What is Branding?

What is Branding?

branding

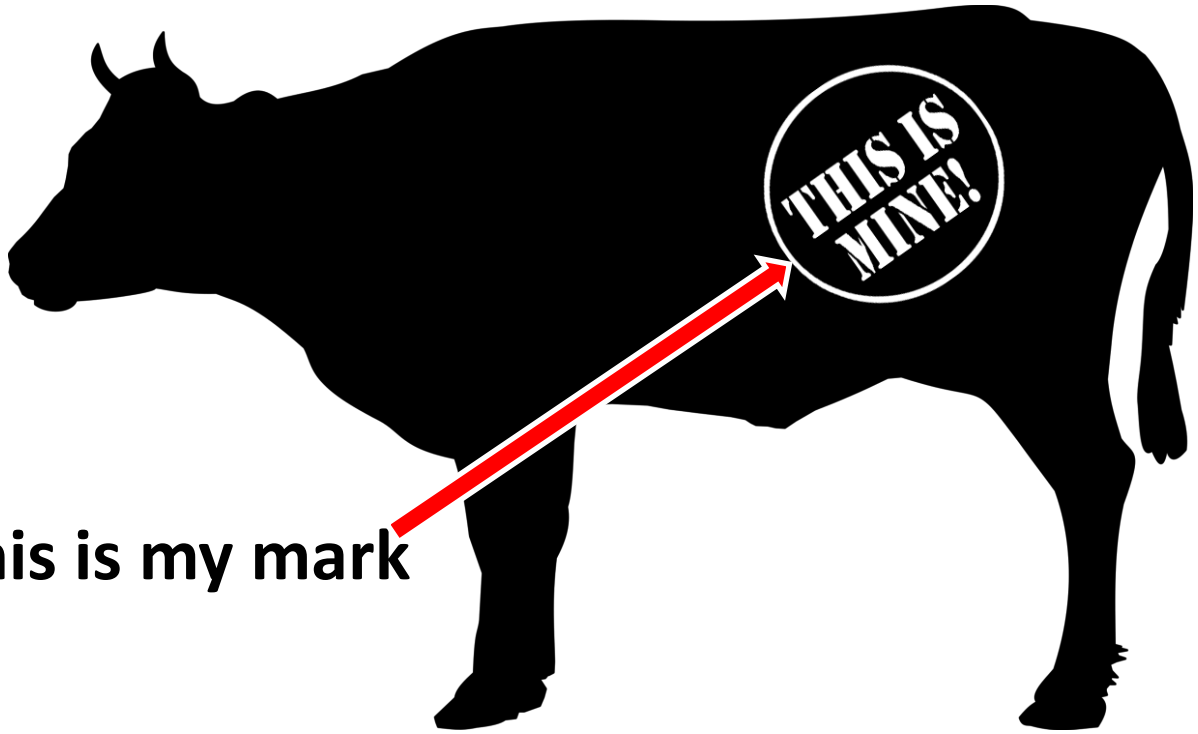
/ˈbrandɪŋ/

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

What kind of things Can make a brand?

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

LOGO'S


Google
NIKE
facebook
Mercedes-Benz
Coca-Cola
YouTube
Chupa Chups
adidas
Unilever
Marlboro
Microsoft
Pinterest
ebay
pepsi

What is Branding?

NAMES

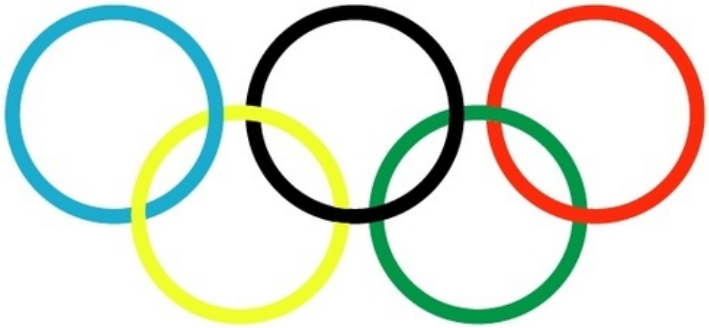
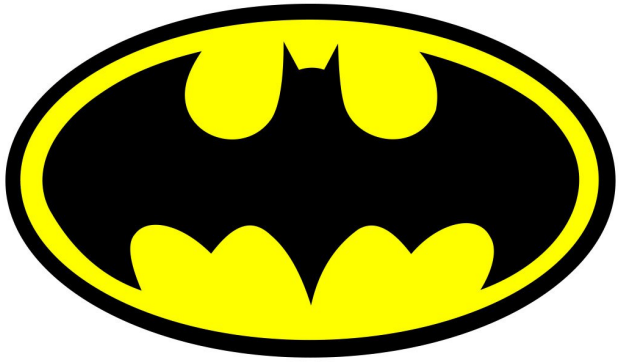
Madonna

