

Marketing Management

MGM612

Dr. Ayman Hassan



Lecture - **6** - Branding

Chapter
5

Branding

Lecture 6

Dr. Ayman Hassan



We have discussed

1. **Define the consumer market and construct a simple model of consumer buyer behavior**
2. **Name the four major factors that influence consumer buyer behavior**
3. **List and understand the major types of buying decision behavior and the stages in the buyer decision process**

❖ Branding:

The use of a name, design, symbol, or a combination of those elements that an organization uses to help differentiate its products from the competition

❖ Branding

describes a company's or event's efforts to develop a personality and make its products or services different from the competition



Brand definition

- “A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers ”American Marketing Association
- Branding is endowing products and services with the power of a brand” (Kotler & Keller, 2015)



Brand definition

“Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers’ minds. It is a strategy designed by organizations to help people to quickly identify and experience their brand, and give them a reason to choose their products over the competition’s, by clarifying what this particular brand is and is not.

The Importance of Branding

1. To build product recognition and customer loyalty
2. To ensure quality and consistency
3. To capitalize on brand exposure
4. Branding builds confidence
5. Branding builds an emotional connection
6. Branding tells your story in an instant



benefits of a Strong Brand

There are a number of benefits associated with the development of a strong brand:

- Strong brands have the power to create business value and impact more than just corporate revenues and profit margins
- Strong brands also create competitive advantage, command price premiums and decrease cost of entry into new markets
- Strong brands reduce business risk and attract and retain talented staff

Characteristics of a successful brand include

- Positive, distinctive and generate positive feelings and association
- Easy to remember and pronounce
- Logo is easily recognizable
- Implies the benefits the product delivers
- Consistent with the image of the rest of the product lines, organization, and/or city
- Legally and ethically permissible



How can it be done?

Companies tend to use different tools to create and shape a brand. For example, branding can be achieved through:

- 1) Brand definition: purpose, values, promise
- 2) Brand positioning statement
- 3) Brand identity: name, tone of voice, visual identity design (which includes the logo design, color palette, typographies...)
- 4) Advertising and communications: TV, radio, magazines, outdoor ads, website, mobile apps...
- 5) Sponsoring and partnerships

How can it be done?

- 1) Product and packaging design
- 2) In-store experience
- 3) Workspace experience and management style
- 4) Customer service
- 5) Pricing strategy

➤ **The Forms of brand used depends on the particular entity using it. The following are some of the most common forms of brands:**

- **Corporate Brands:**

Corporate branding is a way for companies to market themselves in order to give themselves an edge against their competition. They make a series of important decisions in order to accomplish this, such as pricing, mission, target market, and values.

- **Personal Brands:**

As mentioned above, branding isn't just for companies anymore. People use tools like social media to build their own personas, thereby boosting their brands. This includes regular social media posts, sharing images and videos, and conducting meet-and-greets.

- **Product Brands:**

This type of branding, which is also known as merchandise branding, involves marketing one particular product.

Branding a product requires market research and choosing the proper target market.

- **Service Brands:**

This kind of branding applies to services, which often requires some creativity, as you can't actually show services in a physical way

Brand.

A name, term, design, symbol, or combination of these elements that identifies a product and distinguishes it from its competitors



