



TODAY'S TOPICS

- Meaning of brand
- Importance Of branding
- Factors that make brand stronger
- Branding Types
- Branding Decisions/ Policies/ Strategies
- Branding Elements
- Brand Equity Models

WHAT DO YOU SEE??



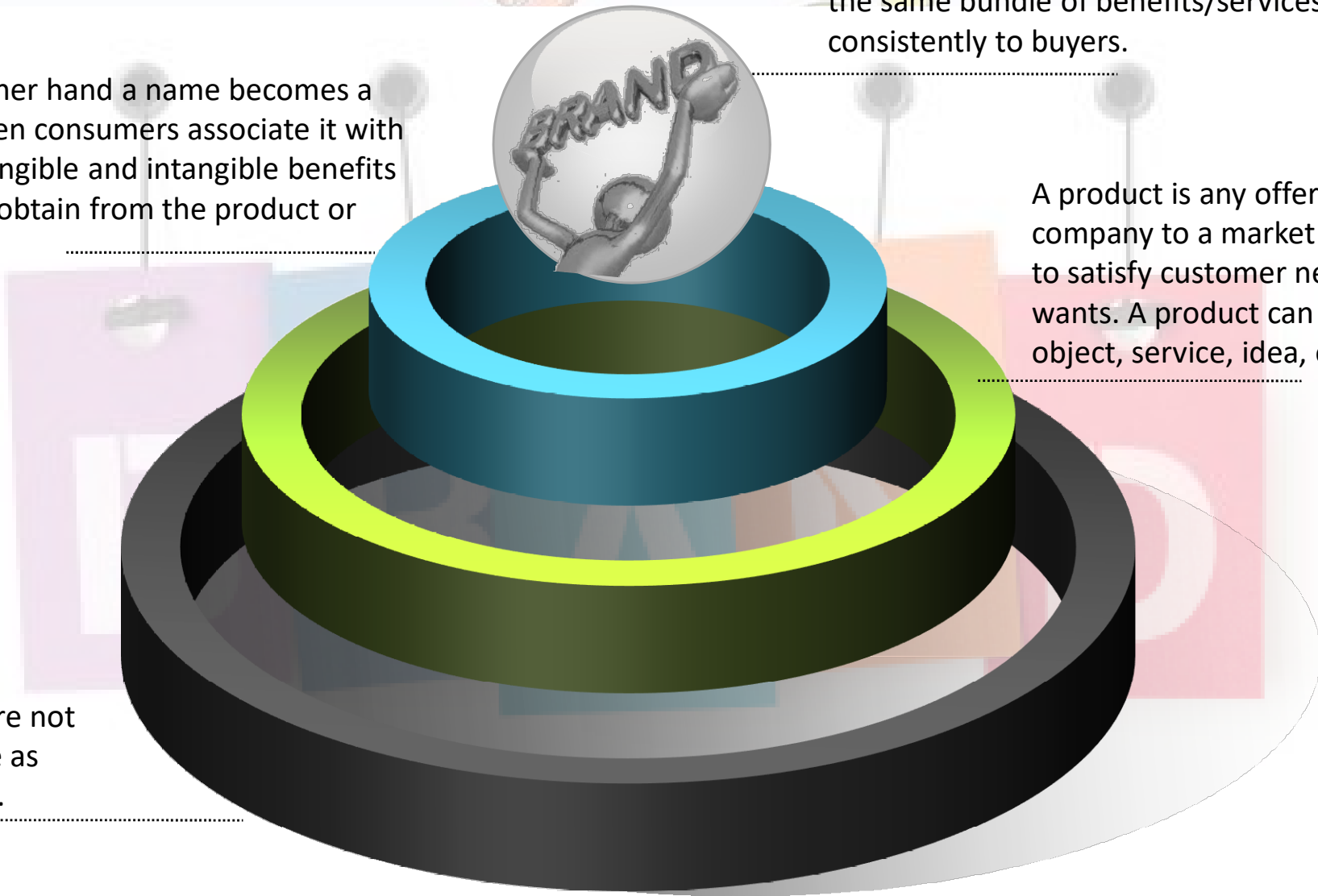
What is a Brand?

On the other hand a name becomes a brand when consumers associate it with a set of tangible and intangible benefits that they obtain from the product or service.

Brand is the seller's promise to deliver the same bundle of benefits/services consistently to buyers.

A product is any offering by a company to a market that serves to satisfy customer needs and wants. A product can be an object, service, idea, etc.

Brands are not the same as Products.





What is a Brand?

Nokia brand promises **'trust'** and **'strong technology'**

The popular Starbucks has earned its brand image from the **opinions of its customers.**

The brand Starbucks stands for **bolder, more flavorful** coffee.

Thus, you can see that Brands are **"what the consumers buy"**, while products are "what concern/companies make".

Brand is a promise that the product will perform as per customer's expectations.

It is a **name, term, sign, symbol or a combination of all these** which differentiate the goods/services of one seller or group of sellers from those of competitors.

Some examples of well known brands are Wrangler, Audi, Samsung, Coca Cola, etc.





Why do Brands Matter?

Brands have become important drivers of growth for any organization, good or service.

