BRANDING ➔ Definition
A brand is.....a name or symbol that distinguishes the goods or services of one seller group from those of competitors.
BRANDING process involved the making of a unique name and identity for a product (goods or services) and enable the creation of image in the consumers’ mind, through publicity/promotion campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence of a product in the market that attracts and retains loyal customers.

REBRANDING ➔ Definition
Rebranding is the process of giving a product or an organization a new identity, in order to make it more attractive or successful.

What Will Branding Do for You?
A vibrant brand...
- Can command a premium price
- Makes marketing more efficient
- Makes it easier to recruit and retain talent
- Makes introductions easier
- Can sustain from crises more readily
- Can slow or stop erosion
- Is appealing to financial and investor markets

THE THEORY OF BRANDING
1. Create an identity that stands for a set of values.
2. Portray product or service with it.
3. Communicate it consistently.
4. Grow and change with the marketplace and the consumer.
5. Become a way of life for a loyal customers and consumers.
6. Attract new users and grow unendingly.

CONCEPT OF BRANDING
A discussion about branding often starts with the logo. But, a brand is more than just a logo. It touches all aspects of a business, from visual identity, to market positioning, to uses of technology. Strong brands command and create customer loyalty.

BRAND EQUITY
The set of assets and liabilities linked to a brand’s name or symbol that add to or subtract from the value provided by the core product or service.

TYPES OF BRAND (IDENTITY)
1. MONOLITHIC
   i. Whole company uses one visual style.
   ii. The company can be recognized instantly.
   iii. Companies usually developed as a whole entity within a relatively narrow field.
2. ENDORSED
   i. Subsidiary companies have their own style.
   ii. Parent company remains recognizable in the background.
   iii. Diversified companies.

3. BRANDED
   ➔ Subsidiaries have their own style.
   ➔ Parent company is not recognized.
   ➔ Brands appear to have no relation to each other or to parent company.

   POSITIVE ASPECT ➔ Separation of the brand from the identity of the company limits the risk of product failure.
   NEGATIVE ASPECT ➔ Brand cannot benefit from any favorable reputation which the parent company may enjoy.

BRAND AUDITS
Aspects to audit;
1. Awareness
2. Interest
3. Trial potential
4. Adoption
5. Integration

Diffusion of Innovations Theory
Formalized by Everett M. Rogers in a 1962 book called *Diffusion of Innovations*. Rogers stated that adopters (consumers) of any new innovation or idea could be categorized as:
1. Innovators (2.5%)
2. Early adopters (13.5%)
3. Early majority (34%)
4. Late majority (34%)
5. Laggards (16%)

COMPONENTS OF BRAND EQUITY

BENEFITS OF BRANDING
• Brand names make it easier for the seller to process orders and track down problems
• Creates brand loyalty
• Helps seller to segment markets. A different branded product to different market segments.
• Help build corporate image
**BRAND DECISION**
Most products sold today are branded:
  - Brand name or no brand name
  - National or manufacturer brands
  - Private or store brands

**STRENGTHENING THE BRAND**
Develop Creative Advertising

**STRENGTHENING THE BRAND**
Sponsor well-regarded events

**STRENGTHENING THE BRAND**
Invite customer to join a club

**STRENGTHENING THE BRAND**
Invite public to visit your factory

**STRENGTHENING THE BRAND**
Create your own retail units
STRENGTHENING THE BRAND
Give support to social causes

STRENGTHENING THE BRAND
Be known as a value leader

STRENGTHENING THE BRAND
Develop a strong spokesperson or symbol to represent the company

GOOD BRAND NAMES SHOULD
Suggest something about product benefits

GOOD BRAND NAMES SHOULD
Suggest product qualities such as action or color

GOOD BRAND NAMES SHOULD
- Be distinctive.
- Not carry negative images in other languages.
- Be easy to pronounce, recognize, and remember.
**BRAND STRATEGIES**

- **Existing**
  - Line Extension
  - Multibrands

- **New**
  - Brand Extension
  - New Brands
  - Co-branding

**LINE EXTENSIONS**

Introduction of additional items in the same product category under the same brand name: new flavors, forms, colors, sizes, etc.

**MULTIBRANDS**

Introducing new brands into the same product category

All are Unilever products

**COBRANDING**

Two or more well-known brands are paired in a single offering

**BRAND EXTENSIONS**

Using an existing brand name to launch new products in other categories

**Brand extension decisions done based on these questions:**

- Does the brand fit the product class?
- Does the brand add value to the offering in the new product class (i.e., the extension)?
- Will the extension enhance the brand name and image?