finish. Truly a beauty for the woman you love." The bar chart shows market share percentages for different brands.

Brand	Market Share (%)
MARKET LEADER	28.7%
INTELLOCool	21%
BRAND A	11.9%
BRAND B	19%

Features of a Good Brand Name

A good brand name should have following characteristics:

1. It should be unique / distinctive.
2. It should be extendable.
3. It should be easy to pronounce, identified and memorized.
4. It should give an idea about product's qualities and benefits
5. .It should be easily convertible into foreign languages.
6. It should be capable of legal protection and registration.
7. It should suggest product/service category .
8. It should indicate concrete qualities .
9. It should not portray bad/wrong meanings in other categories.

Process of Selecting a renowned and successful Brand Name

1. Define the objectives of branding in terms of six criteria - descriptive, suggestive, compound, classical, arbitrary and fanciful. It is essential to recognize the role of brand within the corporate branding strategy and the relation of brand to other brands and products. It is also essential to understand the role of brand within the entire marketing program as well as a detailed description of the niche market must be considered.
2. Generation of multiple names - Any potential source of names can be used; organization, management and employees, current or potential customers, agencies and professional consultants.
3. Screening of names on the basis of branding objectives and marketing considerations so as to have a more synchronized list - The brand names must not have connotations, should be easily pronounceable, should meet the legal requirements etc.
4. Gathering more extensive details on each of the finalized names - There should be extensive international legal search done. These searches are at times done on a sequential basis because of the expense involved.
5. Conducting consumer research - Consumer research is often conducted so as to confirm management expectations as to the remembrance and meaningfulness of the brand names. The features of the product, its price and promotion may be shown to the consumers so that they understand the purpose of the brand name and the manner in which it will be used. Consumers can be shown actual 3-D packages as well as animated advertising or boards. Several samples of consumers must be surveyed depending on the niche market involved.
6. On the basis of the above steps, management can finalize the brand name that maximizes the organization's branding and marketing objectives and then formally register the brand name.

Brand Attributes

Brand Attributes portray a company's brand characteristics. They signify the basic nature of brand. Brand attributes are a bundle of features that highlight the physical and personality aspects of the brand. Attributes are developed through images, actions, or presumptions. Brand attributes help in creating brand identity.

A strong brand must have following attributes:

Relevancy- A strong brand must be relevant. It must meet people's expectations and should perform the way they want it to. A good job must be done to persuade consumers to buy the product; else inspite of your product being unique, people will not buy it.

Consistency- A consistent brand signifies what the brand stands for and builds customers trust in brand. A consistent brand is where the company communicates message in a way that does not deviate from the core brand proposition.

Proper positioning- A strong brand should be positioned so that it makes a place in target audience mind and they prefer it over other brands.

Sustainable- A strong brand makes a business competitive. A sustainable brand drives an organization towards innovation and success.

Inspirational- A strong brand should transcend/ inspire the category it is famous for. For example- Nike transcendent Jersey Polo Shirt.

Uniqueness- A strong brand should be different and unique. It should set you apart from other competitors in market.

Appealing- A strong brand should be attractive. Customers should be attracted by the promise you make and by the value you deliver.

Brand Positioning

Definition and Concept:

Brand positioning refers to “target consumer’s” reason to buy your brand in preference to others. It ensures that all brand activity has a common aim; is guided, directed and delivered by the brand’s benefits/reasons to buy; and it focusses at all points of contact with the consumer.

Brand positioning must make sure that:

1. Is it unique/distinctive vs. competitors ?
2. Is it significant and encouraging to the niche market ?
3. Is it appropriate to all major geographic markets and businesses ?
4. Is the proposition validated with unique, appropriate and original products ?
5. Is it sustainable - can it be delivered constantly across all points of contact with the consumer ?
6. Is it helpful for organization to achieve its financial goals ?
7. Is it able to support and boost up the organization ?

In order to create a distinctive place in the market, a niche market has to be carefully chosen and a differential advantage must be created in their mind. Brand positioning is a medium through which an organization can portray it’s customers what it wants to achieve for them and what it wants to mean to them. Brand positioning forms customer’s views and opinions. Brand Positioning can be defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer’s mind. For example-Kotak Mahindra positions itself in the customer’s mind as one entity- “Kotak ”- which can provide customized and one-stop solution for all their financial services needs. It has an unaided top of mind recall. It intends to stay with the proposition of “Think Investments, Think Kotak”. The positioning you choose for your brand will be influenced by the competitive stance you want to adopt.

Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and it’s similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors. For example- Kingfisher stands for youth and excitement. It represents brand in full flight.