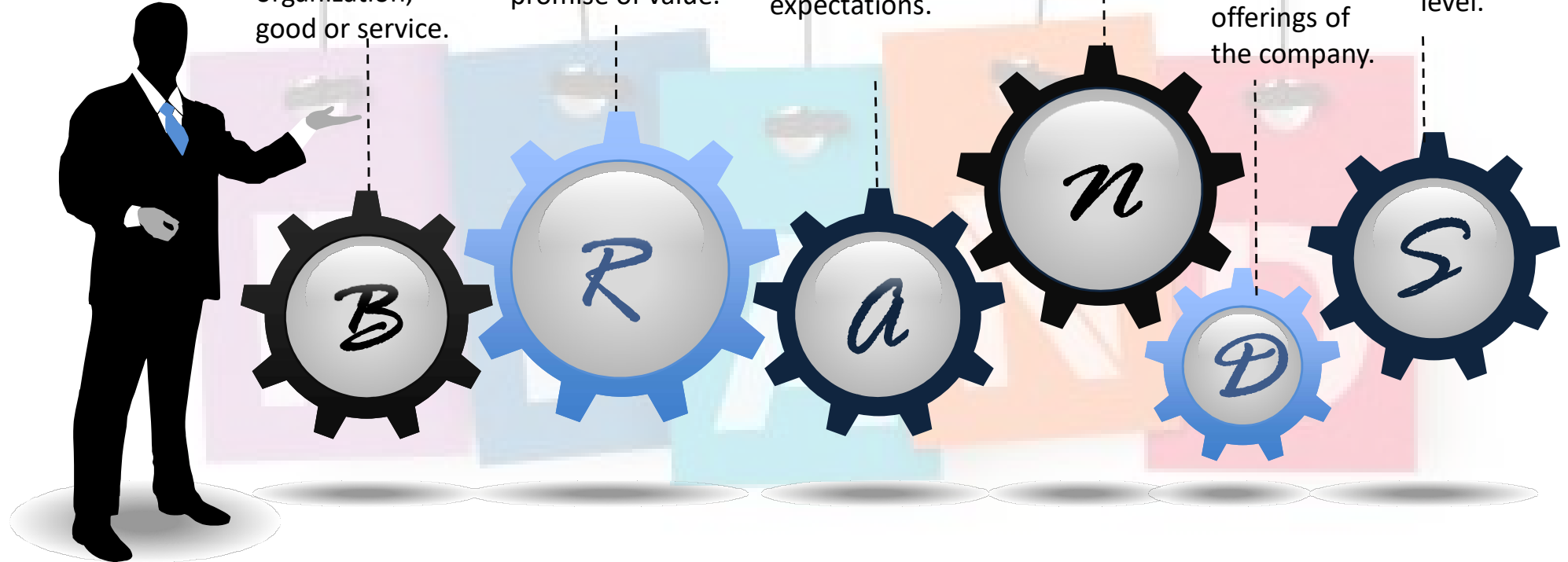
The main reason consumers flock to some brands and ignore others is that behind the brand stands an unspoken promise of value.

A Brand is a promise that the product will perform as per customer's expectations.

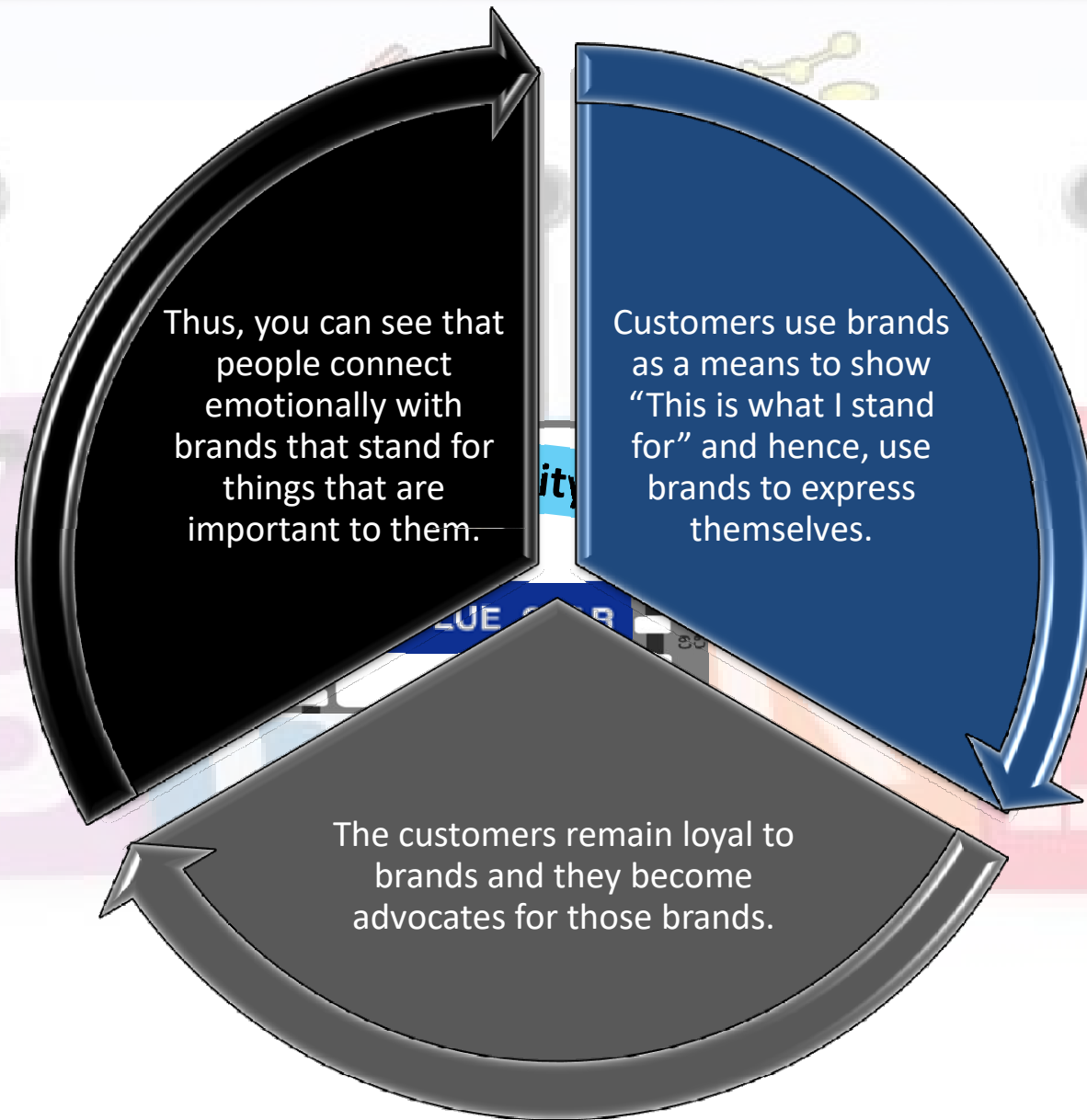
A brand helps make a mark and differentiate a good or service from others in marketplace.

A strong brand makes people aware of what the company represents and about the different offerings of the company.

Brands help customers to connect to the product or service on an emotional level.



Why do Brands Matter?



- Branding is not just important, *it's necessary*. In a crowded, competitive world where you're up against millions of other brands for your consumers' attention, time and money, you can't afford to *not* stand out.
- Branding communicates who you are, what you offer, why you're a better choice than your competitors and why you're the best choice for the specific buyer you're targeting. It's a means of survival and the key to thriving.

What makes a Brand Strong?

It is important that in order to make a strong impact, a brand should be strong. There are a few characteristics that make a 'strong' brand, which are as follows:

- ▶ A strong brand is a major driver of shareholder value.
- ▶ A strong brand is like an asset. It can be used as collateral for financial loans , buying and selling as an asset.
- ▶ A strong brand has strong attributes, values and personality that the consumers associate with the brand.
- ▶ A strong brand is a means of attaining higher customer loyalty.
- ▶ A strong brand always delivers the benefits that customers truly desire.
- ▶ A strong brand makes use of and coordinates full range of marketing activities to build equity.
- ▶ A strong brand has the right blend of product quality, design, features, costs and prices.
- ▶ A strong brand is properly positioned and occupies a particular niche in consumers' minds.
- ▶ A strong brand compels consumers to willingly pay a substantial and consistent premium price for the brand versus a competing product and service.

