

What is Branding?

branding

/'brandɪŋ/

noun

1.

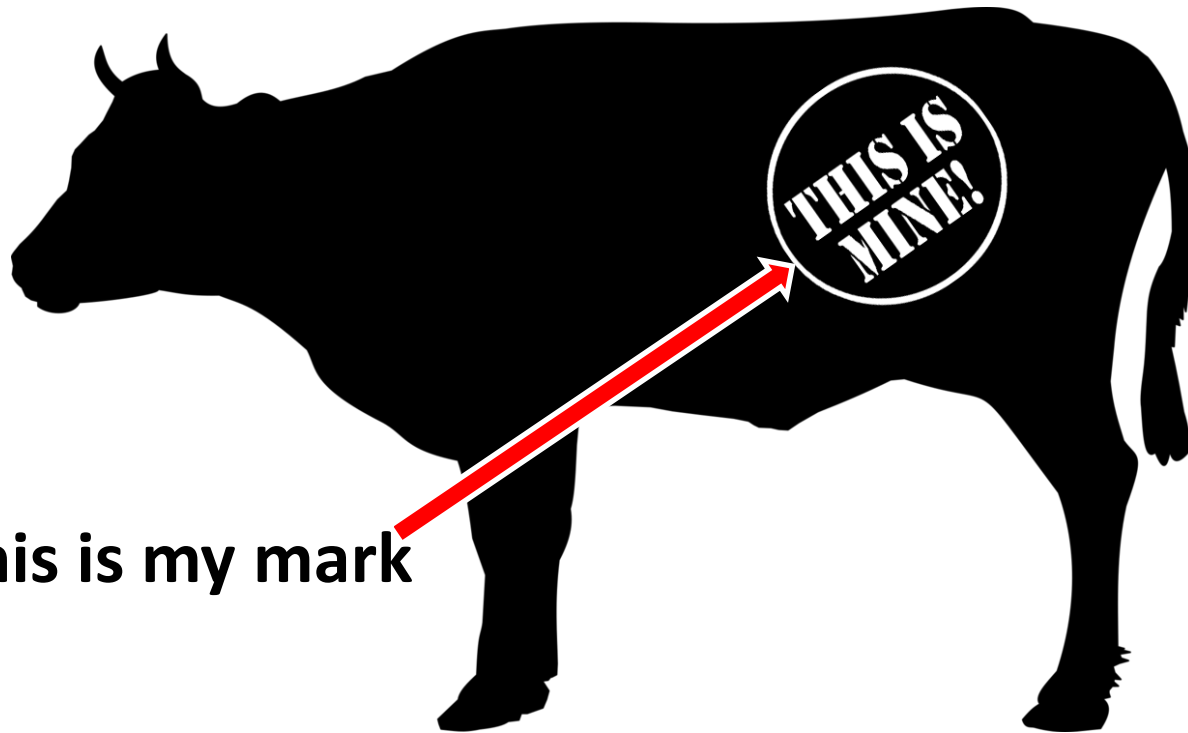
the action of marking with a branding iron.

"regulations concerning the branding, movement, and sale of cattle"

2.

the promotion of a particular product or company by means of advertising and distinctive design.

Branding used to be about personal ownership



And this is my mark

**But brands have moved
way beyond a simple mark
of ownership**

**These days they can include a
multitude of things...**

LOGO'S



Mercedes-Benz



Microsoft



pepsi



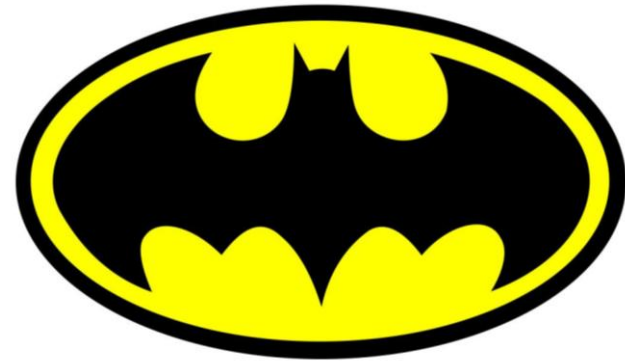
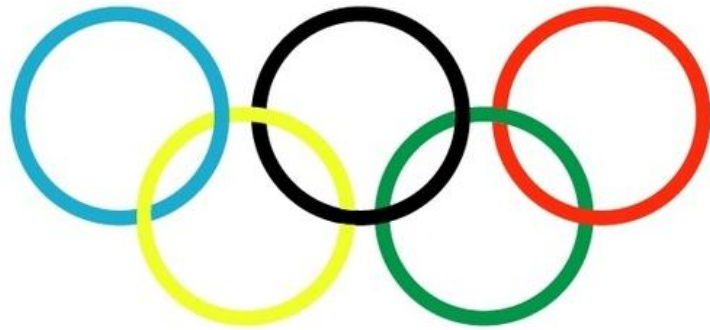
NAMES