Brand positioning process

Effective Brand Positioning is contingent upon identifying and communicating a brand's uniqueness, differentiation and verifiable value. It is important to note that "me too" brand positioning contradicts the notion of differentiation and should be avoided at all costs. This type of copycat brand positioning only works if the business offers its solutions at a significant discount over the other competitor.

Generally, the brand positioning process involves:

1. Identifying the business's direct competition (could include players that offer your product/service amongst a larger portfolio of solutions).
2. Understanding how each competitor is positioning their business today (e.g. claiming to be the fastest, cheapest, largest, the #1 provider, etc.).
3. Documenting the provider's own positioning as it exists today (may not exist if startup business).
4. Comparing the company's positioning to its competitors' to identify viable areas for differentiation.
5. Developing a distinctive, differentiating and value-based positioning concept.
6. Creating a positioning statement with key messages and customer value propositions to be used for communications development across the organisation.

Product positioning process

Generally, the product positioning process involves:-

1. Defining the market in which the product or brand will compete (who the relevant buyers are).
2. Identifying the attributes (also called dimensions) that define the product 'space'.
3. Collecting information from a sample of customers about their perceptions of each product on the relevant attributes.
4. Determine each product's share of mind.
5. Determine each product's current location in the product space.
6. Determine the target market's preferred combination of attributes (referred to as an ideal vector).
7. Examine the fit between the product and the market.

Positioning concepts

More generally, there are three types of positioning concepts:

1. Solve problems

Provide benefits to customers

Get favorable perception by investors (stock profile) and lenders

2. Symbolic positions

Self-image enhancement

Ego identification

Belongingness and social meaningfulness

Affective fulfillment

3. Experiential positions

Provide sensory stimulation

Provide cognitive stimulation

Brand Identity

Brand Identity Definition and Concept

Brand identity stems from an organization, i.e., an organization is responsible for creating a distinguished product with unique characteristics. It is how an organization seeks to identify itself. It represents how an organization wants to be perceived in the market. An organization communicates its identity to the consumers through its branding and marketing strategies. A brand is unique due to its identity. Brand identity includes following elements - Brand vision, brand culture, positioning, personality, relationships, and presentations.

Brand identity is a bundle of mental and functional associations with the brand. Associations are not "reasons-to-buy" but provide familiarity and differentiation that's not replicable getting it. These associations can include signature tune (for example - Britannia "ting-ting-ta-ding"), trademark colours (for example - Blue colour with Pepsi), logo (for example - Nike), tagline (for example - Apple's tagline is "Think different"), etc.

For example - Apple's tagline is "Think different".



Brand identity is the total proposal/promise that an organization makes to consumers. The brand can be perceived as a product, a personality, a set of values, and a position it occupies in consumer's minds. Brand identity is all that an organization wants the brand to be considered as. It is a feature linked with a specific company, product, service or individual. It is a way of externally expressing a brand to the world.

Brand identity is the noticeable elements of a brand (for example - Trade-mark colour, logo, name, symbol) that identify and differentiates a brand in target audience mind. It is a crucial means to grow your company's brand. Brand identity is the aggregation of what all you do. It is an organizations mission, personality, promise to the consumers and competitive advantages. It includes the thinking, feelings and expectations of the target market/consumers. It is a means of identifying and distinguishing an organization from another. An organization having unique brand identity have improved brand awareness, motivated team of employees who feel proud working in a well branded organization, active buyers, and corporate style. Brand identity leads to brand loyalty, brand preference, high credibility, good prices and good financial returns. It helps the organization to express to the customers and the target market the kind of organization it is. It assures the customers again that you are who you say you are. It establishes an immediate connection between the organization and consumers. Brand identity should be sustainable. It is crucial so that the consumers instantly correlate with your product/service.

Sources of Brand Identity

SYMBOLS- Symbols help customers memorize organization's products and services. They help us correlate positive attributes that bring us closer and make it convenient for us to purchase those products and services. Symbols emphasize our brand expectations and shape corporate images. Symbols become a key component of brand equity and help in differentiating the brand characteristics. Symbols are easier to memorize than the brand names as they are visual images. These can include logos, people, geometric shapes, cartoon images, anything. For example, Marlboro has its famous cowboy, Pillsbury has its Poppin' Fresh doughboy, Duracell has its bunny rabbit, Mc Donald has Ronald, Fed Ex has an arrow, and Nike's swoosh. All these symbols help us remember the brands associated with them.

Brand symbols are strong means to attract attention and enhance brand personalities by making customers like them. It is feasible to learn the relationship between symbol and brand if the symbol is reflective/representative of the brand. For example, the symbol of LG symbolize the world, future, youth, humanity, and technology. Also, it represents LG's efforts to keep close relationships with their customers.