Gillette as a Strong Brand

Gillette is one of the strongest brands in the market of men's personal care products. It has tied the actual quality of its products to various intangible factors such as:

User Imagery

The type of person who uses Gillette, the type of situations in which the brand is used, the type of personality Gillette portrays etc.

Technology

Its razor blades are as technologically advanced as possible through continuously spending millions of dollars in R&D.

Sub-branding

It has developed several sub brands such as Trac II, Altra, Sensor, Mach3 to remain on top of its competitors.

Enhancements

It makes constant improvements with modifiers like Altra Plus, Sensor Excel.

Gillette as a Strong Brand

● Gillette's tagline, 'The Best A Man Can Get', showcased in its ads through the years has created a consistent, intangible sense of product superiority.

● Gillette has created a strong brand image in totality - that is, all the different perceptions, beliefs, attitudes and behaviors customers associate with their brand.

● To keep this strong brand presence, Gillette is very protective of the name carried by its razors, blades and associated toiletries. Hence, Braun is used for the company's electric razors and its oral care products are marketed under the name, Oral B.



6 levels of meaning for a product to be called as brand

1. **Attributes:** A brand brings to minds of customers a certain attributes. Eg: Mercedes- well-built, high-end automobile, durable etc
2. **Benefits:** Attributes must be translated to functional as well as emotional benefits. Eg: Mercedes-durable attribute- functional benefit; expensive- emotional attribute.
3. **Values:** The brand also say about the producer's values Eg: TATA group of companies- for their honesty
4. **Culture:** Brand may represent certain culture. Eg: Mercedes-A German company- Germany known for organized,efficient and high quality products.
5. **Personality:** A brand can project a certain personality.Eg: Armani- known for style, classic, austere person etc
6. **User:** The brand suggests the kind of consumer who buys or use the product.Eg: Mercedes used by 55 year old company executive rather than a college student.

The 8 universal branding elements every brand needs:

1. Logo:

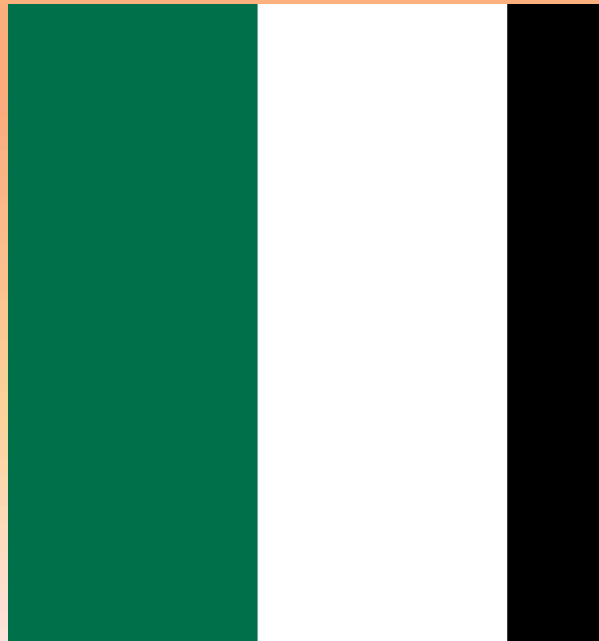


A logo is a brand's whole personality boiled down into an easy-to-recognize image. It's often the first interaction you have with a brand the image that sticks in your mind and conjures up memories (good, bad or indifferent) about the brand when you see it again.

Your brand's logo goes on almost every asset your brand owns: your business cards, your website, your merchandise, your social media pages, any branded templates you use and all of your advertising and marketing materials. That's why your logo should represent what your brand is all about and encapsulate the essence of your brand identity.

2. Color palette:

- Colors are another key ingredient in any brand identity. Color is so important to branding that some companies have gone so far as to trademark their signature brand colors. But why is color so important? Because colors express key values and personality traits. The colors in your palette work together to express your brand while giving it a unique look.



3. Shape

- Shape is another part of an overall branding strategy. Not just the shapes present in your logo, but the shapes in your web page backgrounds, layout design, packaging and even your business cards and other stationery.
- Different shapes convey specific brand values and other aspects of your identity in previous blog posts. As you develop your brand identity, determine which shapes align with your brand's persona best. Keep in mind that you aren't locked into just one shape or type of shape—if your brand's look demands two or more shapes, use those shapes.



4. Tagline:

Your tagline gives your logo additional information and context. It doesn't just tell people what you do, it tells them what to expect.



Nike's urging the customer to "Just Do It." But despite being somewhat abstract, Nike's message is clear: don't hesitate, take action. Get up, exercise, do what you know is right for your body and your mind—no excuses, just do it.

5. Tone of voice and vocabulary:

- A specific vocabulary is part of a brand's tone of voice. A brand's tone of voice is the voice you read in all the copy produced by the brand, like the emails you receive from them, the content on their website and the language they use on social media.
- Your tone of voice is one of the most effective ways to shape—and reshape—how the world perceives your brand.

6. Fonts

- The fonts a brand uses are another key element of branding. Wherever a brand uses text, like in their logo, on their website and as part of an email template, the font used for that text isn't random—it's carefully selected to communicate the brand's personality and values.
- Much like specific colors correlate to different emotions and traits, so do fonts' components.

7. Imagery:

- Imagery includes all the kinds of images you use in your branding, marketing and advertising. This isn't your logo or the specific pieces of content you publish; it's the choice of photos and stock images you use, the style of the graphics on your website and other brand assets and your overall brand aesthetic.
- Think of gradient and patterned backgrounds, packaging or banners—you don't need concrete imagery to communicate a brand clearly; you can easily do so with abstract imagery through your shape and color choices.
- Brand imagery works closely with other elements of branding, like color and shape.
- But it doesn't stop with illustrations and graphics. Brand imagery also refers to how a brand, and this extends to when an individual creates a personal brand, presents themselves visually

8. Positioning

- Positioning is the niche in the market that a brand fills. When you determine your brand's persona, you determine not just what it offers buyers, but how it fits among other brands in its space. Are you priced higher, about the same or lower than your competitors? What makes your offer more attractive than competing offers?
- A brand's positioning has a direct impact on its branding. For example, a low-priced brand that aims to communicate that they're the most economic choice might choose bright, value-communicating colors like yellow and orange and craft a brand voice that's simple, friendly and optimistic.
- Brand positioning isn't just carving out a space in the market, though. It also involves interaction with other brands, both within the same industry and brands from other industries. This is where positioning overlaps with brand imagery: the brands you partner with (and that includes influencers) shape how the world perceives you.