❖ Brand Name

❖ Brand Mark

❖ Trade Name

❖ Trade Character

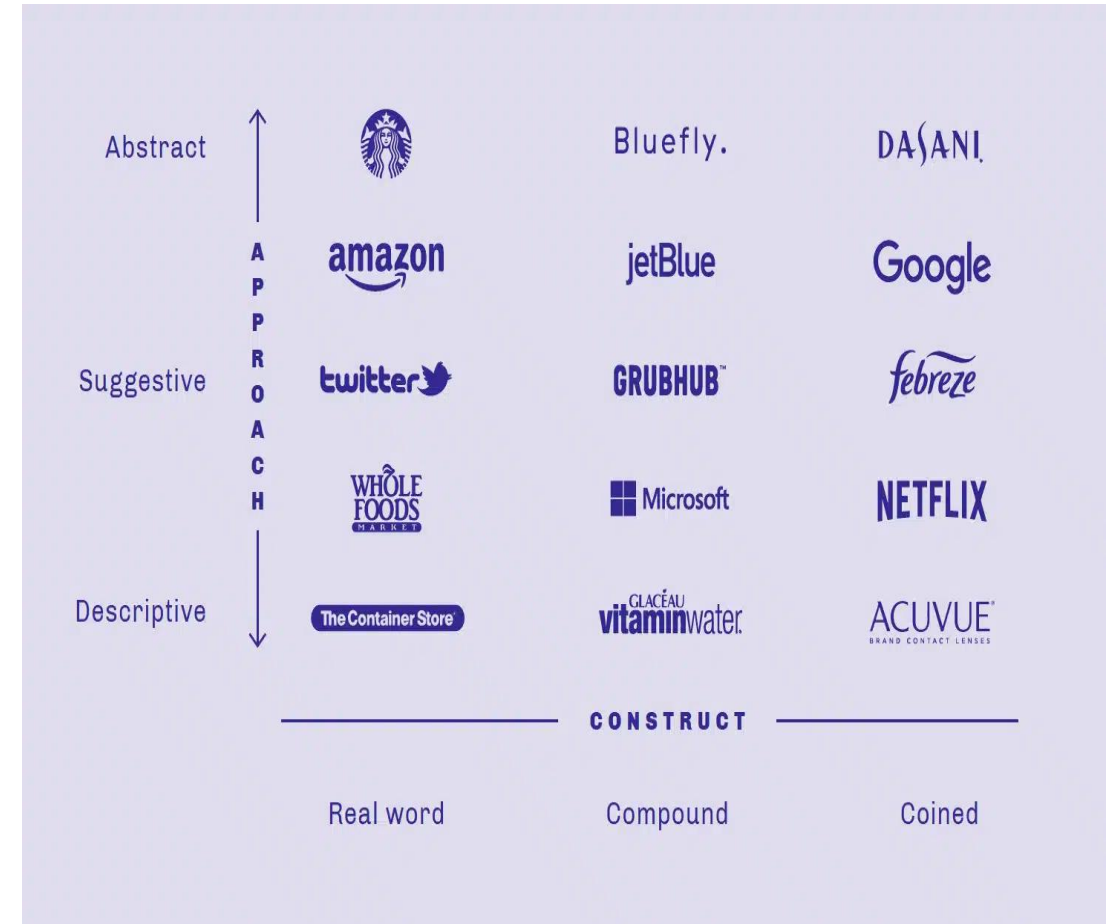
❖ Trade Mark



Brand Name

(or product brand) a word, group of words, letters, or numbers that represents a product that can be spoken

- Should be easily pronounced, distinctive, and recognizable



Brand Mark

The part of a brand that is a symbol or design

- It may include distinctive colors or lettering

Brand marks can come in a variety of forms, including the following:

- Logos
- Colors
- Pictures
- Icons



Trade Name

(or corporate brand) identifies and promotes a company or a division of a particular corporation

- The legal name used while conducting business
- Used to promote a positive image of the organization (quality, value, reliability)

Legal Name ≠ Brand Name

Example:

Hewlett Packard Company

Legal Name

is

HP

Brand Name

Trade Character

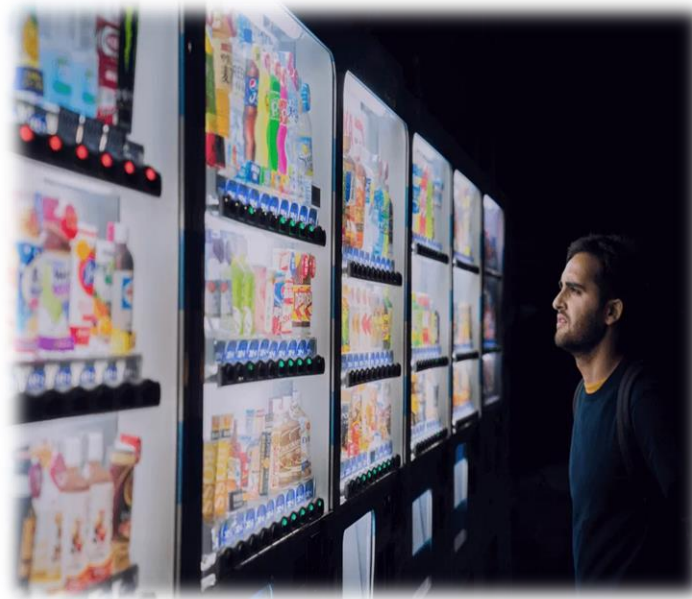
A brand mark with human form or characteristics