LOGOS- A logo is a unique graphic or symbol that represents a company, product, service, or other entity. It represents an organization very well and make the customers well-acquainted with the company. It is due to logo that customers form an image for the product/service in mind. Adidas's "Three Stripes" is a famous brand identified by it's corporate logo.



Features of a good logo are :

- 1.It should be simple.
- 2.It should be distinguished/unique. It should differentiate itself.
- 3.It should be functional so that it can be used widely.
- 4.It should be effective, i.e., it must have an impact on the intended audience.
- 5.It should be memorable.
- 6.It should be easily identifiable in full colours, limited colour palettes, or in black and white.
- 7.It should be a perfect reflection/representation of the organization.
- 8.It should be easy to correlate by the customers and should develop customers trust in the organization.
- 9.It should not loose it's integrity when transferred on fabric or any other material.
- 10.It should portray company's values, mission and objectives.

The elements of a logo are:

1. Logotype - It can be a simple or expanded name. Examples of logotypes including only the name are Kellogg's, Hyatt, etc.
2. Icon - It is a name or visual symbol that communicates a market position. For example-LIC 'hands', UTI 'kalash'.
3. Slogan - It is best way of conveying company's message to the consumers. For instance- Nike's slogan "Just Do It"



TRADEMARKS-

Trademark is a unique symbol, design, or any form of identification that helps people recognize a brand. A renowned brand has a popular trademark and that helps consumers purchase quality products. The goodwill of the dealer/maker of the product also enhances by use of trademark. Trademark totally indicates the commercial source of product/service. Trademark contribute in brand equity formation of a brand. Trademark name should be original. A trademark is chosen by the following symbols:

™ (denotes unregistered trademark, that is, a mark used to promote or brand goods); SM (denotes unregistered service mark) ® (denotes registered trademark).

Registration of trademark is essential in some countries to give exclusive rights to it. Without adequate trademark protection, brand names can become legally declared generic. Generic names are never protectable as was the case with Vaseline, escalator and thermos.

Some guidelines for trademark protection are as follows:

- i. Go for formal trademark registration.
- ii. Never use trademark as a noun or verb. Always use it as an adjective.
- iii. Use correct trademark spelling.
- iv. Challenge each misuse of trademark, specifically by competitors in market.
- v. Capitalize first letter of trademark. If a trademark appears in point, ensure that it stands out from surrounding text.

Brand Image

Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of associations bundle that the consumers have about the brand. Volvo is associated with safety. Toyota is associated with reliability.

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc.

Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits are the rationale for the purchase decision. There are three types of benefits: Functional benefits - what do you do better (than others), emotional benefits - how do you make me feel better (than others), and rational benefits/support - why do I believe you (more than others). Brand attributes are consumers overall assessment of a brand.

Brand image has not to be created, but is automatically formed. The brand image includes products' appeal, ease of use, functionality, fame, and overall value. Brand image is actually brand content. When the consumers purchase the product, they are also purchasing it's image. Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customers expectations. Positive brand image enhances the goodwill and brand value of an organization.

To sum up, "Brand image" is the customer's net extract from the brand.

Volvo is associated with safety.



WHO WOULD YOU GIVE A VOLVO TO?

This is our way of inspiring you to think of the people you care about.

This isn't a contest. It's your chance to tell us - in your own words, videos and photos - about the people you want to help protect by putting them in one of the safest cars on the planet.

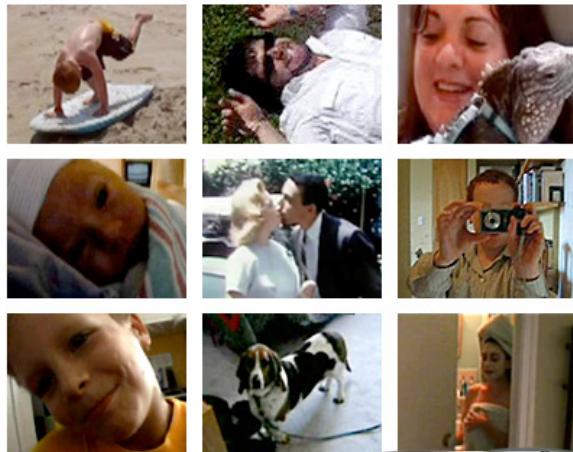
So please, tell us your story.

First name only, please.

→ **Share your story in our gallery**

→ **Tell them how you feel in an e-card**

→ **Watch the commercials**



→ **See the stories in our gallery**



Toyota is associated with reliability.

TOYOTA CAMRY

LOOKS THAT MOVE YOU
Aerodynamically shaped, Toyota Camry's stylish silhouette—a smooth blend of form and function—hugs the road at highway speeds.

RELIABILITY NEVER LOOKED SO GOOD. 1987 CAMRY.