Brand Element Choice Criteria

- ☐ Memorable
- ☐ Meaningful
- ☐ Likeable
- ☐ Transferable
- ☐ Adaptable
- ☐ Protectable

BRANDING TERMINOLOGY

nike logo with tagline - Google S x | Branding and Packaging - ppt do x | The 8 elements of branding - 99c x | PPT - Chapter 9: Product, Brandir x | branding-l.jpg (1024×768) x +

image1.slideserve.com/2946706/branding-l.jpg

brand | Branding and Packa... | Branding, Packagin... | PPT - Chapter 9: Pr... | PPT - Brand Manag... | 1 9 Creating Brand...

Branding

- **Brand**—A name, term, design, symbol, or other feature that identifies a seller's products and differentiates them from competitors' products.
 - Corvette, Chevrolet, General Motors
- **Brand Name**—The part of a brand that can be spoken, including letters, words, and numbers
 - Union 76, NBA, 49'ers
- **Brand Mark**—Part not made up of words, such as a symbol or design
 - Nike swoosh, Mercedes star, McDonald's arches
- **Trademark**—legal designation of exclusive use of a brand
- **Trade name**—full legal name of



Brand Mark

- **BRAND IDENTITY:** It is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds. Brand identity is distinct from brand image.
- Brand identity is from manufacturer's point of view where as brand image is customer's perspective of the same product.

- **Brand identity** is a set of visible elements like logo, design, and color that helps a brand stand out among its competitors in consumers' minds. A business owner's team selects a name, develops a logo, crafts messages and a certain way of communication, creates shapes and visuals, and uses colors to shape a specific image in the minds of consumers.
- **Brand image** is the perception a consumer has about a particular brand after interacting with it. Simply put, it's a result of a company's team's efforts to create a brand identity. If it is successful, they shape a positive image.

- **BRAND EQUITY:**
- Brand equity refers to a **value premium that a company generates from a product with a recognizable name when compared to a generic equivalent.** Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability.
- Brand equity is the added value endowed on products and services, which may be reflected in the way consumers, think, feel, and act with respect to the brand.❓
- Brand equity actually represents the difference between the **brand value to the customer and the product value when the brand name is not used.**



- **What is Brand Awareness?**

Brand awareness is the likelihood as to how aware a customer is about a brand, product or service. Brand awareness is how much a customer or prospect recalls or recollects about a particular company & its goods. Brand awareness is one of the key dimensions of brand equity & it includes a customer's ability to remember the product, logo, tagline, name etc.

- Brand awareness is basically of the following types:

1. ***Brand recall***: Customers are able to identify the brand themselves without any aid, known as unaided recall.
2. ***Brand recognition***: In this type of brand awareness, aided recall helps customers remember a particular brand.
3. ***Top of the mind brand***: Any brand which a customer recalls without any help and is the first thing on their mind is top of the mind brand.

- **What is Brand Association?**

The brand association is a relationship with a brand with a certain concept that consumers remember when they found the brand.

Consumers remember brands using a series of attributes, experiences, images, and other unique things that make brands stand out.

This unique collection can include concepts, emotions, objects, experiences, personalities, relationships, humans, objects, or images. It can be tangible or intangible and can be directly related, indirectly, or not at all related to the brand offers. But it is something that makes customers remember and recognize the brand.

The brand must be associated with something positive so that customers connect your brand to be positive. Brand association is a brand attribute that appears in the minds of consumers when the brand is discussed.

This is related to the implicit and explicit meaning that is associated/consumed by consumers with certain brand names.

TYPES OF BRAND ASSOCIATION:

- 1. Attribution-based:** These features or attributes are very promoted by the company and stand out in the competition.
- 2. Based interest:** Interests are used as a factor of associations by many companies for their customers. These are the basic parameters used and attract customer intelligence or awareness. The company's main purpose is used to generate interest in the minds of customers and position the appropriate brand which will, in turn, mean that the brand is interesting for customers. Associations can be made with celebrity support or by placing them in films where the main actor uses certain products because of interest so that it connects prospective customers and the product.

3. Based on benefits: As is explained by its name, the benefits of the product or brand that associated customers with it. These benefits can be functionally related to certain products or services or can also be experimental that describe the wise feelings of customers in using these products or services. The benefits can also be at symbolic levels, such as brands that help customers achieve social goals. The cosmetics industry is very dependent on associations based on profit. This is a primary use that is easy to attract customers who are more women than men.

4. Attitude-based: The brand's attitude is determined by the customer after the overall evaluation by them. This association is quite abstract and more often than not, can be attributed to product attributes including its benefits. This attitude can also be associated with certain lifestyles such as fitness-oriented, environmentally conscious, or celebrities in sports or entertainment.

The best example is Nike which is a fitness-based clothing company that uses support from celebrities to build brand associations for various product lines in the customer's mind.

5. Celebrity based

- This is the type of brand association most commonly used to promote products. Celebrity images are used to encourage products in the minds of customers and thus help sell your products. The selection of careful celebrities is done to associate with certain brands.
- For example, the beauty brand will always be associated with women's younger actresses, while products such as wrinkle lifter cream will be attributed to relatively older celebrities.

- **What is Perceived quality ?**
- Perceived quality is the way that a customer feels about the quality of a product with respect to its ability to fulfill their expectations when compared to the intended purpose of the product. Perceived quality plays a major role in building brand equity.
- Importantly, perceived quality has the ability to spread its measure of goodness to various other elements of the brand, thereby strengthening brand equity.
- The perceived quality of a product depends on its performance, reliability, features, durability, conformity with specifications, finish, service, and fit. But for a service, perceived quality depends on responsiveness, tangibles, competence, reliability, responsiveness, and empathy. Customers' The knowledge that a customer possesses about the brand and his association and experience with the brand are important variables for decision making.
- For example, Pepsi has a brand image that is built over a period of time. Customers have perceived this brand as an image of youth, innovation, fun, dynamic, next-generation drink, cool, smart, and upbeat. These perceived qualities have increased brand equity of Pepsi.

