

Branding

Learning Objectives

- Provide a definition of a brand.
- Identify the benefits of brand.
- Identify the difference between a House-of-Brands vs Branded-House
- Identify the difference in the psychology of brands
- Identify the archetypes of branding archetypes
- Describe brand strategy?
- Identify the benefits of branding
- Identify and describe brand architecture?
- Identify the relationship of positioning to branding?

Definition of a Brand

- Branding in the modern world refers to mark, a name, term, symbol, design, or combination that identifies a seller's products to differentiate them from competitor's products.

Objectives of a brand

- High perceived quality
- High perceived awareness
- High perceived loyalty

What are the characteristics of brand identity?

- Name
- Logos
- Slogan (Shave Dollars, Shave Time)
- Design
- Colour
- Graphics
- Typography
- Sounds
- Smells
- Touch

The best brands
have a set of
collective
features in
common.

- Easy to say
- Easy to identify
- Easy to recall
- Special
- Relates to the product
- Relates to the product experience
- Relates to the product benefits
- Positive connotation

Brand Benefits the Consumer

- Product Identification
- Repeat sales
- New-product sales
- Higher perceived value



What are the Benefits of Brand to the organization.

- Value
- Risk mitigation
- Investment Efficiency
- Alignment of values, culture
- Long term time horizon



Brand Benefits – Value

- Value
 - “All of our facilities could burn down tomorrow but you’d hardly touch the value of the company; all that actually lies in the goodwill of our brand franchise ... our company’s trademark are by far **our most valuable assets.**” – Robert Goizueta, ex-CEO Coca-Cola
 - The value created by the brand is based on to the company

Brand Benefits – Risk Mitigation

- Risk mitigation
- In the event of a collapse of issue **brand protects the integrity of the company.**
- Famous examples
 - Toyota Recall. Brake pedal recall 2012 could have potentially had massive financial impact however consumers forgave the firm and the incident had a negligible impact.

Brand Benefits – Investment Efficiency

- Investment Efficiency
- Cost efficiencies can often be achieved through corporate branding strategy as opposed to multi-brand strategy.
 - Spending on advertising on the iphone helps increase sales of imacs.

Brand Benefits – Alignment

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Brand Benefits – Time Horizon

- Long term time horizon
 - Whereas a product has a short-term time horizon a brand has a long term time horizon
 - A product produced by a company has a short-term time horizon where as a brand outlives the life of individual products
 - Corporate brands continue to thrive

Manufacturer vs Private Brands

- Manufacturer's brands as brands own by typically large companies who invest heavily in brands whereas private brands are produced by the wholesaler and not promoted.