Look beyond the fresh, new styling. The beauty of Toyota Camry runs deep. A legendary reputation for reliability and quality is a Camry benchmark by which all sedans can be critically judged. Its advanced-design, 16-valve engine assures impressive passing power, lively acceleration, effortless cruising. Refined suspension turns highways into glide-paths, and front-wheel drive inspires confidence in any weather. Dependability, performance and comfort are very much in style this year. Toyota Camry.

INNER BEAUTY
Camry's wide interior accommodates five adults in deeply cushioned velour comfort, and now there's more trunk space, too—14.6 cu. ft.

WHO COULD ASK FOR ANYTHING MORE?
Toyota Ad Service
Security Mark

Get More From Life... Buckle Up!

© 1987 Toyota Motor Sales, U.S.A., Inc.

Brand Identity vs Brand Image

Brand Identity	Brand Image
Brand identity develops from the source or the company.	Brand image is perceived by the receiver or the consumer.
Brand message is tied together in terms of brand identity.	Brand message is untied by the consumer in the form of brand image.
The general meaning of brand identity is "who you really are?"	The general meaning of brand image is "How market perceives you?"
It's nature is that it is substance oriented or strategic."	It's nature is that it is appearance oriented or tactical.
Brand identity symbolizes firms' reality.	Brand image symbolizes perception of consumers

Brand Identity vs Brand Image

Brand Identity	Brand Image
Identity is looking ahead.	Image is looking back.
Brand identity represents "your desire".	Brand image represents "others view"
It is enduring	It is superficial.
Identity is looking ahead.	Brand Image
Identity is active.	Image is passive.

Brand Personality

Brand personality is the way a brand speaks and behaves. It means assigning human personality traits/characteristics to a brand so as to achieve differentiation. These characteristics signify brand behaviour through both individuals representing the brand (i.e. it's employees) as well as through advertising, packaging, etc. When brand image or brand identity is expressed in terms of human traits, it is called brand personality. For example- Allen Solley brand speaks the personality and makes the individual who wears it stand apart from the crowd. Infosys represents uniqueness.



Allen Solley brand speaks the personality and makes the individual who wears it stand apart from the crowd. Infosys represents uniqueness.



Brand personality is nothing but personification of brand. A brand is expressed either as a personality who embodies these personality traits (For instance - Shahrukh Khan and Airtel, John Abraham and Castrol) or distinct personality traits (For instance - Dove as honest, feminist and optimist; Hewlett Packard brand represents accomplishment, competency and influence). Brand personality is the result of all the consumer's experiences with the brand. It is unique and long lasting.



Dove as honest, feminist and optimist.



Brand personality must be differentiated from brand image, in sense that, while brand image denote the tangible (physical and functional) benefits and attributes of a brand, brand personality indicates emotional associations of the brand. If brand image is comprehensive brand according to consumers' opinion, brand personality is that aspect of comprehensive brand which generates it's emotional character and associations in consumers' mind.

Brand personality develops brand equity. It sets the brand attitude. It is a key input into the look and feel of any communication or marketing activity by the brand. It helps in gaining thorough knowledge of customers feelings about the brand. Brand personality differentiates among brands specifically when they are alike in many attributes. For example - Sony versus Panasonic. Brand personality is used to make the brand strategy lively, i.e, to implement brand strategy. Brand personality indicates the kind of relationship a customer has with the brand. It is a means by which a customer communicates his own identity.

Brand personality and celebrity should supplement each other. Trustworthy celebrity ensures immediate awareness, acceptability and optimism towards the brand. This will influence consumers' purchase decision and also create brand loyalty. For example - Bollywood actress Priyanka Chopra is brand ambassador for J.Hampstead, international line of premium shirts. Brand personality not only includes the personality features/characteristics, but also the demographic features like age, gender or class and psychographic features. Personality traits are what the brand exists for.



Bollywood actress Priyanka Chopra is brand ambassador for J.Hampstead, international line of premium shirts.



Brand Awareness

Brand Awareness is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. It is measured as ratio of niche market that has former knowledge of brand. Brand awareness includes both brand recognition as well as brand recall. Brand recognition is the ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or heard. While brand recall is the potential of customer to recover a brand from his memory when given the product class/category, needs satisfied by that category or buying scenario as a signal. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he can recall the specific brand when the product category is mentioned. It is generally easier to recognize a brand rather than recall it from the memory.

Brand awareness is improved to the extent to which brand names are selected that is simple and easy to pronounce or spell; known and expressive; and unique as well as distinct. For example - Coca Cola has come to be known as Coke.

There are two types of brand awareness:

1. Aided awareness- This means that on mentioning the product category, the customers recognize your brand from the lists of brands shown.
2. Top of mind awareness (Immediate brand recall)- This means that on mentioning the product category, the first brand that customer recalls from his mind is your brand.