- **What is Brand experience?**
- Brand experience is a collective experience of a customer with a product as well as the overall brand. It does not include just the product but is inclusive of the pre-sale experience, sale, and post-sale experience as well. When a customer encounters a good experience with a brand, he will consider the brand as superior compared to other brands, and thereby will definitely prefer it over all other competitor brands. This reflects positively on the brand equity as well.
- Brand experience can be elevated by evoking positive feelings and emotions from customers. Brand experience defines the way in which customers feel towards a brand, thereby creating brand-faithful customers and eventually increasing brand equity.
- Lego is a great example that offers an excellent brand experience. It has gone far and beyond to create a great brand experience before, and after sales, which has evoked feelings from customers. Even before making a purchase, customers are allowed hands-on experience in their Lego shops and Legoland destinations. They have created excellent videos, movies, games, and virtual reality experiences to make a positive brand experience.

- **What is brand preference?**
- Brand preference refers to the choice that a customer makes in buying a particularly preferred product over a lot of similar products available in the market at the same or lesser price. Customers go that extra mile to purchase their favorite brand even if they have to spend extra money and effort in buying their preferred brand.
- Brand preference influences brand equity to a large extent. Brand preference is often a result of quality, service, customer loyalty, consumer choice, and effective marketing. In fact, brand preference arises due to the consumer bias towards a brand which could have emerged due to the emotional responses towards brand proposition and marketing strategy.
- For example, Harley-Davidson is a company that had made its mark in history through personality and grit. Now mostly the world's well-known motorcycle brand, the Harley Davidson brand has emerged as a winner after facing tough challenges while creating customers who would go to any extent for their favorite brand.

- **What is Brand Loyalty?**
- Brand loyalty is a situation where a consumer consistently buys from the same brand over time rather than buying from different suppliers from the same category. Loyal customers do not buy from different sellers and do not like to substitute for any other brand in case their brand product is unavailable.
- Brand loyalty influences brand equity. Brands experience repeated purchases from its loyal customers even when there is an increase in its price or decrease in convenience. Loyal customers do not get influenced by the marketing efforts of its competitor brands, thereby ensuring there is continuous use of its brand products.
- For example, Maybelline, which is owned by L'Oreal, has a loyal fan following for many years. Though it went through a lot of changes in its ownership, it still maintained a #2 position in the cosmetics brand. Brand loyalty proved to be important to maintain brand equity for L'Oreal.

Brand Loyalty

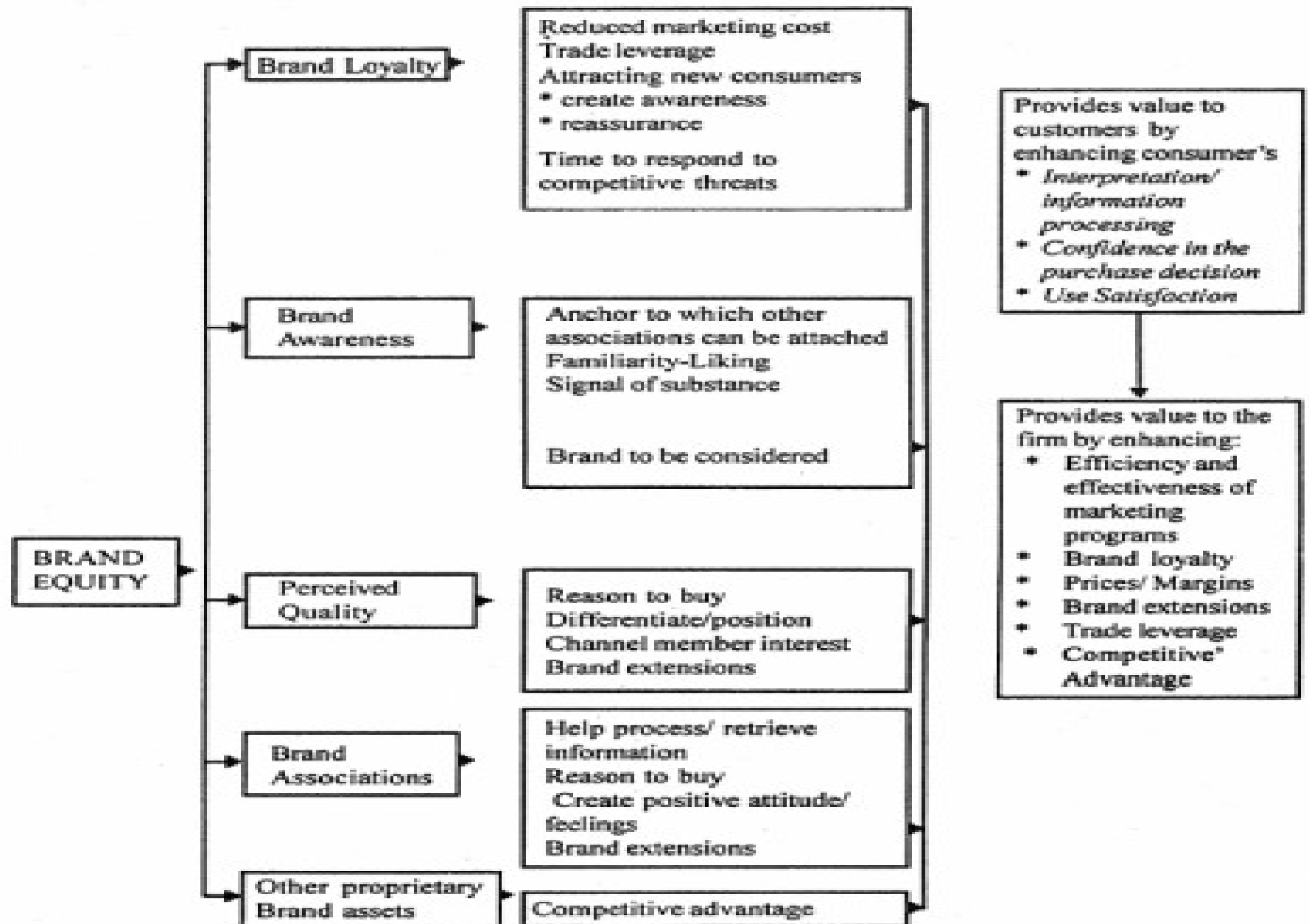
- **A customer's favorable attitude toward a specific brand.**
 - **Recognition:** aware brand exists and is alternative if preferred brand unavailable
 - **Preference:** preferred over competitive offerings
 - **Insistence:** strongly preferred, no substitute

BRAND EQUITY MODELS

1. Aaker's Brand Equity Model
2. Keller's Brand Equity Model
3. Millward Brown's BrandZ Model

1. Aaker's Brand Equity Model

Figure 10.1: How Brand Equity Generates Values



- David Aaker defines brand equity as a set of assets and liabilities linked to a brand that add value to or subtract value from the product or service under that brand. He developed a brand equity model (also called **Five Assets Model**) in which he identifies five brand equity components –

1. **Brand Loyalty**

- The following factors depict the extent to which customers are loyal to a brand –
- **Reduced Costs** – Maintaining loyal customers is cheaper than charming new ones.
- **Trade Leverage** – The loyal customers generate steady source of revenue.
- **Bringing New Customers** – Existing customers boost brand awareness and can bring new customers.
- **Competitive Threats Response Time** – Loyal customers take time to switch to a new product or service offered by other brand. Hence this buys time for the company to respond to competitive threats.