ELVIS

VICTORIABECKHAM

Picasso

SYMBOLS



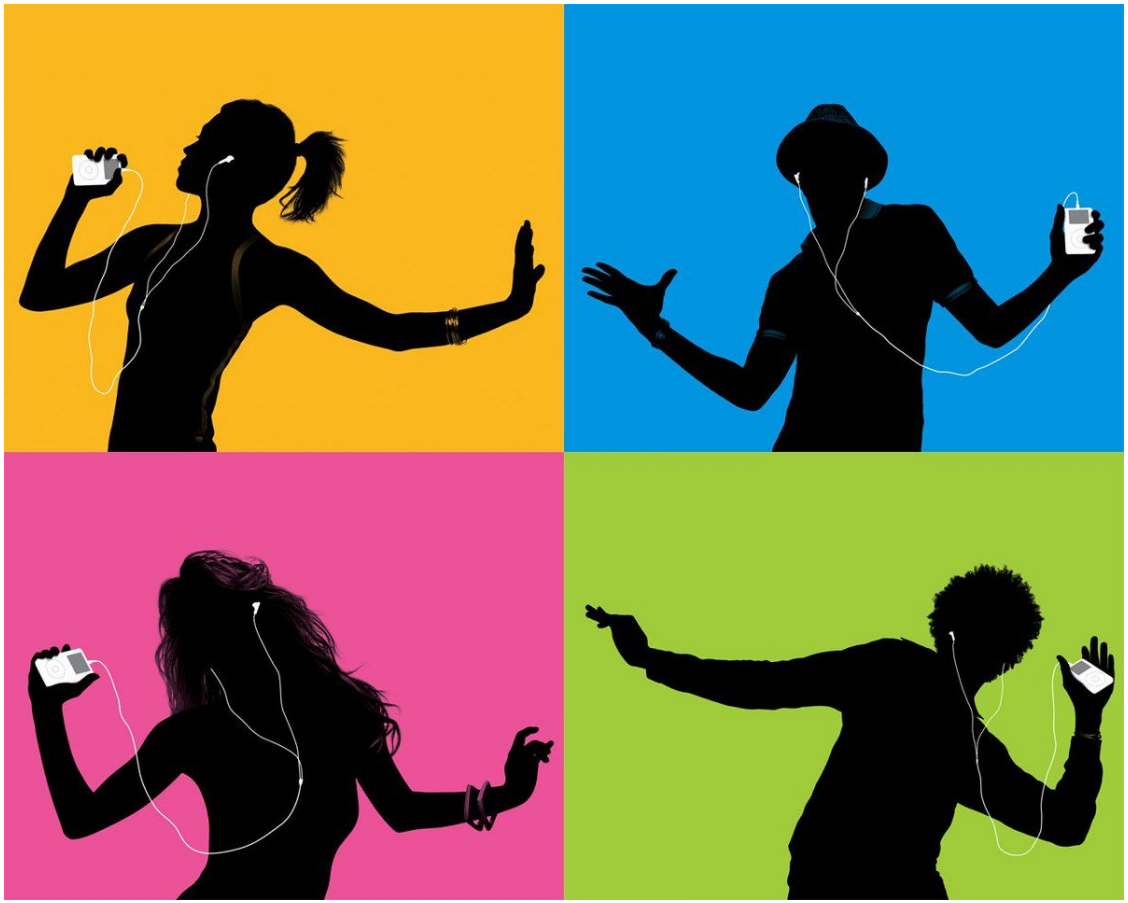

DESIGN STYLES

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



OWNING A LETTER

i + Word = ?

OWNING A SOUND



AKA AUDIO LOGO

What is Branding?

TAKEN INDIVIDUALLY

OR

COLLECTIVELY THESE PRESENT

PRODUCTS

SERVICES OR

ORGANISATIONS

What is Branding?



Digital Advertising – Brand Experience

What is Branding?



What is Branding?



What is Branding?

Product + Branding = Added value

What is Branding?



What is Branding?



What is Branding?



What is Branding?



Digital Advertising – Brand Experience

What is Branding?



Digital Advertising – Brand Experience

What is Branding?



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



What is Branding?



What is Branding?



THEY COMMUNICATE

WHAT THEY STAND FOR

What is Branding?



https://www.peaceoneday.org/

What is Branding?



What is Branding?



What is Branding?





THEY COMMUNICATE

IDEAS

What is Branding?





What is Branding?



THEY COMMUNICATE

INSPIRATION

What is Branding?



https://www.one.org/international/about/

What is Branding?



What is Branding?



