BRANDING
From A To Z

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Introduction

Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does «branding» mean? How does it affect a small business like yours?

Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors›. Your brand is derived from who you are, who you want to be and who people perceive you to be.

Are you the innovative maverick in your industry? Or the experienced, reliable one? Is your product the high-cost, high-quality option, or the low-cost, high-value option? You can›t be both, and you can›t be all things to all people. Who you are should be based to some extent on who your target customers want and need you to be.

The foundation of your brand is your logo. Your website, packaging and promotional materials--all of which should integrate your logo--communicate your brand.

Chapter 1- Brand

A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising.

Initially, livestock branding was adopted to differentiate one person's cattle from another›s by means of a distinctive symbol burned into the animal's skin with a hot branding iron. If a person would steal the animals, anyone could detect the symbol and deduce the actual owner. However, the term has been extended to mean a strategic personality for a product or company, so that 'brand' now suggests the values and promises that a consumer may perceive and buy into.

Branding is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand›s toolbox include a brand's identity, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies.

Brand equity is the measurable totality of a brand›s worth and is validated by assessing the effectiveness of these branding components. As markets become increasingly dynamic and fluctuating, brand equity is a marketing technique to increase customer satisfaction and customer loyalty, with side effects like reduced price sensitivity. A brand is in essence a promise to its customers of they can expect from their products, as well as emotional benefits. When a customer is familiar with a brand, or favors it incomparably to its competitors, this is when a corporation has reached a high level of brand equity.

Many companies believe that there is often little to differentiate between several types of products in the 21st century, and therefore branding is one of a few remaining forms of product differentiation.

In accounting, a brand defined as an intangible asset is often the most valuable asset on a corporation's balance sheet. Brand owners manage their brands carefully to create shareholder value, and brand valuation is an important management technique that ascribes a money value to a brand, and allows marketing investment to be managed (e.g.: prioritized across a portfolio of brands) to maximize shareholder value.

Although only acquired brands appear on a company›s balance sheet, the notion of putting a value on a brand forces marketing leaders to be focused on long term stewardship of the brand and managing for value.

The word 'brand' is often used as a metonym referring to the company that is strongly identified with a brand.

Marque or make are often used to denote a brand of motor vehicle, which may be distinguished from a car model. A concept brand is a brand that is associated with an abstract concept, like breast cancer awareness or environmentalism, rather than a specific product, service, or business. A commodity brand is a brand associated with a commodity.

History

The word, brand, derives from the ancient North Scandavian term "brandr" meaning «to burn.» It is a reference to the practice of using branding irons to burn a mark into the hides of livestock, and may also refer to the practice of craftsmen engraving brand names into products, tools or personal belongings. The oldest generic brand, in continuous use in India since the Vedic period (ca. 1100 B.C.E to 500 B.C.E), is the herbal paste known as Chyawanprash, consumed for its purported health benefits and attributed to a revered rishi (or seer) named Chyawan. This product was developed at Dhosi Hill, an extinct volcano in northern India.

Roman glassmakers branded their works, with Ennion being the most prominent. The Italians used brands in the form of watermarks on paper in the 13th century. Blind Stamps, hallmarks, and silver-makers› marks are all types of brand.

Although connected with the history of trademarks and including earlier examples which could be deemed protobrands (such as the marketing puns of the Vesuvinum wine jars found at Pompeii), brands in the field of mass-marketing originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. When shipping their items, the factories would literally brand their logo or insignia on the barrels used, extending the meaning of brand to that of a trademark.

Bass & Company, the British brewery, claims their red-triangle brand as the world›s first trademark. Tate & Lyle of Lyle›s Golden Syrup makes a similar claim, having been recognized by Guinness World Records as Britain›s oldest brand, with its green-and-gold packaging having remained almost unchanged since 1885.

Another example comes from Antiche Fornaci Giorgi in Italy, which has stamped or carved its bricks (as found in Saint Peter›s Basilica in the Vatican City) with the same proto-logo since 1731.

Cattle-branding has been used since Ancient Egypt. The term, maverick, originally meaning an un-branded calf, came from a Texas pioneer rancher, Sam Maverick, whose neglected cattle often got loose and were rounded up by his neighbors. Use of the word maverick spread among cowboys and came to apply to unbranded calves found wandering alone.