2. Brand Awareness

- The following measures depict the extent to which a brand is widely known among consumers –
- **Association Anchors** – Depending upon the brand strength, associations can be attached to the brand which influence brand awareness.
- **Familiarity** – The consumers familiar with a brand will speak more about it and thus, influence brand awareness.
- **Substantiality** – Consumers' review on brand brings substantial and strong commitment towards the brand.
- **Consumer's Consideration** – At the time of purchasing, consumer looks for a particular brand.

3. Perceived Quality

- It is the extent to which a brand is believed to provide quality products. It can be measured on the following criteria –
- **Quality** – The quality itself is the reason to buy.
- **Brand Position** – This is a level of differentiation as compared to competing brands. Higher the position, higher is the perceived quality.
- **Price** – When quality of the product is too complex to assess and consumer's status comes into picture, the consumer takes price as a quality indicator.
- **Wide Availability** – Consumers take widely available product as a reliable one.
- **Number of Brand Extensions** – The consumers tend to take a brand with more extensions as a measure of product guarantee.

4. Brand Associations

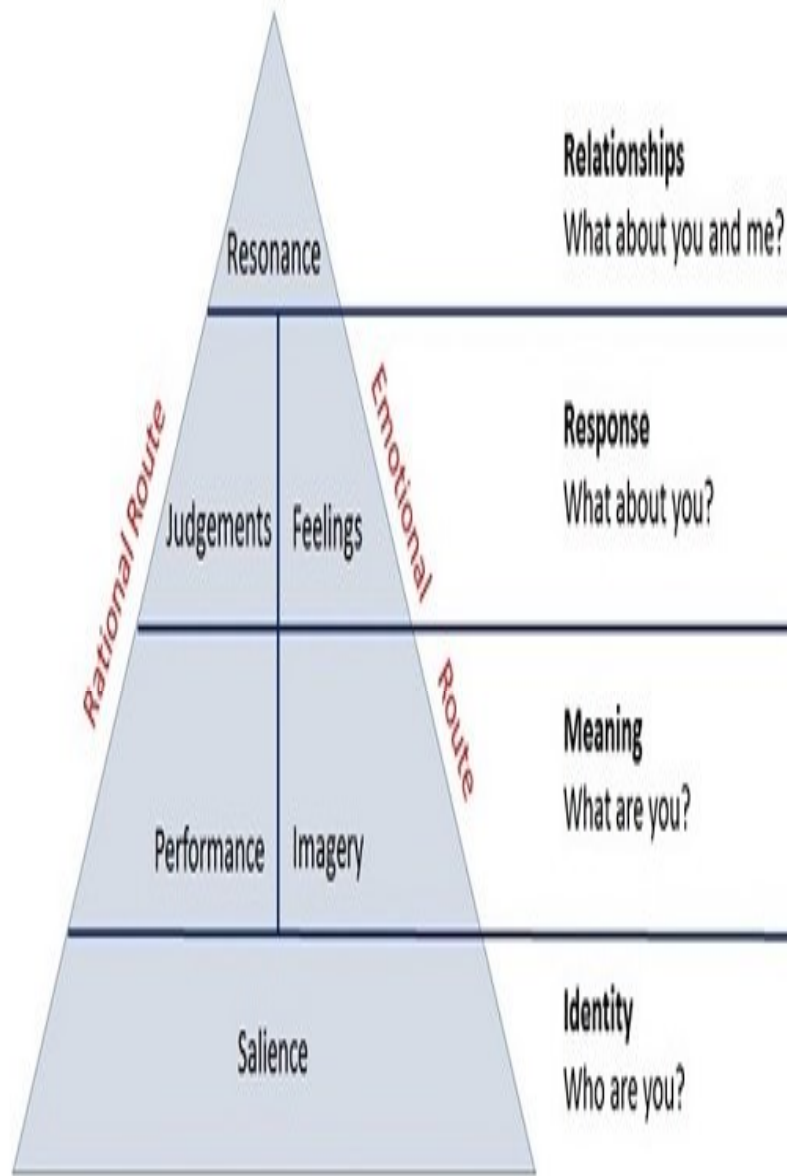
- It is the degree to which a specific product/service is recognized within its product or service category. For example, a person asking for Xerox wants to actually make true copies of a paper document.
- **Information Retrieval** – It is the extent to which the brand name is able to retrieve or process the associations from consumer's memory.
- **Drive Purchasing** – This is the extent to which brand associations drive consumers to purchase.
- **Attitude** – This is the extent to which brand associations create positive attitude in the consumer's mind.
- **Number of Brand Extensions** – More the extensions, more the opportunity to add brand associations.

5. Proprietary Assets

- They are patents, copyrights, trademarks, trade secrets, and other intellectual property rights. More the number of proprietary assets a brand has, greater is the brand's competency in the market.

2.Keller's Brand Equity Model

- This model is developed by Kelvin Lane Keller, a marketing professor at Dartmouth College. It is based on the idea that the power of a brand lies in what the consumer has heard, learnt, felt, and seen as a brand over time. Hence this model is also termed as **Customer Based Brand Equity** (CBBE) model.



- According to CBBE model, it takes answers to four basic questions for building brand equity starting from the base of the pyramid shown above –
- Who are you? (Brand Identity)
- What are you? (Brand Meaning)
- What do I feel or think about you? (Brand Responses)
- What type and extent of association I would like to have with you? (Brand Relationships)

- **Brand Identity**

- It is not only how often and easily the consumer can recall or recognize the brand but also where and when he thinks of the brand. The key is to create brand salience to acquiring correct brand identity.

- **Brand Meaning**

- According to Keller, to make the brand meaningful it is essential to create a brand image and characteristics. Brand meaning arises out of brand associations, which can be **imagery-related** or **function-related**.
- The imagery-related associations depict how well the brand meets social and psychological needs of the consumer. The function-related association such as product or service performance is what the consumer looks for primarily.
- Regardless of the type of product or service, developing and delivering the product that completely satisfies the customer's needs and demands is the prime objective of making the brand meaningful. A brand with the right identity and meaning creates a sense of relevance in the consumer's mind.

