

BRAND
MANAGEMENT
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Topics to be Covered

Concept of Brand and Branding

- **What is Brand?**
- **Why do Brands Matter?**
- **Can anything be Branded?**

What is a Brand?



➤ A brand can be a person, place, product or an organization

Evolution of Brands

- **Branding has been around for centuries as a means to distinguish the goods of one producer from those of another.**
- **In fact, the word brand is derived from the Old Norse word brandr, which means “to burn,” as brands were and still are the means by which owners of livestock mark their animals to identify them.**



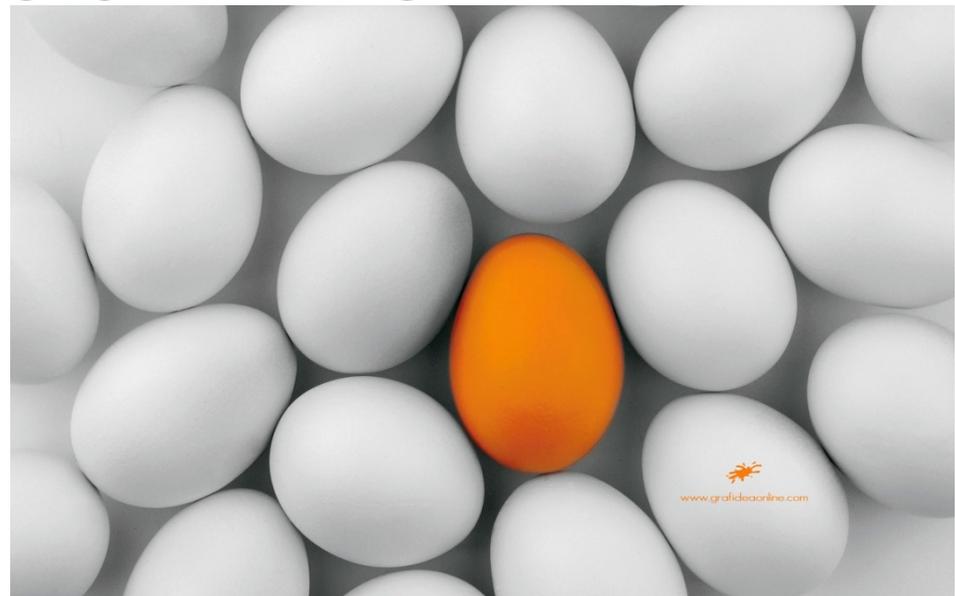
The AMA Definition

➤ According to the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from the



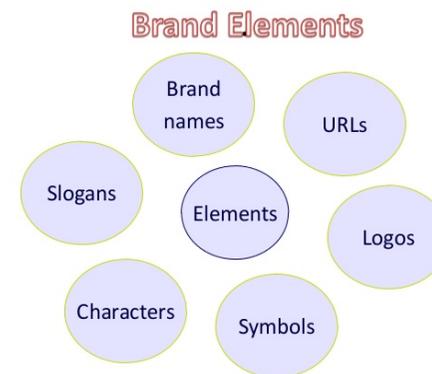
The Industry Definition

➤ **Many practicing managers refer to a brand as more than that—as something that has actually created a certain amount of awareness, reputation, prominence, and so on in the marketplace.**



Brand Elements

➤ Thus, the key to creating a brand, according to the AMA definition, is to be able to choose a name, logo, symbol, package design, or other characteristic that identifies a product and distinguishes it from others.



➤ These different components of a brand that identify and differentiate it are brand

Getting Exposed to Brands

➤ We are exposed to nearly 5000 brand messages every day.

➤ I wear ADIDAS Shoes



➤ I ride a YAMAHA bike

➤ My favourite brand of Lipstick is 'LAKME'



Brand is Crucial

➤ So, when one talks with pride and self-satisfaction about a brand like 'ADIDAS', 'YAMAHA' or 'LAKME'; is it the name, logo or tagline only?



- A brand is much more than it.
- A brand is a promise, a pledge, an assurance, a commitment, that you make to your customers.
- It represents everything a marketable offering stands for and the most crucial for any business.

Brand Vs. Product

- It is not correct to use brand and product interchangeably.
- Let us now see the following campaign by Reckitt Benckiser and then discuss on these two terms.



- For cleaning hands 'handwash' brand is 'Dettol'.



- For cleaning toilet 'Harpic'.



- And for taking care of fabrics it is 'Vanish'

Brand Vs. Product

➤ There can be one product for example 'handwash' and multiple brands in the market like:



Brand Vs. Product

➤ **A product is anything we can offer to a market for attention, acquisition, use, or consumption that might satisfy a need or want.**

➤ **Thus, a product may be a physical good like a cereal, tennis racquet, or automobile**



➤ **a service such as an airline, bank, or insurance company;**

Brand Vs. Product

➤ a retail outlet like a department store, specialty store, or supermarket;



➤ a person such as a political figure, entertainer, or professional athlete;



➤ an organization like a nonprofit, trade organization, or arts group;

➤ a place including a city, state, or country; or even an idea like a political or social cause.