A brand name, brand mark, trade name, trade character, or a combination of these that is given legal protection by the federal government



It is important that customers who are satisfied with a product can easily recognize and find a company's branded products when they want to buy them again



Quality and consistency

Companies communicate to customers that they can expect consistent quality and performance, before purchase and after purchase



Brand exposure

Helps companies extend their products into new target markets, new product lines, and new categories

- Customers are more willing to try new products that carry a name they are familiar with
- Example: GLAD family of products
 - Started with trash bags and has now moved into food storage containers and baggies



Types of Brands

National Brands

(producer brands) owned by national manufacturers

- Generate the majority of sales for most categories
- Examples: Hershey Foods, Whirlpool, Ford, Hilton, American Airlines, Kraft and Nestle
- Internet based national brands
 - Amazon.com, eBay, Monster

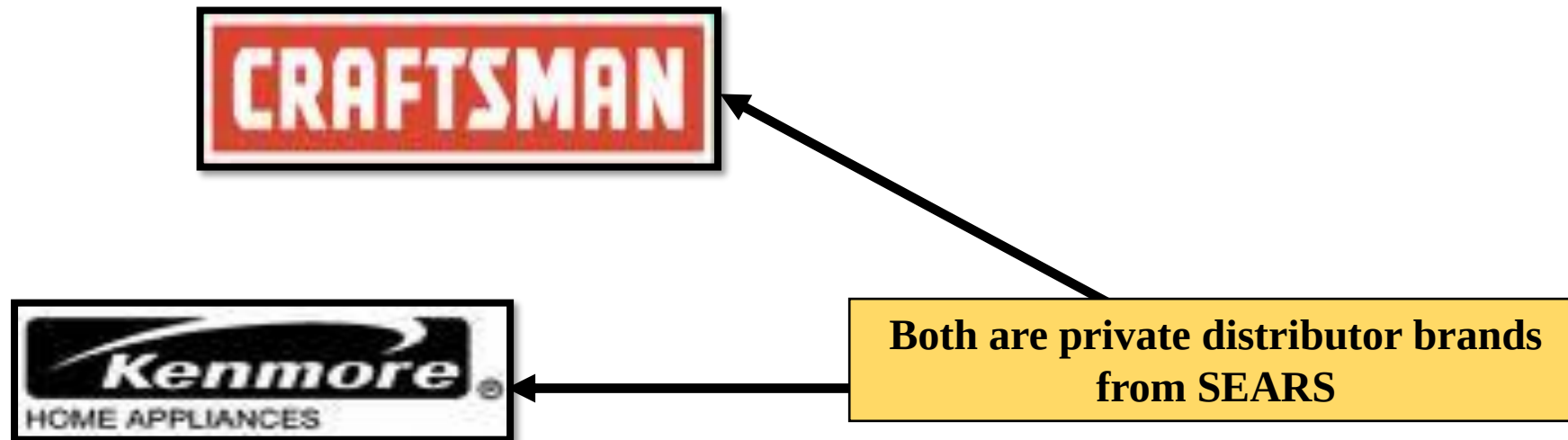


Types of Brands

Private Distributor Brands

private brands, store brands, or dealer brands

- Developed and owned by wholesalers and retailers
- Examples: Arizona for JC Penney, George for Wal-Mart, Villager for Kohl's



Generic Brands

Does not carry a company identity

- Packaging usually features a description of the product
 - Example: Pancake Mix, Paper Towels
- Usually sold in supermarkets and discount stores
- Often sold for 30 – 50% less than name brands