- **Brand Responses**

The companies must cater for the consumer's response. Keller segregates these responses into consumer's judgments and consumer's feelings.

Consumer Judgments – They are consumer's personal opinions regarding the brand and how he has put imagery-related and performance-related associations together. There are four types of judgments crucial for creating a strong brand –

- Quality

- Credibility

- Consideration

- Superiority

Consumer Feelings – They are consumer's emotional reactions to the brand. They can be mild, intense, positive, negative, driven from heart or head. There are six important feelings crucial in brand building –

- Warmth

- Fun

- Excitement

- Security

- Social approval

- Self-respect

- **Brand Relationships**

- It is the level of personal identification the consumer has with the brand. It is also called **brand resonance**, when a consumer has a deep psychological bonding with the brand. Brand resonance is the most difficult and highly desirable level to achieve. Keller categorizes this into four types –
- **Behavioral Loyalty** – Consumers may purchase a brand repeatedly or in high volume.
- **Attitudinal Attachment** – Some consumers may buy a brand because it is their favorite possession or out of some pleasure.
- **Sense of Community** – Being identified with a brand community develops kinship in the consumer's mind towards representatives, employees, or other people associated with the brand.
- **Active Engagement** – Consumers invests time, money, energy, or other resources and participates actively in brand chat rooms, blogs, etc., beyond mere consumption of brand. Thus, the consumers strengthen the brand.

3. Millward Brown'S BrandZ Model

- BrandZ is the **world's largest brand equity database** created and updated by Millward Brown, a multinational company working in advertising, marketing communications, media, and brand equity research.
- This database was created in 1998 and is being updated continuously since then. It lists top 100 global brands since 2006. To compile this database, the raw data is collected from about two million consumers and professionals across more than 30 countries. It lists around 23000 brands.
- BrandZ is the only brand valuation tool that helps brand owners to find out how much brand alone can contribute to corporate value.

- **Brand Asset Valuation**

- Brand asset valuation evaluates a brand's value, strength, and performance as compared to other brands in the market. An agency named Young and Rubicam developed a metric called Brand Asset Valuator (BAV), which measures **brand vitality**, which is the brand's potential in terms of its future growth and **brand power**.
- The brand is analyzed in the following terms –
- **Differentiation** – How different and better is the brand from its competitors?
- **Relevance** – How closely the target audience can relate with the brand offer?
- **Esteem** – Has the brand built its esteem by keeping all promises it made to the target audience?
- **Knowledge** – How many of the target audience know the brand?

- **Building a Strong Brand Equity**

- Brand equity, being the heart of brand management is very. Peter Farquhar, in a paper he published on Managing Brand Equity, suggests three stages in building strong brand identity –
- **Introduce** – Introduce an innovative and quality product in the market. Use brand as a platform to launch future products. Customer's positive recognition is very important.
- **Elaborate** – Create brand awareness and associations so that the customers remember the brand and the positive opinions about it for a long time.
- **Fortify** – Make the brand create a positive consistent image in the customer's mind. Develop brand extensions and create customer-brand emotional relationship to fortify the brand.

- **Building Brand Identity and Image**

- In the contemporary market, three essential characteristics are required to manage the brand – **brand identity**, **brand image**, and **brand positioning**.
- Brand Identity
- Brand identity is nothing but the belief fostered by the brand, its uniqueness and key values. A brand has an identity when it is driven by a goal different from competing brands and is resistant to changes.
- A strong brand identity can be built when you have answers to these questions –
- What is the brand's unique aim?
- What is the brand's distinguishing feature?
- What need is satisfied by the brand?
- What are brand's values?
- What is the brand's field of competence?
- What is making the brand recognizable?

- **Brand Image**

- Brand image is the set of beliefs, real and imaginary shortcomings about the brand developed over a time and held in the consumer's mind.
- Brand image is built using communication media such as advertising, publicity by mouth, packaging, online marketing programs, social media, and other ways of promotions.

VALUE OF BRANDING

- TO MARKETERS:
 - Identifies and differentiates a firm's products from competing products
 - Helps in the introduction of new products.
 - Facilitates the promotion of all same-brand products.
 - Fosters the development of brand loyalty.
- TO CONSUMERS:
 - Helps speed the customer purchases by identifying specific preferred products.
 - Provides the form of self-expression and status.
 - Evaluates product quality to reduce the risk of purchase

TYPES OF BRANDS

1. **Manufacturer Brands:**

Manufacturer brands are created by producers and bear their chosen brand name, brand is marketed by manufacture. It is helpful in distribution of products in a wide area and to gain brand loyalty.

1. INDIVIDUAL BRANDING
2. FAMILY BRANDING
3. GENERIC BRANDING

2. **Own-Label Brands:**

Own-label brands are created and owned by businesses that operate in the distribution channel – often referred to as “distributors”. Sometimes the retailer’s entire product range will be own-label. However, more often, the distributor will mix own-label and manufacturers brands. The major shopping mall and supermarket, have their own brands for example, Vishal Mega Mart is having their own label brand.

INDIVIDUAL BRANDING

- Individual branding is a brand marketing strategy where a parent brand gives a product a new identity, a unique brand name, and allows it to function independently. It helps build a unique product an image in the market, contributes to the brand's positioning over competitors, and defends its reputation.

- **ADVANTAGES:**

- the parent brand's reputation won't be affected if the product fails;
- opportunity to use various marketing methods;
- companies can use different approaches to reach customers and serve them;
- brands can produce lower-quality products without influencing the image of products from the parent brand;
- brands can be positioned differently as corporate identity is reduced;
- the opportunity to obtain multiple levels of customer loyalty

- **DISADVANTAGES:**

- a higher risk of instability within the parent brand;
- a new brand name can require significant costs;
- lack or absence of regular customers;
- increased number of human resources;
- lack of acknowledgment;
- customers questioning the quality of the products.

FAMILY BRANDING

- A ***family brand*** may be referred to a group of different products belonging to a single brand that are marketed under their parent brand. The different products with different images are put under the major brand or the parent brand. The family brand is also referred to as an ***umbrella brand***.