Brand Vs. Product

- **But a brand is more than a product, because it can have dimensions that differentiate it in some way from other products designed to satisfy the same need.**
- **These differences may be**
 - **rational and tangible—related to product performance of the brand**
 - **or more symbolic, emotional, and intangible—related to what the brand represents.**

Extending the Example...

➤ A branded product may be a physical good like Kellogg's Corn Flakes c

➤ A service such as Singapore Air



**SINGAPORE
AIRLINES**



➤ A departmental store such as “Big Bazaar”.

BIG BAZAAR

NAYE INDIA KA

Extending the Example...

➤ Kellogg's Corn Flakes cereal is promising a nutritious breakfast to its customers.



➤ Singapore Airlines is promising a comfortable air travel to its customers.



➤ While Big Bazaar is promising value for money to its customers.



Extending the Example...

➤ So, it is the same product but attached with a promise, a pledge, an assurance, a commitment; when it is branded.

➤ Just to hit this point home, Russell Hanline former CEO of Sunkist growers once said,

➤ "an orange is an orange, is an orange unless of course that orange happens to be a Sunkist" a name 80% of consumers know and trust.



Why Do Brands Matter?

Today's lecture provide an overview of the different role that brands play for these two parties i.e.

➤ Role of Brands for Customers

➤ Role of Brands for Firms

Value of Brands to Consumers

- **Consumer broadly encompasses all types of customers, including individuals as well as organizations**
- **Brands can serve consumers by**
 - **Identification of source of product**
 - **Assignment of responsibility to product maker**
 - **Risk reducer, Search cost reducer**
 - **Promise, bond, or pact with maker of product**
 - **Signal of quality**

Value of Brands to Firms

- **Brands can serve manufacturers by**
 - **Means of identification to simplify handling or tracing**
 - **Means of legally protecting unique features**
 - **Signal of quality level to satisfied customers**
 - **Means of endowing products with unique associations**
 - **Source of competitive advantage**
 - **Source of financial returns**

Can Anything be Branded?

- **Branding has necessarily two dimensions:**
 - **Identification**
 - **significant differences from others within and outside its native category.**
- **Evidently, everything around us, including a banana tree in your backyard that is not branded, has these two characteristics in it.**
- **Therefore, anything can be branded.**
- **Now it is upon you whether you would promote this as a brand or not.**

No Branding means 'No Face'

- **Having no branding is like having no face, and having “no face” is also a type of identity, but for differentiation we need to do some sort branding**
- **Therefore, even if you do not go for promoting an active brand, whatever you deal with will gradually take over an image synonymous to a “brand”.**
- **Though not everything needs to be branded, it would be wise to see/manage everything by keeping the concept of branding in mind.**

Case of Pahala Sweets, Odisha

**Order Authentic Odisha Sweets from
Pahala @ Your Doorstep**



Rasgulla | Chenna Poda | Chenna Gaja

Branding Applications

- **Branding can be applied in the following categories of product:**
 - **Physical Goods**
 - **Services**
 - **Retail Stores**
 - **Online Businesses**
 - **People and Organizations**
 - **Sports, Arts and Entertainment**
 - **Places**
 - **Ideas and Causes**

Physical Goods

➤ Physical goods are what are traditionally associated with brands and include many of the best known and highly regarded consumer products.



➤ More and more companies selling industrial products or durable goods to other companies are recognizing the benefits of developing strong brands.



Services

- One of the challenges in marketing services is that they are less tangible than products and more likely to vary in quality, depending on the particular person or people providing them.
- For that reason, branding can be particularly important to service firms as a way to address intangibility and variability problems.



Retail Stores



- **Brands can generate consumer interest, patronage, and loyalty in a store, as consumers learn to expect certain brands and products.**
- **Brands help retailers create an image and establish positioning.**
- **Retailers can also create their own brand image by attaching unique associations to the quality of their service, their product assortment and merchandising, and their pricing and credit policy.**

Online Businesses

- **Successful online brands have been well positioned and have found unique ways to satisfy consumers' unmet needs.**
 - **By offering unique features and services to consumers, the best online brands are able to avoid extensive advertising or lavish marketing campaigns, relying more on word-of-mouth and publicity.**
- Google**



People and Organizations

- People as well as organizations often have well-defined images that are easily understood and liked (or disliked) by others.
- All these compete in some sense for public approval and acceptance, and all benefit from conveying a strong and desirable image.