Building brand awareness is essential for building brand equity. It includes use of various renowned channels of promotion such as advertising, word of mouth publicity, social media like blogs, sponsorships, launching events, etc. To create brand awareness, it is important to create reliable brand image, slogans and taglines. The brand message to be communicated should also be consistent. Strong brand awareness leads to high sales and high market share. Brand awareness can be regarded as a means through which consumers become acquainted and familiar with a brand and recognize that brand.

Coca Cola has come to be known as Coke.

Coca-Cola Swaziland

The Coca-Cola Company, 125 years young

In the summer of 1886, Dr John S Pemberton made a phenomenal discovery. He stirred up a fragrant, caramel coloured liquid which he combined with some carbonated water. After sampling it to some eager customers, John knew that he was on to something. And alas Coca-Cola, as we know it today, was born.

This year marks a paramount milestone and we invite the world to join us as we celebrate this 125 years of refreshing the world.

We thank the people, partners and places both inside and outside our system whose innovative thinking, bold actions and support have made Coca-Cola the worlds most loved brand, and in particular, a big emphatic congratulations to all the Associates at Coca-Cola Swaziland. 125 Years young, and we are just getting started.

Manqoba Khumalo
General Manager
Coca-Cola Swaziland

125 years of sharing happiness

Brand Loyalty

Brand Loyalty is a plan where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category. The consumers remain loyal to a specific brand as long as it is available. They do not buy from other suppliers within the product category. Brand loyalty exists when the consumer feels that the brand consists of right product characteristics and quality at right price. Even if the other brands are available at cheaper price or superior quality, the brand loyal consumer will stick to his brand.

Brand loyalty can be developed through various measures such as quick service, ensuring quality products, continuous improvement, wide distribution network, etc. When consumers are brand loyal they love “you” for being “you”, and they will minutely consider any other alternative brand as a replacement. Examples of brand loyalty can be seen in US where true Apple customers have the brand’s logo tattooed onto their bodies. Similarly in Finland, Nokia customers remained loyal to Nokia because they admired the design of the handsets or because of user- friendly menu system used by Nokia phones.

Brand loyalty can be defined as relative possibility of customer shifting to another brand in case there is a change in product’s features, price or quality. As brand loyalty increases, customers will respond less to competitive moves and actions. Brand loyal customers remain committed to the brand, are willing to pay higher price for that brand, and will promote their brand always. A company having brand loyal customers will have greater sales, less marketing and advertising costs, and best pricing. This is because the brand loyal customers are less reluctant to shift to other brands, respond less to price changes and self- promote the brand as they perceive that their brand have unique value which is not provided by other competitive brands.

Brand loyalty is always developed post purchase. To develop brand loyalty, an organization should know their niche market, target them, support their product, ensure easy access of their product, provide customer satisfaction, bring constant innovation in their product and offer schemes on their product so as to ensure that customers repeatedly purchase the product.

Brand Association

Brand Association are not benefits, but are images and symbols associated with a brand or a brand benefit. For example- The Nike Swoosh, Nokia sound, Film Stars as with "Lux", signature tune Ting-ting-ta-ding with Britannia, Blue colour with Pepsi, etc. Associations are not "reasons-to-buy" but provide acquaintance and differentiation that's not replicable. It is relating perceived qualities of a brand to a known entity. For instance- Hyatt Hotel is associated with luxury and comfort; BMW is associated with sophistication, fun driving, and superior engineering. Most popular brand associations are with the owners of brand, such as - Bill Gates and Microsoft, Reliance and Dhirubhai Ambani. Brand association is anything which is deep seated in customer's mind about the brand. Brand should be associated with something positive so that the customers relate your brand to being positive. Brand associations are the attributes of brand which come into consumers mind when the brand is talked about. It is related with the implicit and explicit meanings which a consumer relates/associates with a specific brand name. Brand association can also be defined as the degree to which a specific product/service is recognized within it's product/service class/category. While choosing a brand name, it is essential that the name chosen should reinforce an important attribute or benefit association that forms it's product positioning. For example - Power book.

Brand associations are formed on the following basis:

1. Customers contact with the organization and it's employees;
2. Advertisements;
3. Word of mouth publicity;
4. Price at which the brand is sold;
5. Celebrity/big entity association;
6. Quality of the product;
7. Products and schemes offered by competitors;
8. Product class/category to which the brand belongs;
9. POP (Point of purchase) displays; etc.

Positive brand associations are developed if the product which the brand depicts is durable, marketable and desirable. The customers must be persuaded that the brand possess the features and attributes satisfying their needs. This will lead to customers having a positive impression about the product. Positive brand association helps an organization to gain goodwill, and obstructs the competitor's entry into the market.