Factories established during the Industrial Revolution introduced mass-produced goods and needed to sell their products to a wider market - to customers previously familiar only with locally produced goods. It quickly became apparent that a generic package of soap had difficulty competing with familiar, local products. The packaged-goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product. Pears soap, Campbell›s soup, soft drink Coca-Cola, Juicy Fruit chewing gum, Aunt Jemima pancake mix, and Quaker Oats oatmeal were among the first products to be «branded» in an effort to increase the consumer›s familiarity with their merits. Other brands which date from that era, such as Uncle Ben›s rice and Kellogg›s breakfast cereal, furnish illustrations of the trend.

Around 1900, James Walter Thompson published a house ad explaining trademark advertising. This was an early commercial explanation of what we now know as branding. Companies soon adopted slogans, mascots, and jingles that began to appear on radio and early television. By the 1940s, manufacturers began to recognize the way in which consumers were developing relationships with their brands in a social/psychological/anthropological sense.

Manufacturers quickly learned to build their brands› identity and personality such as youthfulness, fun or luxury. This began the practice we now know as branding today, where the consumers buy the brand instead of the product. This trend continued to the 1980s, and is now quantified in concepts such as brand value and brand equity. Naomi Klein has described this development as «brand equity mania». In 1988, for example, Philip Morris purchased Kraft for six times what the company was worth on paper; it was felt that what they really purchased was its brand name.

April 2, 1993, or Marlboro Friday, is often considered the death of the brand – the day Philip Morris declared that they were cutting the price of Marlboro cigarettes by 20% in order to compete with bargain cigarettes. Marlboro cigarettes were noted at the time for their heavy advertising campaigns and well-nuanced brand image.

In response to the announcement, Wall Street stocks nose-dived for a large number of branded companies: Heinz, Coca-Cola, Quaker Oats, PepsiCo, Tide, and Lysol. Many thought the event signaled the beginning of a trend towards «brand blindness» (Klein 13), questioning the power of «brand value».

Concepts

Effective branding can result in higher sales of not only one product, but of other products associated with that brand. If a customer loves Pillsbury biscuits and trusts the brand, he or she is more likely to try other products offered by the company - such as chocolate-chip cookies, for example. Brand development, often the task of a design team, takes time to produce. Brand is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors, etc.

Some people distinguish the psychological aspect (brand associations like thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand) of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the brand experience. The brand experience is a brand›s action perceived by a person. The psychological aspect, sometimes referred to as the brand image, is a symbolic construct created within the minds of people, consisting of all the information and expectations associated with a product, with a service, or with the companies providing them.

People engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand can therefore become one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace. The art of creating and maintaining a brand is called brand management. Orientation of an entire organization towards its brand is called brand orientation. Brand orientation develops in response to market intelligence.

Careful brand management seeks to make products or services relevant to a target audience. Brands should be seen as more than the difference between the actual cost of a product and its selling price – they represent the sum of all valuable qualities of a product to the consumer.

A widely known brand is said to have «brand recognition». When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved brand franchise. Brand recognition is most successful when people can state a brand without being explicitly exposed to the company›s name, but rather through visual signifiers like logos, slogans, and colors. For example, Disney successfully branded its particular script font (originally created for Walt Disney›s «signature» logo), which it used in the logo for go.com.

Visual Identity (example) created by Przemek Kowal

Consumers may look on branding as an aspect of products or services, as it often serves to denote a certain attractive quality or characteristic (see also brand promise). From the perspective of brand owners, branded products or services can command higher prices. Where two products resemble each other, but one of the products has no associated branding (such as a generic, store-branded product), potential purchasers may often select the more expensive branded product on the basis of the perceived quality of the brand or on the basis of the reputation of the brand owner.

Corporate brand identity

Brand identity is the embodiment behind a corporation›s reason for existence. Simply, the brand identity is a set of individual components, such as a name, a design, a set of imagery, a slogan, a vision, etc. which set the brand aside from others. In order for a company to exude a strong sense of brand identity, it must have an in-depth understanding of its target market, competitors and the surrounding business environment. Brand identity includes both the core identity and the extended identity. The core identity reflects consistent long-term associations with the brand; whereas the extended identity involves the intricate details of the brand that help generate a constant motif.

