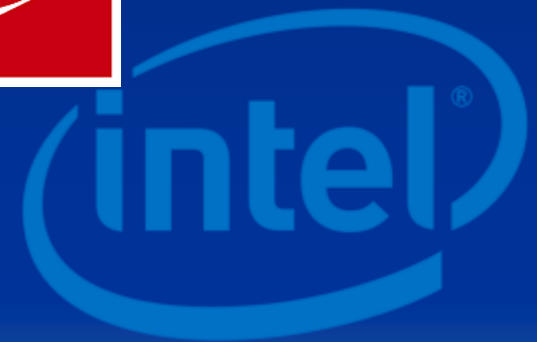
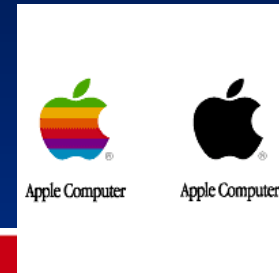


Concept of Brand and Branding



What is a brand :

Word brand is derived from the word *brandr* which means to burn

According to 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 those of competition.

Some managers believe that brand needs to be defined in terms of having created a certain amount of awareness, reputation, prominence, and so on in the market place.



Key to create a brand as per AMA

Choose a name, logo, symbol, package design, or other attributes that distinguishes it from others.

These different components that identify and differentiate it are called **Brand Elements**

Brand elements in different forms

- Company name used for all products (TATA,GE,HP)
- Individual Brand names for new products (H&S Max Factor, Tide.)
- Retailers own brand based on their store names.



Criteria For Choosing Brand Elements :

Memorable : *Easily Recognized, Easily recalled .*

Meaningful : *Descriptive, Persuasive .*

Likable : *Fun & Interesting, Rich visual & Verbal imagery, Aesthetically pleasing .*

Transferable : *Within & across product categories, Across geographic boundaries & cultures*

Adaptable : *Flexible, Updateable .*

Protect able : *Legally, Competitively .*



Names given to products come in different forms

Based On

- **People** (TATA, Birla, Modi, Porsche)
- **Places** (British Airways, Air India.)
- **Birds & Animals** (Dove Soap, Mustang Automobile)
- **Other Things & Objects** (Apple computers, Shell Gasoline)
- **Suggesting Attributes or benefits** (DieHard Auto Batterise, Mop Glow Floor Cleaner)
- **Inherent Product Meaning** (Diet Cola, Just Juice)
- **With Prefix or Suffix** (Intel Micro Processor, Lexus Automobiles.)
- **Other Brand Elements** (logos & symbols may be based on people, places & things, abstract images, and so on.)



What is a Product?

As defined by Kotler.

A Product is anything that can be offered to a market for attention, acquisition, use or consumption that may satisfy a need or want .

- **Kotler's Five levels to a product:**

Core benefits

Generic Product

Expected Product

Augmented Product

Potential Product



What is a Product?

CORE The Fundamental Need or Want that consumers satisfy by consuming the product or service

GENERIC Basic Version of the product containing only those elements absolutely necessary to function. No distinguishing features.

EXPECTED Attributes and Characteristics that buyers normally expect and agree to when they purchase a product

AUGMENTED Additional product attributes, benefits, or related services that distinguish the product from competitors

POTENTIAL All the augmentations and transformations that a product might ultimately undergo in the future



Example AC

Core : Cooling and comfort

Generic : Sufficient Cooling, Acceptable Energy Efficiency, Adequate Intakes Air exhaust

Expected Product : Cooling Speed, Adjustable Louvers, Removable air filter, Power cord etc

Augmented Product : optional features such as Touch pad control, Temperature Display for indoor and out door, Thermostat setting, toll free number for service.

Potential Product : Silent Running, Balanced through out the room, energy self-Sufficient



Class Room Assignment :

Explain the various product levels for a 800 CC Car from core to potential .



What is a Brand?

- **Keller's Definition:**
 - A product, but one that adds other dimensions that differentiate it in some way from other products designed to satisfy the same need.
 - Rational and tangible
 - Symbolic, emotional and intangible
- The **psychological response** to a brand can be as important as the **physiological response**.



Product & Brand?

Product = Commodity

A product is a produced item always possessing these characteristics:

- Tangibility
- Attributes and Features

Brand = “Mind Set”

The sum of all communications and experiences received by the consumer and customer resulting in a distinctive image in their “mind set” based on perceived emotional and functional benefits.