Brand Promise

Brand Promise :Our brand is a promise of what we deliver Brand evokes the responses. There are many people who love their Apple iPod or love their car etc. There are certain feelings that come to your mind when you think about your favorite brands. People expect that these brands should demonstrate brand promises every time whenever they are, encountered. Inconsistencies in the performance of services can lead to damage in further relations. This can cause a customer to select some other brand. Brand promise is what you say to the customer and what is to be delivered. If you are not able to meet the expectations of the customer, your business will either flounder or die. If you are not able to deliver the brand promise you will not be able to meet the expectations that have been created in the customers mind.

Brand promise Definition

A strong brand promise is one that connects your purpose, your positioning, your strategy, your people and your customer experience. It enables you to deliver your brand in a way that connects emotionally with your customers and differentiates your brand.

Three Ways to Make (and Keep) Your Promise

What promises are you making to your customers? To motivate customers, a brand promise must achieve the following three goals:

1. It must convey a compelling benefit.
2. It must be authentic & credible.
3. The promise must be kept, every time.

Promises Kept

A promise can define a company in the marketplace. Below are a few examples of companies that create expectations and consistently deliver on them. Can you think of others?

1. FedEx - Your package will get there overnight. Guaranteed.
2. Apple - You can own the coolest, easiest-to-use cutting-edge computers and electronics.
3. McKinsey & Company - You can hire the best minds in management consulting.
4. The Nature Conservancy - Empowering you to save the wilderness.

FedEx - Your package will get there overnight. Guaranteed.



If it's more efficient, FedEx likes it. Our new Boeing 777F aircraft uses less fuel and gets to its destination quicker. It's part of our commitment to reduce CO₂ aircraft emissions by 20% by 2020*. And find faster, greener ways to deliver your shipment.

Welivetodeliver.

fedex.com/fk Customer service hotline: 2730 3333

*Please refer to our Global Citizenship Report at fedex.com/tx for more details



Apple - You can own the coolest, easiest-to-use cutting-edge computers and electronics.

Go through life
with less baggage.



Introducing the
MessagePad 130 with Newton 2.0.

The further we go, it seems,
the more we're asked to bring with us. The
names and numbers of clients past and present.
Dates, times, and notes from countless meetings. Not to
mention a way to get your e-mail.

The new Apple® MessagePad® 130 was designed to lighten your load by
making it easier than ever to schedule work, take notes, send and receive
e-mails and faxes — or hop on the Internet — from wherever you happen to
be. Even in the dark, thanks
to its backlit screen.

<http://www.info.apple.com>

The Newton 2.0 operating system: learn less, do more. The
award-winning Newton® 2.0 provides a surprisingly familiar way of working that encap-
sulates all you do now in a simpler, more concise form. Instead of loading you with complex
commands, Newton works the way you do. It even reads your handwriting.

Dozens of new and well-known applications, such as New Contact, ACT!, Quicken,
CompuServe, Meeting Maker, and Hudson Pro, are available for Newton, with more coming.
Making it easy to transfer information to
and from your PC.



Pick up a MessagePad and get going! So put down whatever you're
doing, and go see the Apple MessagePad 130 at your nearest dealer. Or get our
feedback information kit, with details on the complete line of MessagePad products
and the latest software. See just how little you have to carry, to have it all.

**To get your information kit, visit our Web site or
call Apple today!**

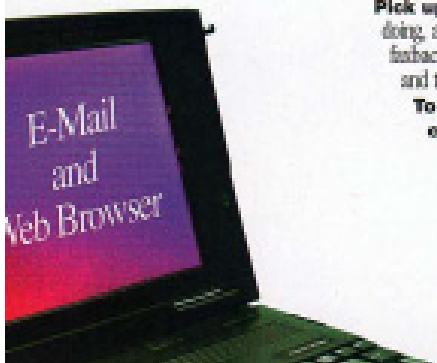
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Newton



Apple



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The screenshot shows the McKinsey & Company website homepage. At the top, there is a dark blue header with the McKinsey & Company logo on the left and the text "McKinsey & Company" on the right. Below the header is a navigation bar with four main sections: "Ideas", "Client Service", "About Us", and "Careers". A search bar is located to the right of the navigation bar. Below the navigation bar is a large banner image showing two men in business suits talking in a hallway. Underneath the banner is a section titled "Highlights and Features" with three main articles. The first article is "Identifying China's gender gap", the second is "The crisis: A new era for management", and the third is "The Debate Zone" with a sub-article "Averting the next energy crisis: The demand challenge". At the bottom of the page, there is a footer with links for "Contact", "Site Map", "Locations", and "Local Language Information", along with a copyright notice for 1998-2009 McKinsey & Company.