According to Kotler et al. (2009), a brand›s identity may deliver four levels of meaning:
1. attributes
2. benefits
3. values
4. personality

A brand›s attributes are a set of labels with which the corporation wishes to be associated. For example, a brand may showcase its primary attribute as environmental friendliness. However, a brand›s attributes alone are not enough to persuade a customer into purchasing the product. These attributes must be communicated through benefits, which are more emotional translations. If a brand›s attribute is being environmentally friendly, customers will receive the benefit of feeling that they are helping the environment by associating with the brand. Aside from attributes and benefits, a brand›s identity may also involve branding to focus on representing its core set of values. If a company is seen to symbolize specific values, it will, in turn, attract customers who also believe in these values. For example, Nike›s brand represents the value of a «just do it» attitude. Thus, this form of brand identification attracts customers who also share this same value. Even more extensive than its perceived values is a brand›s personality. Quite literally, one can easily describe a successful brand identity as if it were a person. This form of brand identity has proven to be the most advantageous in maintaining long-lasting relationships with consumers, as it gives them a sense of personal interaction with the brand Collectively, all four forms of brand identification help to deliver a powerful meaning behind what a corporation hopes to accomplish, and to explain why customers should choose one brand over its competitors.

Brand awareness

Brand awareness involves a customers› ability to recall and/or recognize brands, logos and branded advertising. Brands helps customers to understand which brands or products belong to which product or service category. Brands assist customers to understand the constellation of benefits offered by individual brands, and how a given brand within a category is differentiated from competing brands, and thus the brand helps customers understand which brand satisfies their needs. Thus, the brand offers the customer a short-cut to understanding the different product or service offerings that make up a category.

Brand awareness is a key step in the customer›s purchase decision process, since some kind of awareness is a precondition to purchasing. That is, customers will not consider a brand if they are not aware of it. Brand awareness is a key component in understanding the effectiveness both of a brand›s identity and of its communication methods. Successful brands are those that consistently generate a high level of brand awareness, as this can often be the pivotal factor in securing customer transactions. Various forms of brand awareness can be identified. Each form reflects a different stage in a customer›s cognitive ability to address the brand in a given circumstance.

• Most companies aim for «Top-of-Mind». Top-of-mind awareness occurs when a brand pops into a consumer›s mind when asked to name brands in a product category. For example, when someone is asked to name a type of facial tissue, the common answer, «Kleenex», will represent a top-of-mind brand.

• Unaided awareness (also known as brand recall or spontaneous awareness) refers to the brand or set of brands that a consumer can elicit from memory when prompted with a product category

• Aided awareness (also known as brand recognition) occurs when consumers see or read a list of brands, and express familiarity with a particular brand only after they hear or see it as a type of memory aide.

• Strategic awareness occurs when a brand is not only top-of-mind to consumers, but also has distinctive qualities which consumers perceive as making it better than other brands in the particular market. The distinction(s) that set a product apart from the competition is/are also known as the unique selling point or USP. Brand recognition is the initial phase of brand awareness and validates whether or not a customer remembers being pre-exposed to the brand. When customers experience brand recognition, they are triggered by either a visual or verbal cue. For example, when looking to satisfy a category need such as toilet paper, the customer would firstly be presented with multiple brands to choose from. Once the customer is visually or verbally faced with a brand, he/she may remember being introduced to the brand before. This would be classified as brand recognition, as the customer can retrieve the particular memory node that referred to the brand, once given a cue. Often, this form of brand awareness assists customers in choosing one brand over another when faced with a low-involvement purchasing decision.

Unlike brand recognition, brand recall is not triggered by a visual or verbal cue. Instead, brand recall «requires that the consumers correctly retrieve the brand from memory". Rather than being given a choice of multiple brands to satisfy a need, consumers are faced with a need first, and then must recall a brand from their memory to satisfy that need. This level of brand awareness is stronger than brand recognition, as the brand must be firmly cemented in the consumer›s memory to enable unassisted remembrance. Thus, brand recall is a confirmation that previous branding touch points have successfully fermented in the minds of its consumers.