Why Does A Brand Matter?

MANUFACTURERS

ID to simplify handling or tracing

Legal protection of unique features

Signal of quality level to satisfied customers

Means of endowing products w/unique associations

Competitive Advantage

Financial Returns

CONSUMERS

ID Product Source

Assignment of responsibility to maker

Risk reducer

Search cost reducer

Promise, bond, or pact w/make of product

Symbolic Device

Signal of Quality

Can Anything be branded ?

A brand is something that resides in the minds of consumers .

A label & meaning for the consumers

Key to branding is that consumers perceive differences among brands in a product category .

Marketers can benefit from branding whenever consumers are in a choice situation



Can Anything be branded ?

**Physical Goods : Consumer Products,
Industrial products, High tech products,
Services**

Retailers & Distributors

On line products & services

People & organization

Sports, Arts & entertainment

Geographic Locations



Perception ?



Promo Objectives of Intel

Highest level of performance. (Power)

Safety (Upgradeability)



New Branding Challenges

- Brands are important as ever
 - Consumer need for simplification
 - Consumer need for risk reduction
- Brand management is as difficult as ever
 - Savvy consumers
 - Increased competition
 - Decreased effectiveness of traditional marketing tools and emergence of new marketing tools
 - Complex brand and product portfolios



The Customer/Brand Challenge

- In this difficult environment, marketers must have a keen understanding of:
 - customers
 - brands
 - the relationship between the two



The Concept of Brand Equity

- **The brand equity concept stresses the importance of the brand in marketing strategies.**
- **Brand equity is defined in terms of the marketing effects uniquely attributable to the brand.**
 - **Brand equity relates to the fact that different outcomes result in the marketing of a product or service because of its brand name, as compared to if the same product or service did not have that name.**



The Concept of Customer-Based Brand Equity

- **Customer-based brand equity**
 - **Differential effect**
 - **Customer brand knowledge**
 - **Customer response to brand marketing**



Determinants of Customer-Based Brand Equity

- Customer is *aware* of and *familiar* with the brand
- Customer holds some *strong, favorable, and unique brand associations* in memory



Building Customer-Based Brand Equity

- **Brand knowledge structures depend on . . .**
 - **The initial choices for the brand elements**
 - **The supporting marketing program and the manner by which the brand is integrated into it**
 - **Other associations indirectly transferred to the brand by linking it to some other entities**



Benefits of Customer-Based Brand Equity

- **Enjoy greater brand loyalty, usage, and affinity**
- **Command larger price premiums**
- **Receive greater trade cooperation & support**
- **Increase marketing communication effectiveness**
- **Yield licensing opportunities**
- **Support brand extensions.**



Customer-Based Brand Equity as a “Bridge”

- **Customer-based brand equity represents the “added value” endowed to a product as a result of past investments in the marketing of a brand.**
- **Customer-based brand equity provides direction and focus to future marketing activities**



The Key to Branding

- **For branding strategies to be successful, consumers must be convinced that there are meaningful differences among brands in the product or service category.**
- **Consumer must not think that all brands in the category are the same.**
- **PERCEPTION = VALUE**



Strategic Brand Management

- **Strategic brand management involves the design and implementation of marketing programs and activities to build, measure, and manage brand equity.**
- **The strategic brand management process is defined as involving four main steps:**
 - 1) Identifying and establishing brand positioning and values**
 - 2) Planning and implementing brand marketing programs**
 - 3) Measuring and interpreting brand performance**
 - 4) Growing and sustaining brand equity**



Strategic Brand Management Process

Key Concepts

STEPS

Identify and Establish
Brand Positioning and Values

- Mental maps
- Competitive frame of reference
- Points-of-parity and points-of-difference
- Core brand values
- Brand mantra

Plan and Implement
Brand Marketing Programs

- Mixing and matching of brand elements
- Integrating brand marketing activities
- Leveraging of secondary associations

Measure and Interpret
Brand Performance

- Brand Value Chain
- Brand audits
- Brand tracking
- Brand equity management
system

Grow and Sustain
Brand Equity

- Brand-product matrix
- Brand portfolios and hierarchies
- Brand expansion strategies
- Brand reinforcement and revitalization

Thank you