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Highlights and Features



Identifying China's gender gap

Economic success in China will hinge on fixing the "sticky floor," the wage inequality between men and women in China's blue collar jobs.

[Read more on the McKinsey Quarterly site](#) >
[Watch the video](#) 




The crisis: A new era for management

Smart cost cutting, understanding lessons of history, and preparing for the new normal are all realities of managing through this downturn. See our complete collection of articles and interviews on the crisis.

[Read more on the McKinsey Quarterly site](#) >


▣ **The Debate Zone**

Should the U.S. government offer its own health insurance plan to people under age 65?
[Join the discussion on the What Matters site](#) 

▣ **Averting the next energy crisis: The demand challenge**

Global energy-demand growth is expected to flatten in the short term but will rebound with recovery.

[Read more on the McKinsey Global Institute site](#) >

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The Nature Conservancy - Empowering you to save the wilderness.



Building a Brand

Steps in Building a Brand Name Product or Service

At times, organizations are often inspired by a variety of ideas to create products and services which can be offered locally or globally. Generally, such products or services require the establishment of a brand or company name. Often these brands include both logo and lettering and can do a long way in advertising such products or services. Therefore, one of the most important steps in building a Brand is decide upon a brand name for the product or service one wishes to sell.

Branding is a process that allows an individual or a group of individuals the ability to provide a brand image and lettering to an idea. Upon doing so, one has a better chance of selling such items to a broader audience whether that be on a local or global level. Therefore, while the old adage “nothing happens until somebody sells something,” still stands true to some extent, at times almost seems as if the process of advertising and branding has overtaken the desire to sell.

Although branding generally identifies the company and philosophies behind same, it can also be representative of those working for such a company. This is a good thing as it generates the right type of audience to the product or service being sold based on personal relationships with those running the company. Therefore, benefiting both the organizations selling the branded product or service and the dealers buying same.

One of the most important steps in selling any product or service is the belief one holds in relation to the item. Therefore, only those who strongly believe in the products and services offered by the company are going to be good at selling same. Otherwise, one may want to work from an advertising or graphic artist perspective in relation to advertising rather than sales when it comes to time to market same.

Another step is to build a brand that maintains loyalty with its customer base and has a strong customer service department. For, having such a department in today’s world where one is both experienced and knowledgeable when it comes to helping others can be a rare find. So, companies who represent oneself has having a strong customer base and even stronger customer service department are often more successful than those who do not.

Brand Equity

Brand Equity - Meaning and Measuring Brand Equity

Brand Equity is the value and strength of the Brand that decides its worth. It can also be defined as the differential impact of brand knowledge on consumers response to the Brand Marketing. Brand Equity exists as a function of consumer choice in the market place. The concept of Brand Equity comes into existence when consumer makes a choice of a product or a service. It occurs when the consumer is familiar with the brand and holds some favourable positive strong and distinctive brand associations in the memory.

Brand Equity can be determined by measuring:

- Returns to the Share-Holders.
- Evaluating the Brand Image for various parameters that are considered significant.
- Evaluating the Brand's earning potential in long run.
- By evaluating the increased volume of sales created by the brand compared to other brands in the same class.
- The price premium charged by the brand over non-branded products.
- From the prices of the shares that an organization commands in the market (specifically if the brand name is identical to the corporate name or the consumers can easily co-relate the performance of all the individual brands of the organization with the organizational financial performance.
- OR, An amalgamation of all the above methods.

