

Welcome

Branding

Week Four



What is a Brand?



The word *brand*
comes from an old word meaning 'to burn'.

Farmers used hot irons
to burn symbols onto their cattle to show
ownership



What is a Brand?



Today, companies don't burn marks onto products, but they use logos, colours and experiences to help customers recognise them



What is a Brand?



Brand then: A mark of ownership

Brand now: A mark of identity, reputation,
and customer perception



What is a Brand?



- **Brand** - A name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.
- **Brand Name**- That part of a brand that can be spoken, including letters, words and numbers
- **Brand Mark**- The element of a brand that cannot be spoken, often a symbol or design
- **Trademark** – Legal designation indicating that the owner has exclusive use of a brand
- **Trade Name** – The full and legal name of an organisation



(Dibb and Simkin 2009)

Benefits of Branding



- **Brand Loyalty** – A strong motivated and long-standing decision to purchase a particular product or service
- **Brand Recognition** – A customer's awareness that a brand exists and is an alternative to purchase
- **Brand Preference**– The degree of brand loyalty in which a customer prefers one brand over competitive offerings
- **Brand Insistence** – The degree of brand loyalty in which customer strongly prefers a specific brand and will accept no substitute
- **Trade Name** – The full and legal name of an organisation



(Dibb and Simkin 2009)

What is a Logo?



A visual symbol used to identify and represent a brand

A logo helps customers:

- Recognise a business
- Remember a business
- Differentiate it from competitors
- Associate it with particular feelings or experiences



The Difference between a Brand and a Logo



<https://www.youtube.com/watch?v=9mF1zdYDO4k>



e Difference Between A Logo VS Brand

Types of Logos

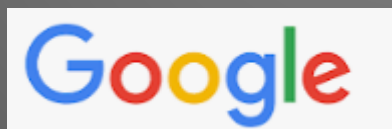


Wordmark

The company name is the logo.

Examples:

- Coca-Cola
- Google
- Disney

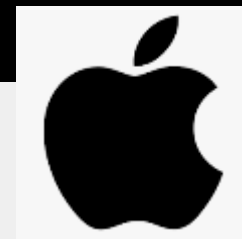


Symbol/Icon

A picture or symbol.

Examples:

- Apple
- Nike



Combination Mark

Text and symbol together.

Examples:

- Burger King
- Starbucks
- Adidas



Hidden Messages

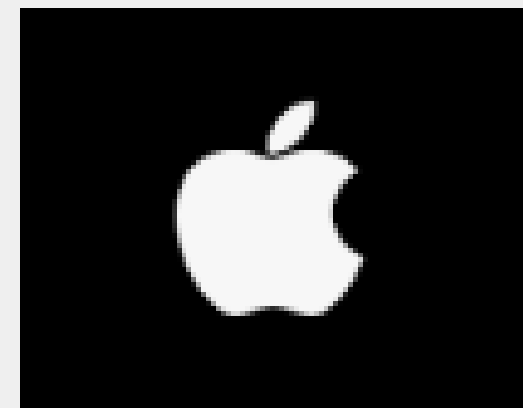


amazon



FedEx

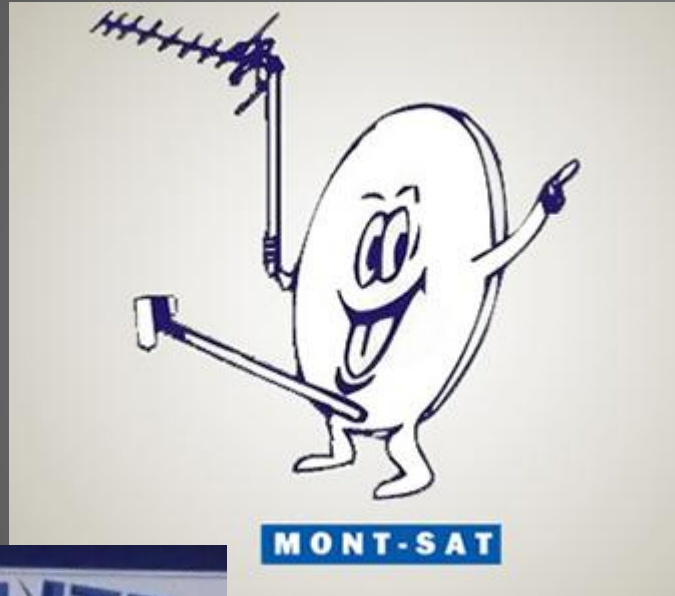
<https://www.bing.com/videos/riverview/relatedvideo?q=fast%20food%20join%20imaganitive%20company%20names%20playing%20on%20big%20branding&mid=9E5F751CF71D34BCCDF69E5F751CF71D34BCCDF6&ajaxhist=0>





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When logos go wrong



Some examples the good and the not so good!



<https://www.boredpanda.com/car-sliding-door-advertisement-fails-design/>

Look alike Branding



Copypat branding is when a brand designs its packaging, colours, logo style, or overall appearance to closely resemble a well-known market leader

The aim is to:

- Create familiarity for consumers
- Encourage comparisons with the leading brand
- Suggest similar quality at a lower price
- Increase purchase likelihood





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Look alike Branding



Why Does It Work?

Consumers make purchasing decisions quickly.

When shoppers see familiar visual cues, they may think:

This looks like the well-known brand, so it will probably be similar quality.

This reduces the perceived risk of trying a cheaper alternative.

Benefits

Helps consumers identify the product category quickly

Makes own-label products more attractive

Allows retailers to compete against powerful brands

Can increase sales of lower-priced alternatives

Risks

Can lead to legal disputes

May be accused of lacking originality

Could damage brand reputation if seen as misleading

Customers may still prefer the original brand

What is a Marketing Campaign



Marketing Campaigns are a planned series of activities to achieve a marketing objective



Key Elements of a Marketing Campaign



- **Objective**
- **Target audience**
- **Key message**
- **Marketing channels**
- **Budget**
- **Evaluation**

Who? → Target audience

What? → The product, service, or experience being promoted

Why? → Campaign objective

Where? → Marketing channels used

How successful? → Results achieved



Successful Campaigns



- **Nike's "Just Do It" Campaign:** This campaign increased Nike's share of the North American sport-shoe business from 18% to 43%, with worldwide sales growing from \$877 million to \$9.2 billion from 1988 to 1998

https://www.youtube.com/watch?v=p_xozTo6wrU

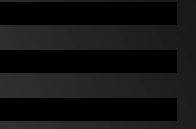
- **Coca-Cola's "Share a Coke" Campaign:** This personalized campaign led to a significant increase in sales after a decade of decline

<https://www.youtube.com/watch?v=5-ahnFYzMp8&t=5s>

- **Airbnb's Referral Marketing Strategy:** Within 30 days, Airbnb saw a 300% increase in sign-ups and bookings, significantly contributing to its global expansion

- **Old Spice's "The Man Your Man Could Smell Like" Campaign:** This viral campaign led to extensive media coverage and a significant increase in sales

<https://www.youtube.com/watch?v=owGykVbfgUE&t=27s>



Thank you!

Do you have any questions?

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