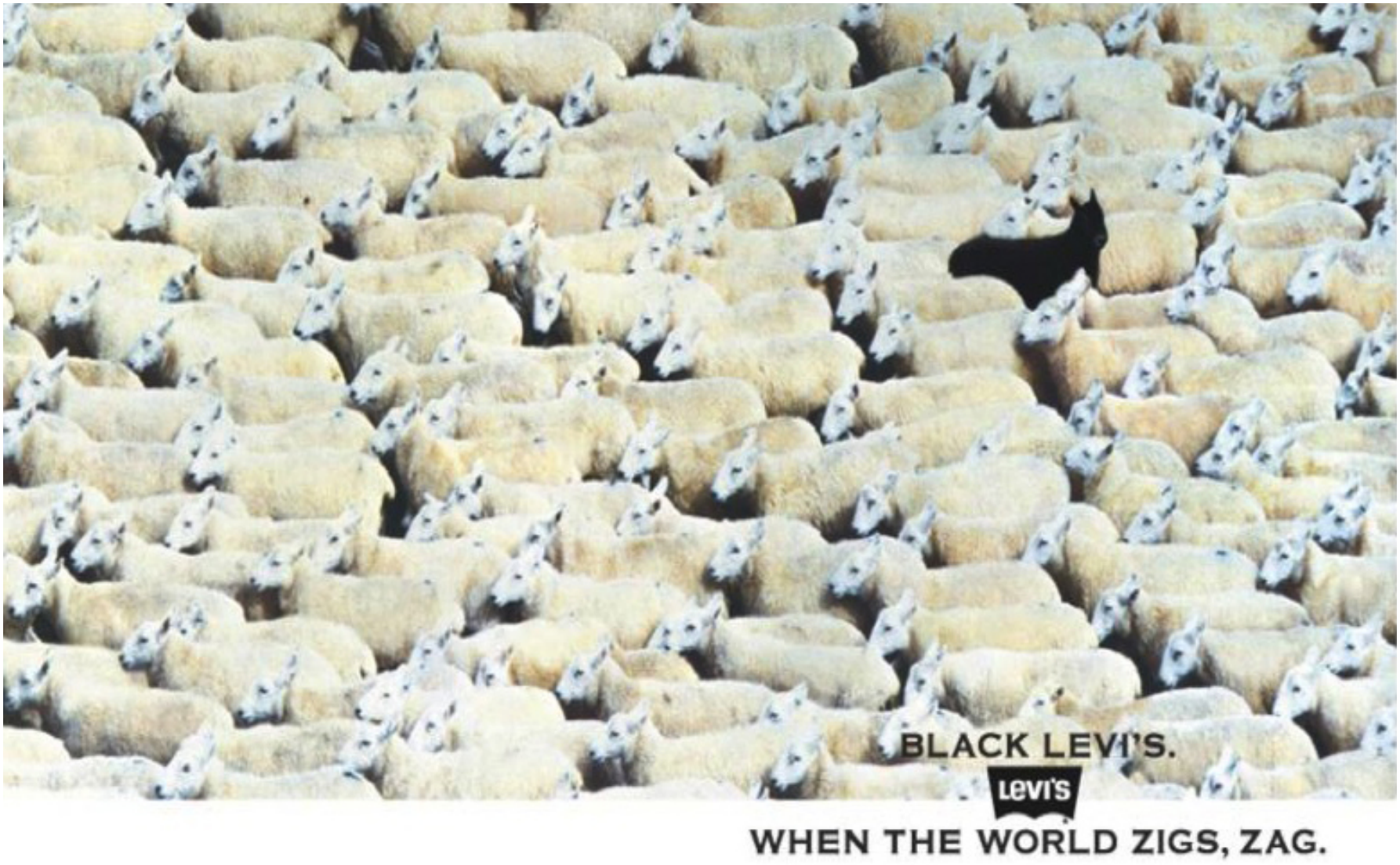
What is Branding?



Organisations use their brands for DIFFERENTIATION...

CLEARLY COMMUNICATING WHAT THEY STAND FOR AND WHY THEY ARE DIFFERENT

What is Branding?



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

What is Branding?



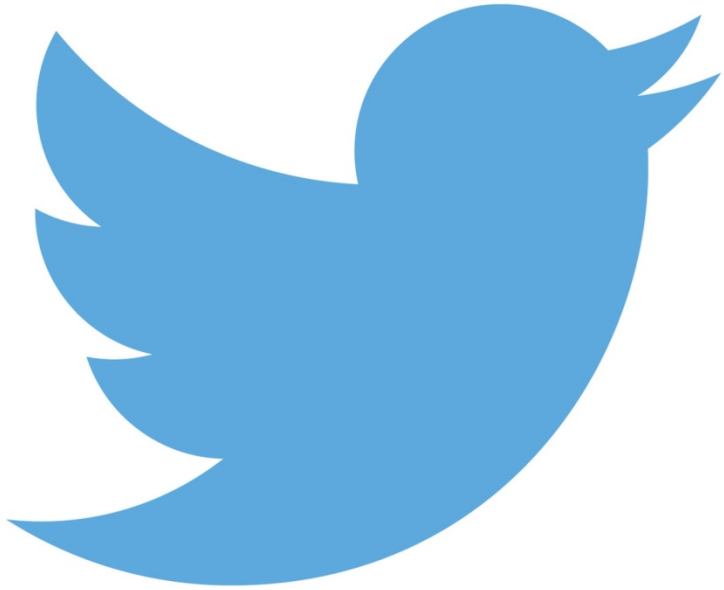
What is Branding?



A SINGLE BIRD CAN MAKE YOU PLAYFUL...



...OR CONNECT YOU!



A SINGLE LETTER CAN UNITE YOU…



...OR REMIND YOU TO EAT BREAKFAST



What is Branding?



BRANDS CAN BECOME VERBS..



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



What is Branding?

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

What is Branding?

RELEVANT

So what is your brief for My part of this module?

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.

Summative deadline 6th December.