Factors contributing to Brand Equity

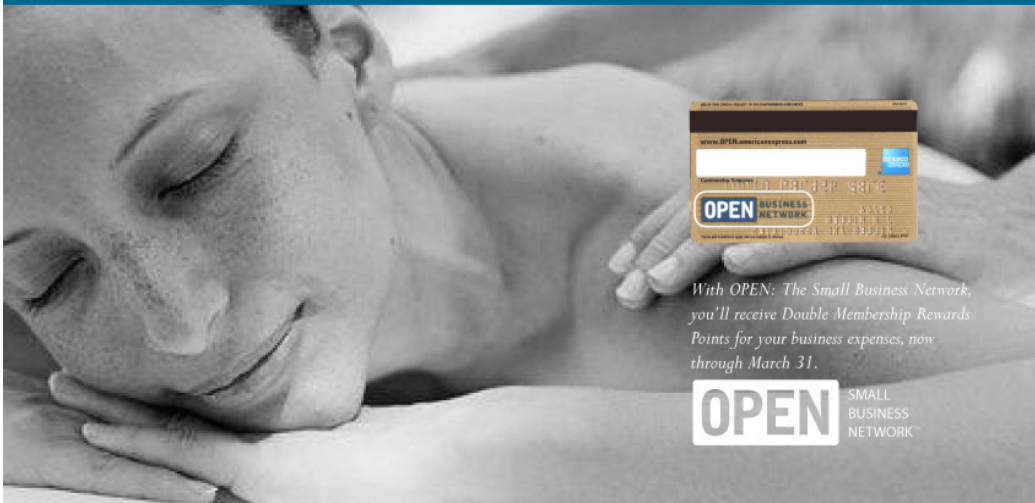
1. Brand Awareness
2. Brand Associations
3. Brand Loyalty
4. Perceived Quality: refers to the customer's perception about the total quality of the brand. While evaluating quality the customer takes into account the brand's performance on factors that are significant to him and makes a relative analysis about the brand's quality by evaluating the competitors' brands also. Thus quality is a perceptual factor and the consumer analysis about quality varies. Higher perceived quality might be used for brand positioning. Perceived quality affects the pricing decisions of the organizations. Superior quality products can be charged a price premium. Perceived quality gives the customers a reason to buy the product. It also captures the channel member's interest. For example - American Express.



5. Other Proprietary Brand Assets: Patents, Trademarks and Channel Inter-relations are proprietary assets. These assets prevent competitors' attack on the organization. They also help in maintaining customer loyalty as well as organization's competitive advantage.

American Express

Get the ultimate
Spa Experience
with sandpaper, toner and cement mix.



With OPEN: The Small Business Network, you'll receive Double Membership Rewards Points for your business expenses, now through March 31.

OPEN SMALL BUSINESS NETWORK



The American Express Business Card.
The card with all the services of the OPEN Small Business Network behind it.
TO APPLY, CALL 1-800-NOW-OPEN OR VISIT OPEN.AMERICANEXPRESS.COM

Brand Categories

Every marketing management student would have heard the story about origin of branding, that it was initially used to identify and isolate a particular stock of cattle in the west. From the Wild West, branding as a concept has grown and changed beyond its original purpose. Today brands have become the common tool for us to differentiate and recall various products and services.

Branding in the current times is not limited to products and services alone. In fact you will find every type of organization and business stream using brand as a tool for differentiation, recall and identity. The fact that the brand identity that includes the visual logo also comprises of and represents a particular set of characteristics, values and the core culture of the brand owner. Branding is today used for a lot many purposes other than just to offer products and services to the consumers.

Of course when we think of brands, the first category that comes to our mind is that of product and service brands. These are mostly stand alone brands that are strongly product centric. Kelloggs, Coco Cola, Lays, Johnie Walker etc, are strong product brands. The immediate recall in the consumer's mind is that of the particular product that it represents. Xerox originally became such a very successful and strong brand that people started calling photocopier machines as Xerox machine. Even today this brand name continues to be used to refer to the photocopiers.

Range brands are the next best type of branding used especially in the retail industry. Oral B is perhaps of the best known global brands comprising of several range of products related to dental care. This concept is also used exclusively in the automotive industry too. Toyota has a series of models and cars under its Range Brand Lexus.

umbrella branding is another highly successful methods of building different product lines under single brand image that emphasizes a standard core value proposition across the products under its brand. Nivea, Sony, Virgin are possible the most visible and successful global umbrella brands with several product lines developed under the strong brand image.

Corporate brand has been adopted as a successful branding strategy by Organizations to build their Corporate identity. Global multi-national giants like GE, Phillips, Samsung, IBM, HP, P&G, Nestle, etc have successfully built a strong corporate identity. Similarly the banks and insurance companies etc like HSBC, BOA, Citi bank, AIG, etc have are strong corporate brands that represent the organization. It is another matter that they have product brands that are equally famous and well known in their product offering. P&G and Nestle deal with various products each having their own successful product labels and brands. Similarly GE has varied business interest in different fields. The corporate GE brand is perhaps the best known identity for the organization globally.



Conclusion

The process of creating and developing brands is necessarily. It requires good teamwork and an understanding of the many skills and disciplines that play a part in creating and maintaining a brand. For example, the designer needs to understand the writing and narrative process; the strategist must understand how the creative teams work; the creative team needs to understand the business vision and reasoning. Brand projects work well when each skill is about following a trend or particular way of speaking. It is about innovation, translating ideas, understanding your audience, and communicating in the most effective way possible. Branding is an exciting area to work in. Enjoy it. Building a brand means creating a familiar name and a positive image. Brand building requires Planning. A brand is everything an organization wants people, especially their target markets, to feel and believe about its products and services. It is an asset that can be measured and leveraged. Various dimensions of brand knowledge and a scale of brand strength score were also proposed as a measurement of brand value.

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