Madonna **ELVIS**

V I C T O R I A B E C K H A M

Picasso

SYMBOLS



DESIGN STYLES

Good to be unique

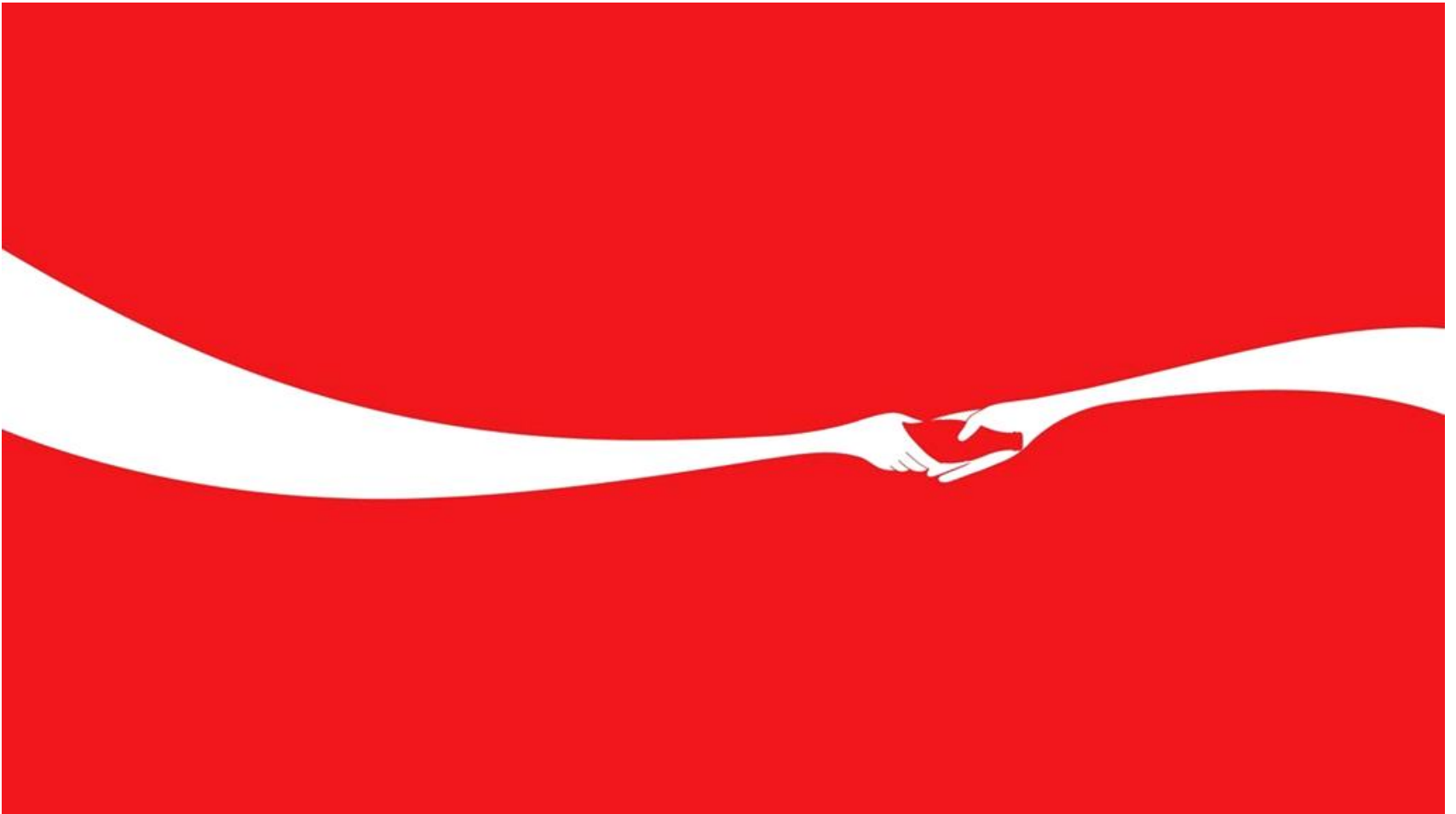
BEHAVIOUR

Brand behaviour is all about how your **brand** reaches out to people and how they respond back to you.

VISUAL LANGUAGE



VISUAL LANGUAGE



-tone of language

JUST DO IT.

i'm lovin' it[®]

Because you're worth it

OWNING A WORD

KINGDOM...

MAGIC...

FANTASY...

DREAMS = ?

OWNING A LETTER

i + Word = ?

OWNING A SOUND



TAKEN INDIVIDUALLY
OR
COLLECTIVELY THESE PRESENT
PRODUCTS
SERVICES OR
ORGANISATIONS





Digital Advertising – Brand Experience



Product + Branding = Added value













How do brands work?

**Brands these days present
OPPORTUNITIES**

**They are still owned but the
emphasis has moved from
THEM to YOU**

**Organisations use their brands
for communication...**

THEY COMMUNICATE

THE BENEFITS

THAT THEY CAN BRING TO YOU

BENEFITS



BRITISH AIRWAYS



BENEFITS



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from

JERSEY
one-way

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THEY COMMUNICATE
WHAT THEY
STAND FOR



**PEACE
ONE DAY**



**PEACE
ONE DAY**

21ST SEPTEMBER IS PEACE DAY
WHO WILL YOU MAKE PEACE WITH?