Marketing-mix modeling can help marketing leaders optimize how they spend marketing budgets to maximize the impact on brand awareness or on sales. Managing brands for value creation will often involve applying marketing-mix modeling techniques in conjunction with brand valuation.

Brand elements

Brands typically comprise various elements, such as:
• name: the word or words used to identify a company, product, service, or concept

• **logo:** the visual trademark that identifies a brand

• **tagline or catchphrase:** «The Quicker Picker Upper» is associated with Bounty paper towels

• **graphics:** the «dynamic ribbon» is a trademarked part of Coca-Cola›s brand

• **shapes:** the distinctive shapes of the Coca-Cola bottle and of the Volkswagen Beetle are trademarked elements of those brands

• **Colors:** the instant recognition consumers have when they see Tiffany & Co.'s robin's egg blue (Pantone No. 1837). Tiffany & Co.'s trademarked the color in 1998.

• **Sounds:** a unique tune or set of notes can denote a brand. NBC›s chimes provide a famous example.

• **scents:** the rose-jasmine-musk scent of Chanel No. 5 is trademarked

• **tastes:** Kentucky Fried Chicken has trademarked its special recipe of eleven herbs and spices for fried chicken

• **movements:** Lamborghini has trademarked the upward motion of its car doors

Figure 2. Demonstrating touch points associated with purchase experience stages

Brand communication

Although brand identity is regarded as the most fundamental asset to a brand›s equity, the worth of a brand›s identity would become obsolete without ongoing brand communication. Integrated marketing communications (IMC) relates to how a brand transmits a clear consistent message to its stakeholders . Five key components comprise IMC:

1. advertising
2. sales promotions
3. direct marketing
4. personal selling
5. public relations

The effectiveness of a brand›s communication is determined by how accurately the customer perceives the brand›s intended message through its IMC. Although IMC is a broad strategic concept, the most crucial brand communication elements are pinpointed to how the brand sends a message and what touch points the brand uses to connect with its customers.

One can analyses the traditional communication model into several consecutive steps:

• Firstly, a source/sender wishes to convey a message to a receiver. This source must encode the intended message in a way that the receiver will potentially understand.

• After the encoding stage, the forming of the message is complete and is portrayed through a selected channel. In IMC, channels may include media elements such as advertising, public relations, sales promotions, etc.

• It is at this point where the message can often deter from its original purpose as the message must go through the process of being decoded, which can often lead to unintended misinterpretation.

• Finally, the receiver retrieves the message and attempts to understand what the sender was aiming to render. Often, a message may be incorrectly received due to noise in the market, which is caused by «...unplanned static or distortion during the communication process».

• The final stage of this process is when the receiver responds to the message, which is received by the original sender as feedback.

When a brand communicates a brand identity to a receiver, it runs the risk of the receiver incorrectly interpreting the message. Therefore, a brand should use appropriate communication channels to positively «...affect how the psychological and physical aspects of a brand are perceived»

In order for brands to effectively communicate to customers, marketers must «...consider all touch points, or sources of contact, that a customer has with the brand". Touch points represent the channel stage in the traditional communication model, where a message travels from the sender to the receiver. Any point where a customer has an interaction with the brand - whether watching a television advertisement, hearing about a brand through word of mouth, or even noticing a branded license plate - defines a touch point. According to Dalen et al. (2010), every touch point has the «...potential to add positive - or suppress negative - associations to the brand›s equity» Thus a brand›s IMC should cohesively deliver positive messages through appropriate touch points associated with its target market. One methodology involves using sensory stimuli touch points to activate customer emotion. For example, if a brand consistently uses a pleasant smell as a primary touch point, the brand has a much higher chance of creating a positive lasting effect on its customers› senses as well as memory. Another way a brand can ensure that it is utilizing the best communication channel, is by focusing on touch points that suit particular areas associated with customer experience. As suggested Figure 2, certain touch point's link with a specific stage in customer-brand-involvement. For example, a brand may recognize that advertising touch points are most effective during the pre-purchase experience stage therefore they may target their advertisements to new customers rather than to existing customers. Overall, a brand has the ability to strengthen brand equity by using IMC branding communications through touch points.