Manufacturer's Brand Benefits



Expertise leading to substance and innovation

Established customer loyalty

Control supply chain and regulatory compliance

Direct relationship with the customer

Private Brand Benefits



Integration

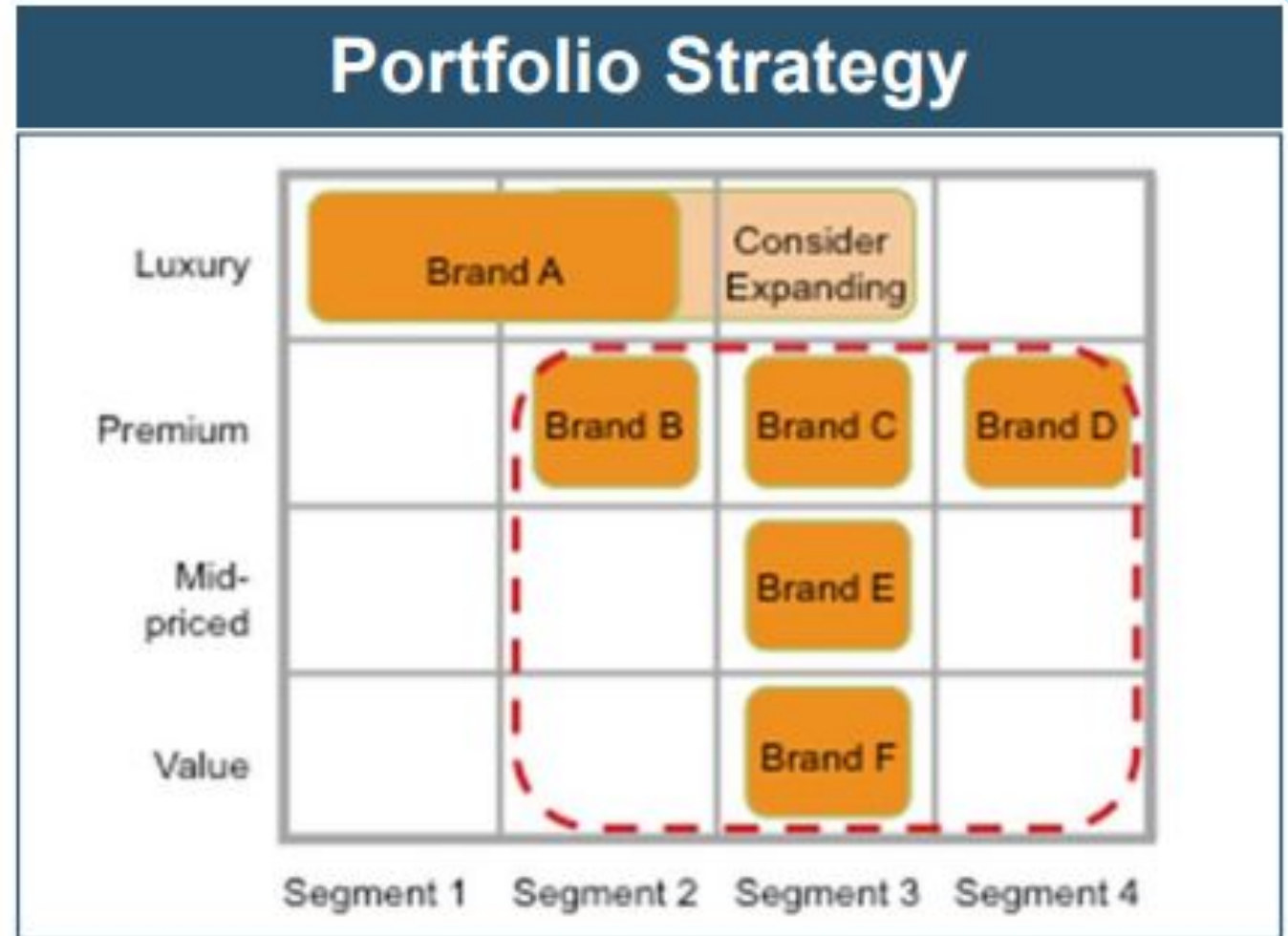
are a threat

you must visit this)

Manufacturers do not have to compete with other brands

What is brand strategy?

- An articulation of the portfolio of brands within a company for shows the relationship between a certain position and a certain segment which determines
 - optimal number
 - scope,
 - Role
- E.g. Corvette, GM, Volt



What is the impact on psychology of Colours in brands?

- Yellow (Optimism, Positivity, Excitement, Cheap)
- Orange (*Friendly, Confidence, Engaging, Fun*)
- Red (**Tradition, Authority, Power, Bold**)
- Pink/purple (Creativity, Intelligence, Wisdom)
- Green (**Conscious, sustainable, growth**)
- Blue (**Trust, strength, dependable, tradition**)
- Grey/White (Technology, neutral, balance)



 Santander

53913

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Types of Company Brands

- Disruptive (Rebellious, daring) e.g. Virgin
- Conscious (Enlightened, inspired)
- Service (Customer-focus)
- Innovation (Disruptive – Dreamer – Risk-taker)
- Blue-collar (Reflective) (Populist)
- Performance (Excellence)
- Luxury (Royalty)
- Style (Fashion)
- Experience (Tradition)

Branding Archetypes

- Brand archetypes communicate benefits feelings or images that are universal within all human beings.

Read the notes posted on moodle for branding Archetypes

Branding Archetypes

- Sage
- Explorer
- Innocent
- Outlaw
- Magician
- Hero
- Lover
- Jester
- Everyman
- Caregiver
- Ruler

Sage

- Sage
 - Represents the feeling of wisdom

“I never read
The Economist.”

Management trainee, Aged 42.



HARVARD
BUSINESS SCHOOL

Explorer

- Explorer
 - Represents adventure and trying the unknown



Innocent

- Innocent
 - Represents a return to the idyllic feelings of childhood



Outlaw

- Outlaw
 - Represents our need for individuality
 - E.g. Harley-Davidson



Branding Archetypes

- Magician
 - Represents the ability to transform the word and customer problems disappear



Branding Archetypes

- Hero
 - Represents our ability to take action in our lives
 - Aspire to take action



Branding Archetypes

- Lover
 - Represents an appeal to our biological nature



Branding Archetypes

- Jester
 - Represents fun, lack of seriousness



Branding Archetypes

- Everyman
 - Represents common values
 - Sense of connection and collectivity



Branding Archetypes

- Caregiver
 - Represents our desire to be cared for and nurtured



Branding Archetypes

- Ruler
 - Represents need for dominance