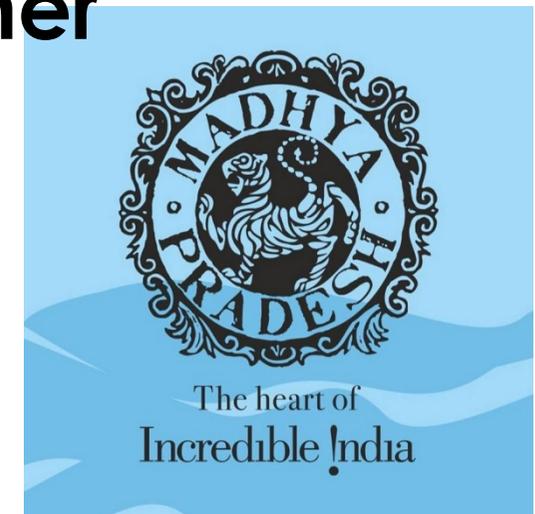
Sports, Arts and Entertainment

➤ By building awareness, image, and loyalty, the sports franchises are able to meet ticket sales targets regardless of what their team's actual performance might turn out to be.



Places

- Increased mobility of both people and businesses and growth in the tourism industry have contributed to the rise of place marketing.
- Cities, states, regions, and countries are now actively promoted through advertising, direct mail, and other communication tools. TM



Ideas and Causes

- Numerous ideas and causes have been branded, especially by nonprofit organizations.
- They may be captured in a phrase or slogan and even be represented by a symbol, such as AIDS ribbons.
- By making ideas and causes more visible and concrete, branding can provide much value.



एक कदम स्वच्छता की ओर



Branding Challenges

➤ **Branding challenges that have significantly complicated marketing practices are:**

- **Savvy Customers**
- **Economic Downturns**
- **Brand Proliferation**
- **Media Transformation**
- **Increased Competition**
- **Increased Costs**
- **Greater Accountability**

Savvy Customers

- **One of the key challenges in today's marketing environment is the vast number of sources of information consumers may consult.**
- **Some of the ways teenage girls collect information are: friends/peers, fashion magazines, ads, company websites, consumer reviews, celebrities, parents/adults, bloggers etc.**
- **For these reasons, many believe that it is more difficult to persuade consumers with traditional communications than it used to be.**

Economic Downturns

➤ **A severe recession that commenced in 2008 threatened the fortunes of many brands.**

➤ **During recession, many consumers bought lower-priced brands and many became the switchers to less expensive products.**

➤ **These switchers now say, “they no longer preferred higher-priced products”.**

➤ **Now, the question is whether attitudes and behaviours that did change would revert back to their pre-recession norms.**

Brand Proliferation

- Brand proliferation occurs when a company creates and markets new products and line extensions that are slight variations of the same product.
- An opposite of this is 'Brand Extension', where you diversify into various categories while retaining the same brand.



Media Transformation

➤ **Due to emergence of interactive and non-traditional media, marketers are spending more on new and emerging forms of communication such as interactive digital media; sports and event sponsorship; in-store advertising; mini-billboards in transit vehicles, parking meters, and product placement in movies.**



Movie : Krrish

Brand : Bourn Vita



Movie : Bodyguard

Brand : Sony vaio

Increased Competition

- **Globalization:** Though globalization is means to open new markets and potential sources of revenue, it has also increased the number of competitors in existing markets.
- **Low Priced Competitors:** It is by generics, private labels, and low-priced “clones” imitating product leaders has increased on a worldwide-basis.
- **Brand Extension:** Companies have launched products with the same name into new categories. (Lifebuoy soap, handwash, sanitizer, shampoo)

Increased Costs

➤ At the same time that competition is increasing, the cost of introducing a new product or supporting an existing product has increased rapidly, making it difficult to match the investment and level of support that brands were able to receive in previous years.

Greater Accountability

- **Finally, marketers often find themselves responsible for meeting ambitious short-term profit targets because of financial market pressures and senior management imperatives.**
- **Marketing managers may find themselves in the dilemma of having to make decisions with short-term benefits but long-term costs (such as cutting advertising expenditures)**

Branding Opportunities

- **There are the following branding opportunities in the marketplace:**
 - **Consumers defining persona**
 - **Strong internet presence**
 - **Customer service is priority**

Consumers Defining Persona

- Today's consumers are more likely to define their persona with the personality of a brand.
- Hence, it becomes essential for the sellers to replicate their buyer persona perfectly and then position the brand.



Strong Internet Presence

- **Due to strong presence of internet today, different categories of potential consumers are likely to spend time on internet.**
- **Hence, profiling the users on the major social media platforms like Facebook, Twitter, Instagram, Pinterest, and LinkedIn has become possible.**



Customer Service is Priority

- **Customer service has today become a priority for the potential buyers for taking purchase decisions.**
- **Hence, making customer service a key focus of brand building and succeeding in it can unquestionably save money regarding advertising and marketing.**
- **Branding is more of a general word-of-mouth recognition among the potential consumers, which will not fade quickly.**

Thank You