WHO WILL
YOU
MAKE
PEACE
WITH?



PEACE
ONE DAY

PEACE DAY 21 SEPTEMBER



THEY COMMUNICATE

IDEAS





THEY COMMUNICATE
INSPIRATION



The image features a dark red, textured background that resembles crumpled paper or a similar tactile surface. Centered on this background is the text "INSPI (RED)" in a bold, white, sans-serif font. The text is slightly shadowed, giving it a three-dimensional appearance as if it's floating or attached to the textured surface.

INSPI (RED)



(RED)TM BUY (RED) SAVE LIVES

🏠 PRODUCTS (RED)NIGHTS (2015)^{RED} LAZARUS EFFECT IMPACT ABOUT (RED) TAKE ACTION



**Organisations use their brands
for DIFFERENTIATION...**

**CLEARLY COMMUNICATING
WHAT THEY STAND FOR AND
WHY THEY ARE DIFFERENT**



BLACK LEVI'S.

Levi's

WHEN THE WORLD ZIGS, ZAG.

**AND WHY YOU WOULD
PREFER **THEM** OVER
ANYONE ELSE**

**Organisations use their brands
for IDENTIFICATION...**

**AND IF THEY GET ALL THESE THINGS
RIGHT....THEN 2 WORDS
CAN INSPIRE YOUR MOOD**



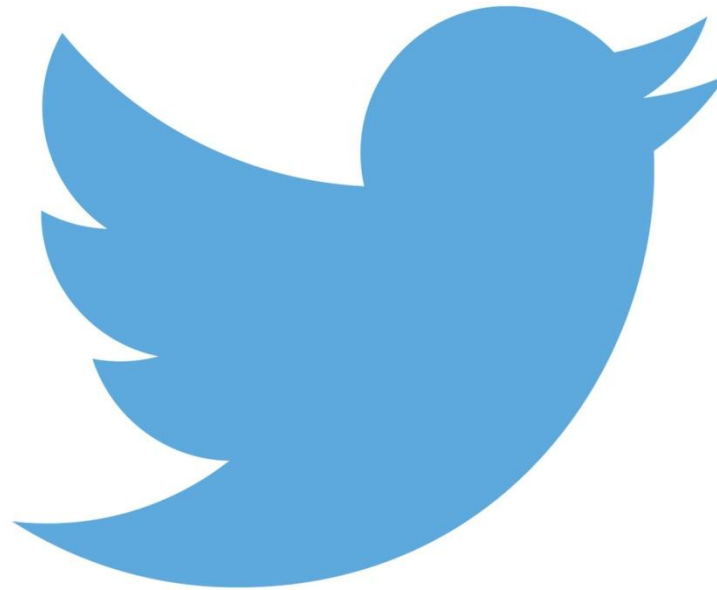
Think different.

eat fresh.®

**A SINGLE BIRD CAN
MAKE YOU PLAYFUL...**



...OR CONNECT YOU!



A SINGLE LETTER CAN UNITE YOU...



**...OR REMIND YOU TO
EAT BREAKFAST**



BRAND NAMES

CAN REPLACE
WORDS

Asprin
Escalator
Bikini

BRANDS CAN BECOME VERBS..

You can **Google** it.



your room.

BRANDS CAN BECOME NOUNS..

I'll find it on my iPhone

I'll present on my Mac

SHAPES CAN MAKE YOU THIRSTY..



..OR INSPIRE YOU TO TAKE ACTION



THEY CAN CAPTIVATE AND TRANSPORT YOU TO OTHER WORLDS



**And by getting
ALL of these things right
AND
delivering on their promises
– they become the thing that
ALL brands aspire to...**

RELEVANT

Project Brief

Create a brand identity for a new charity/social enterprise.

- Select and research your chosen target audience.
- Research existing charities/social enterprises in terms of design, cause and digital visibility.
- Make consideration of your charity in terms of sustainability and ethics.

Project Brief

- Apply and demonstrate understanding of the 4 pillars of branding relating to your charity branding solution.
- Write a design rationale, which explains your multimedia, layout and design choices and what it is you are aiming to achieve.

Deliverables

- Define the cause you are championing and then devise a name for your charity/social enterprise.
- Create a visual identity for your charity/social enterprise. Visualise your brand identity in its environment to include digital/broadcast media and new/emerging technologies.

Deliverables

- Demonstrate brand communication through digital advertising including social media platforms as part of a digital advertising campaign.
- How will you create awareness of your charity?
Consider the ethics of your approach.
- What digital platforms/media will you utilise and how?

Deliverables

Collate your research, concept development and rationale as you progress through the multimedia projects, this will be compiled into your multimedia digital/visual diary for assessment.

For full submission and **Summative deadline see module handbook.**