



# Brand & Brand Strategy by

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# Brand



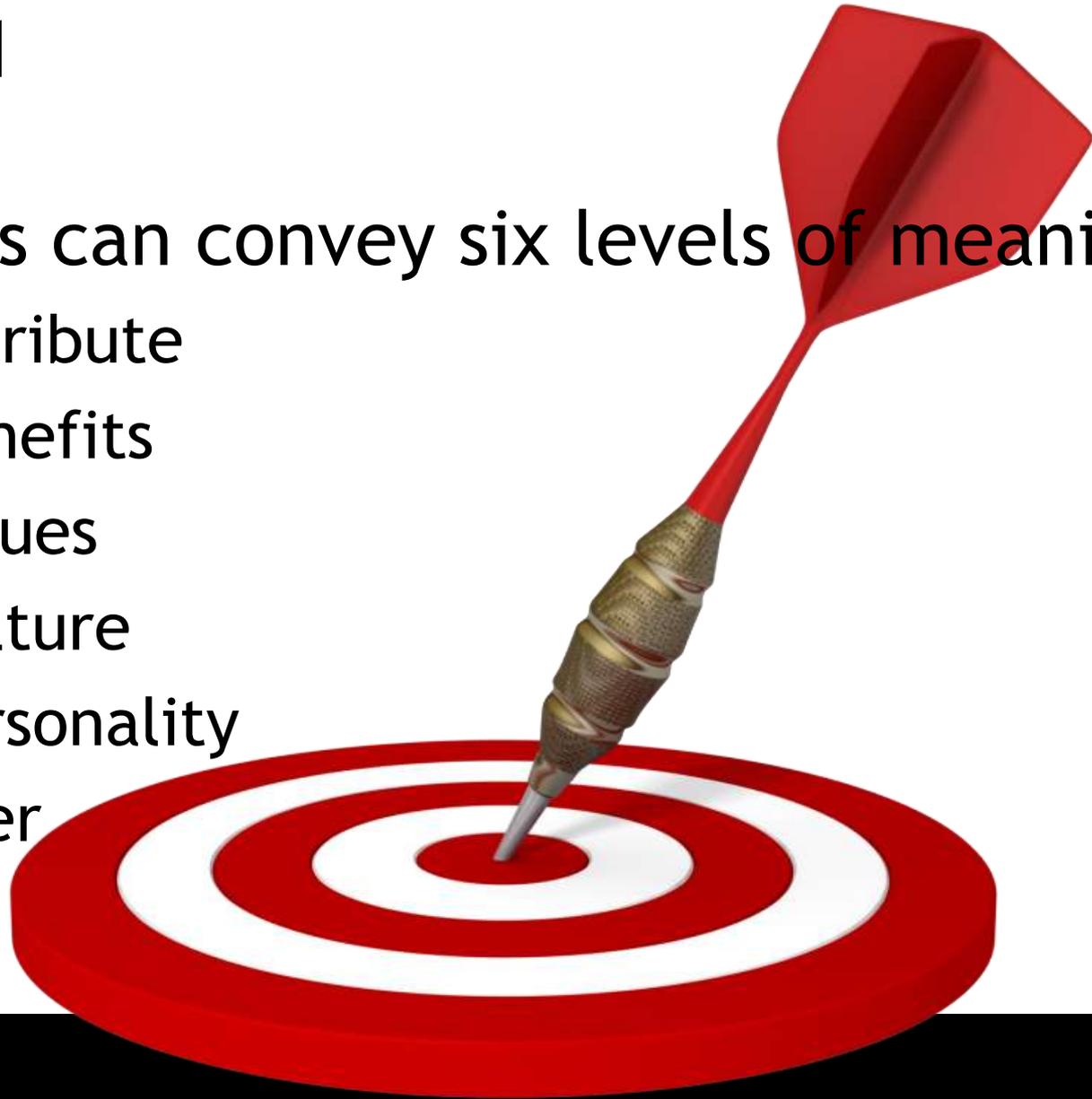
**“A name, term, sign, symbol, or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from the competition.”**



# Brand

Brands can convey six levels of meaning:

- Attribute
- Benefits
- Values
- Culture
- Personality
- User



## How to Make a Brand

**Brand identity decisions include:**

Name

Logo

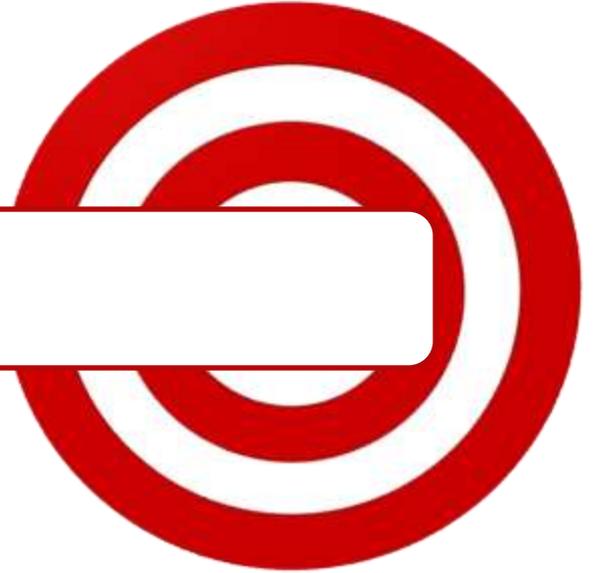
Colors

Tagline

Symbol

Consumer experiences create brand bonding, brand advertising does not.

# ***TYPES BRANDS***



# Varies by type of brand

🎯 Functional brands

🎯 Brand image

🎯 Experiential brands



# Functional Brands



A concept that is used with respect brand strategy decision. A functional brand is that one which is purchased by the consumers to satisfy a functional need such as to shave, to clean clothes, to relieve a headache. Functional brands have the best chance to satisfy customers if they are seen as providing superior performance. Functional brands rely heavily on product or price features.

For Example : FMCG



# Brand Image

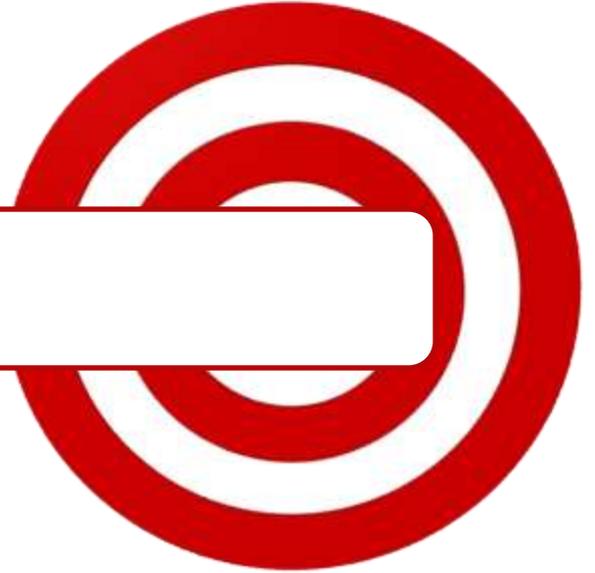


The impression in the consumers mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience.

For Example : Coke



# ***BRAND STRATEGIES***



# *Brand Strategies*

Leveraging the power of the brand name to cover the market more effectively



# *Types Of Brand Strategies*



Line extensions



Brand extensions



Multi brands



New brands



Co-branding



# *Line Extensions*



Same brand name, different product in the same product line.

E.g. IBM PCs and IBM laptops

Line extensions are safer strategies than brand extensions since congruence is always higher.



# Brand extensions

Same brand name, new product line

e.g. Reebok shoes and Reebok water. Nike shoes and Nike casuals. Chevy cars and Chevy men's cologne. Hooters restaurants and Hooters airline

The concept of congruence determines the success of a brand extension strategy.

E.g. Johnson's baby powder and Johnson's baby oil - high congruence. But imagine Lysol toilet bowl cleaner and Lysol toothpaste!!!



# *Multi brands*

Different brand name - same product

*E.g. Thums Up and Coca Cola in India*

*General Mills - Robin Hood and Gold*

*Medal brand flour*

*Tide and Cheer from P&G*



## *New brands*

Your brand is strong in your current market. The market is saturated and you are looking to diversify.

Identify another product and give it the same brand name

If the new product is in the same product line -  
Line Extension

If the new product is from a completely different product line - Brand Extension



# *Co brands*

Creating new brands which are part of the parent brand family - expressed as suffixes of the parent brand.

*e.g*

*Apple I-Pod, I-Pod Mini, I-Pod Shuffle and now the I-Pod Nano*



# ***Umbrella Brands***

When you have many sub-brands, each linked to a common brand, then the common brand is known as the umbrella brand

E.g. Ford Taurus, Ford Explorer, Ford Focus, Ford Ranger, Ford Five Hundred, Ford Freestyle, Ford Expedition, Ford Thunderbird, etc.



**THANK YOU**