ADVANTAGES

- Cheap and easy promotion for all the products, especially the ones launched new into the market
- A single integrated marketing communication will suffice for all the individual products
- The individual products capitalize on the recognition & trust of the parent brand for easy promotion

DISADVANTAGES:

- If one of the products in the family does not perform well, it will affect the other products as well as the parent brand
- If there are different brands with different qualities under the umbrella branding, it may impact the smooth functioning of the entire brand

GENERIC BRANDING

- The generic brand is a sort of consumer product which is generally not advertised. They, therefore, lack a logo or widely recognized name. Due to their lack of promotion, they are generally less expensive than brand-name products.
- They are formulated to be alternatives for expensive brand-name goods.
- These brands are common in pharmaceuticals and supermarkets. They tend to be more prevalent during the recession.
- Also, it might be possible that generic brands are manufactured in the same production facilities. Or maybe it is produced by lesser-known manufacturing industries.
- People prefer to opt for the common brand of any product over a name brand in case the quality of both is similar, but the price of the generics product is lower.

BRANDING DECISIONS/STRATEGIES

1. BASED ON TYPE OF BRANDING
2. COBRANDING
3. BRAND LICENSING
4. BRAND EXTENSIONS
5. BRAND POSITIONING/REPOSITIONING STRATEGY

1.BASED ON TYPE OF BRANDING

INDIVIDUAL BRANDING VS FAMILY BRANDING:

Eg: P&G have 10 different categories under 6 brand names namely Luvs, Pampers etc

COBRANDING

- Co-branding is a marketing strategy that utilizes multiple brand names on a good or service as part of a strategic alliance.
- Co-branding can boost the reputation of two or more brands, depending on the strategy employed. There are four distinct strategies including market penetration, global brand, brand reinforcement, and brand extension strategy.
- For example, Citi AAdvantage cards that give you American Airline miles when you spend money incentivizes both companies.
- Eg:Nike+: A Nike Inc and Apple Inc partnership that has connected activity tracking technology in athletic gear with iPhone apps and the Apple Watch.
- Co-branding is a useful strategy for many businesses seeking to increase their customer bases, profitability, market share, customer loyalty, brand image, perceived value, and cost savings. Many different types of businesses, such as retailers, restaurants, carmakers, and electronics manufacturers, use co-branding to create synergies based on the unique strengths of each brand. Simply put, co-branding as a strategy seeks to gain market share, increase revenue streams, and capitalize on increased customer awareness.
- Co-branding can be spurred by two (or more) parties consciously deciding to collaborate on a specialized product. It can also result from a company merger or acquisition as a way to transfer a brand associated with a well-known manufacturer or service provider to a better-known company and brand. Co-branding can see more than just name and brand associations; there may also be a sharing of technologies and expertise, capitalizing on unique advantages of each co-branding partner

3. BRAND LICENSING

- Brand licensing is an extremely successful and lucrative business strategy used across industries to broaden revenue sources and create brand awareness. Brands rely on third-parties to distribute products and reach markets they might not have access to.
- Creating and implementing a new brand can be very time-consuming and success is not guaranteed. Producing licensed products from a reputable brand increases the chances of success for licensees and gives them access to markets and retailers they normally couldn't reach.
- Eg: Microsoft licensing its softwares to different users.

4. BRAND EXTENSIONS

- A brand extension is when a company uses one of its established brand names on a new product or new product category. It's sometimes known as brand stretching. The strategy behind a brand extension is to **use the company's already established brand equity to help it launch its newest product.**
- STRATEGIES CAN BE:
 - Re-positioning same product in a different form.
 - Re-positioning different product in the same form.
 - New distributor, franchise or relationships.
 - Brand name or design change.
 - Price changes.
 - Renewed features such as distinctive change like taste, ingredients, component

5. BRAND POSITIONING/REPOSITIONING STRATEGY

- Brand positioning is **the process of positioning your brand in the mind of your customers**. More than a tagline or a fancy logo, brand positioning is the strategy used to set your business apart from the rest.
- In other words, **brand positioning** describes how a **brand** is different from its competitors and where, or how, it sits in customers' minds.
- There are three standard types of product positioning strategies brands should consider: **comparative, differentiation, and segmentation**



Meaning of Packaging

- Packaging is a mechanism to safeguard finished goods by covering them in a protective material to enable its availability at different points of sale and display important information about the product at the same time like weight, volume, brand name, labels etc. Product packaging is an essential step in inventory management & supply chain for increasing shelf life by protecting goods from damage. Depending upon the type of products, distribution time, geography, logistics etc. the packaging type is decided.

Importance of Packaging

- Companies manufacture goods depending upon customer demand, business forecast & production capacity. Once goods are made, they are to be distributed across different locations, stored in warehouses, kept at retail outlets before they get sold. During this time, it is essential to protect the products from damage & increase their longevity. This is why product packaging plays an important role as it safeguards finished goods from damage, scratches & even enhances brand value of expensive goods.
- At the same time, packaging helps in creating a good brand image in the minds of the customers. A well packaged good with relevant information always creates a trust among the target audience. Packaging plays a very important in brand building.

Functions of Packaging

- The important functions of having packaged goods are:
 1. Protect goods from damage.
 2. Preserve the products for longer shelf life.
 3. Increase customer convenience.
 4. Promote products with their unique packaging & branding

Types of Packaging

The different ways in which goods can be packaged can be explained as follows:

1. Primary packaging

It is the packaging which covers the main products. Some examples are laminations, cling films, glass containers, tin can, bubble wraps etc.

2. Secondary packaging

They are used for stacking goods like crates, trays or secondary storage

3. Tertiary Packaging

Once stacked goods are ready, they are packed in material like fiber-board, cardboard boxes, cartons etc.

4. Ancillary

Protects the final packaged goods & increases visibility like adhesives, tapes, cushion material, labels etc.

Packaging Strategies/policies

a) Changing the package:

Marketers may change the package in case of two situations. First, when the sales decrease to combat with the decrease in sales and second to aid in the firm's promotional programs.

For e.g change in packaging of Horlicks over the years.

b) Packaging the Product Line:

The marketer may decide to identical packaging for each product line and diverse packaging for diverse products or use identical packages for all product categories.

For e.g. the packaging of the cosmetic product line.

c) Reuse Packaging:

The marketer may adopt reuse packaging, which can be used by the consumers for further purposes.

For e.g packaging of Bournvita, Horlicks, etc is done in a plastic container and after consumption, the container can be used to store other products.

d) Multiple packages:

Marketers often use multiple packaging strategies to store the same products because tests and surveys have proved that multiple packaging increases the total sales of a product. On the basis of the consumers' purchasing power and their preference, products can be packaged in different sizes and weights.

For e.g. Coca-Cola is packaged in different sized bottles ranging from 200 ml to 2.25 liters.