- ❖ Brand Extension
- ❖ Brand Licensing
- ❖ Mixed Brands
- ❖ Co-Branding



Brand extension

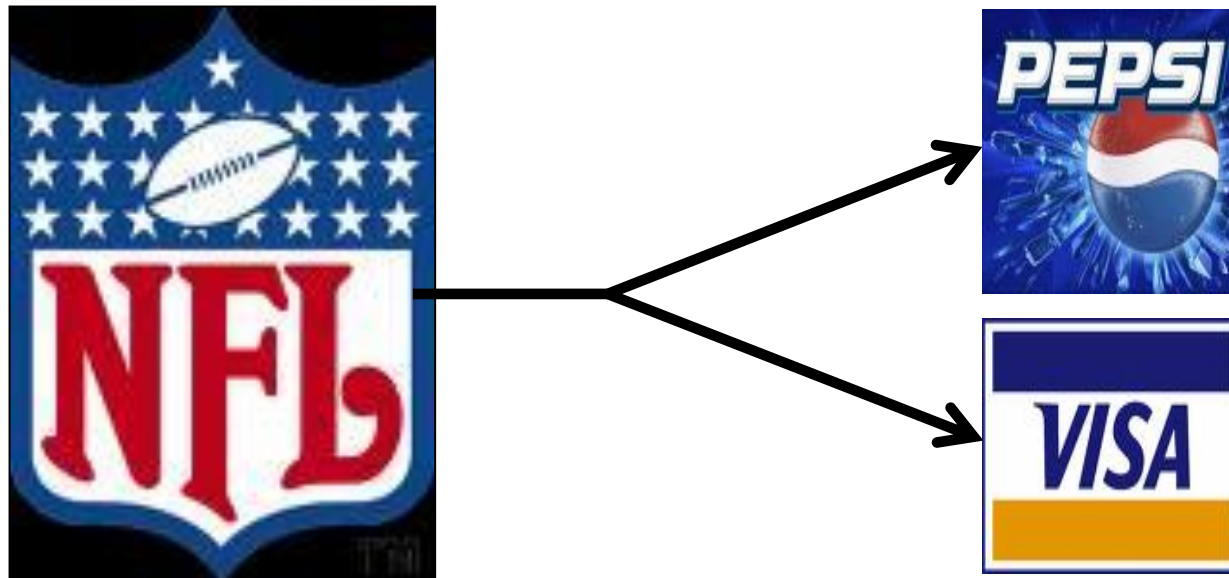
A branding strategy that uses an existing brand name to promote a new or improved product in a company's product line

Brand extension refers to the use of a successful brand name to launch a new or modified product or service in a new market



Brand Licensing

- Some companies allow other organizations to use their brand, brand mark, or trade character through **Brand licensing**
- Licensing company gets a fee (**Royalty**) in return for authorization



Mixed brands

Offer a combination of manufacturer, private distributor, and generic brands



Their own National Brand tires

Private Brand for SEARS

Co-branding

Combines one or more brands in the manufacture of a product or in the delivery of a service

Co-branding

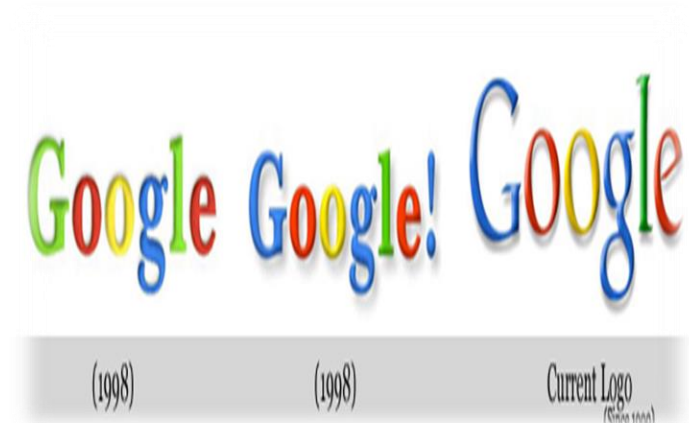
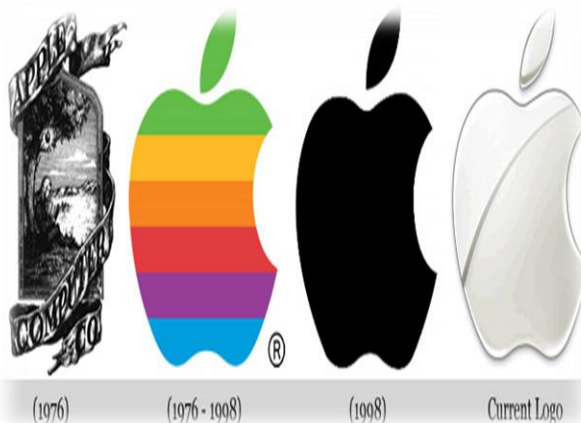
is the practice of using multiple brand names to jointly promote or market a single product or service



Rebranding - a change to the brand name, logo, or image of a product or company

➤ brand owner revisits the brand with the purpose of updating or revising

Rebranding is the updating or creation of a new name, term, symbol, design, or a combination thereof for an established brand with the intention of developing a differentiated (new) position in the mind of stakeholders and competitors



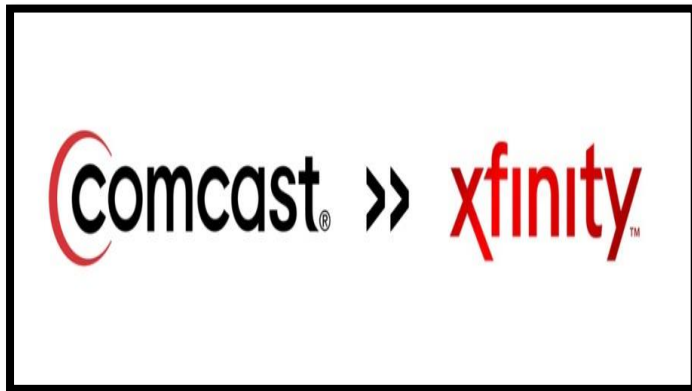
Partial Rebrand

Situations when a brand has been firmly established yet is simply outdated or needs to be refreshed.



Total Rebrand

- Situations when a brand's intent to erase any previous brand identity and replace it **with completely new imagery**



■ Rebranding can help change a businesses:

- Quality
- Target Market
- New Product Line
- Repositioning and Image
- Altered Public Image

✓ Branding Efforts Often Include the Use Of:

- Slogan
- Brand Mark
- Logo
- Trademark
- Graphics

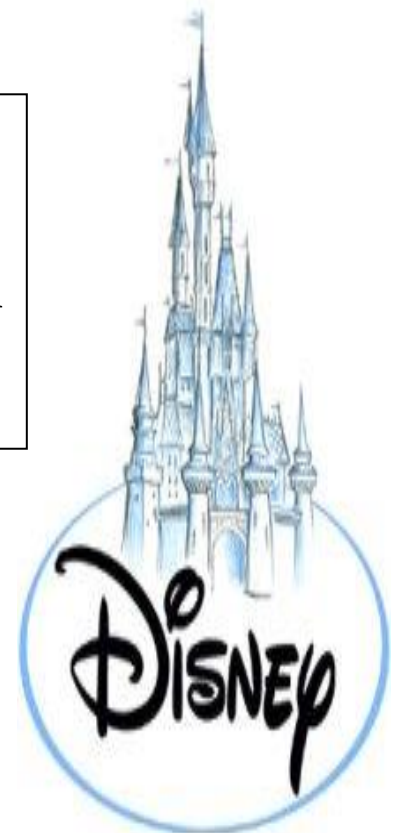
Brand awareness

is the process of working toward maximizing recognition of a particular brand

Brand image

refers to consumer perceptions linked to a particular brand such as health, excitement, fun or family

For example, the Disney brand is associated with family fun and entertainment



Event branding opportunities may include

- **Naming, Event Offerings**
- **Promotions and Co-Promotions**
- **Sponsorship Opportunities**
- **Merchandising Opportunities**
- **Hospitality**

- Re-establishing brand position and strengthening the brand is a critical component for maintaining a strong brand
- Re-branding requires careful planning and exceptional attention to detail

According to the Charlotte Observer, Charlotte's rebranding effort cost the franchise nearly \$3 million but has resulted in an immediate uptick in sales, with an increase of 59% in new ticket sales and a significant boost in sponsorship and merchandise sales



See you in the next lecture

[Branding: What it is and why it's important | Talent Evolution](#)

[12 Important Types of Brand Elements for a Cohesive Identity](#)