Brand communication is important in ensuring brand success in the business world and refers to how businesses transmit their brand messages, characteristics and attributes to their consumers. One method of brand communication which companies can exploit involves electronic word-of mouth (eWOM). EWoM is a relatively new approach identified to communicate with consumers. One popular method of eWOM involves social networking sites (SNSs) such as Twitter. A study found that consumers classed their relationship with a brand as closer if that brand was active on a specific social media site (Twitter). Research further found that the more consumers «retweeted» and communicated with a brand, the more they trusted the brand. This suggests that a company could look to employ a social-media campaign to gain consumer trust and loyalty as well as in the pursuit of communicating brand messages.

McKee (2014) also looked into brand communication and states that when communicating a brand, a company should look to simplify its message as this will lead to more value being portrayed as well as an increased chance of target consumers recalling and recognizing the brand.

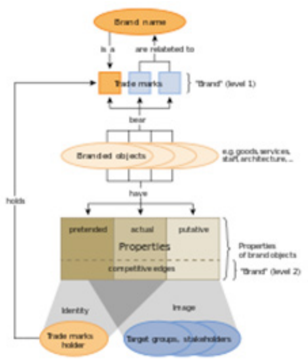
In 2012 Riefler stated that if the company communicating a brand is a global organization or has future global aims, that company should look to employ a method of communication which is globally appealing to their consumers, and subsequently choose a method of communication with will be internationally understood. One way a company can do this involves choosing a product or service›s brand name, as this name will need to be suitable for the marketplace that it aims to enter.

It is important that if a company wishes to develop a global market, the company name will also need to be suitable in different cultures and not cause offense or be misunderstood. It has also been found that when communicating a brand a company needs to be aware that they must not just visually communicate their brand message and should take advantage of portraying their message through multi-sensory information. One article suggests that other senses, apart from vision, need to be targeted when trying to communicate a brand with consumers. For example, a jingle or background music can have a positive effect on brand recognition, purchasing behavior and brand recall.

Therefore, when looking to communicate a brand with chosen consumers, companies should investigate a channel of communication which is most suitable for their short-term and long-term aims and should choose a method of communication which is most likely to be adhered to by their chosen consumers. The match-up between the product, the consumer lifestyle, and the endorser is important for effectiveness of brand communication.

Global brand variables

Brand name



Relationship between trademarks and brand

The term «brand name» is quite often used interchangeably with «brand», although it is more correctly used to specifically denote written or spoken linguistic elements of any product. In this context a «brand name» constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect rights in relation to a brand name through trademark registration - such trademarks are called «Registered Trademarks». Advertising spokespersons have also become part of some brands, for example: Mr. Whipple of Charmin toilet tissue and Tony the Tiger of Kellogg›s Frosted Flakes. Putting a value on a brand by brand valuation or using marketing mix modeling techniques is distinct to valuing a trademark.

Types of brand names

Brand names come in many styles. A few include:
• initialize: a name made of initials, such as «UPS» or «IBM»

• descriptive: names that describe a product benefit or function, such as «Whole Foods» or «Toys R› Us»

• alliteration and rhyme: names that are fun to say and which stick in the mind, such as «Reese›s Pieces» or «Dunkin› Donuts»

• evocative: names that can evoke a vivid image, such as «Amazon» or «Crest»

• neologisms: completely made-up words, such as «Wii» or «Häagen-Dazs»

• foreign word: adoption of a word from another language, such as «Volvo» or «Samsung»

• founders› names: using the names of real people, (especially a founder›s name), such as «Hewlett-Packard», «Dell», «Disney», «Stussy» or «Mars»

• geography: naming for regions and landmarks, such as «Cisco» or «Fuji Film»

• personification: taking names from myths, such as «Nike»; or from the minds of ad execs, such as «Betty Crocker»

• punny: some brands create their name by using a silly pun, such as «Lord of the Fries», «Wok on Water» or «Eggs Eggscetera»

• combination: combining multiple words together to create one, such as «Microsoft» («microcomputer» and «software»), «Comcast» («communications» and «broadcast»), «Ever note» («forever» and «note»), «Vodafone» («voice», «data», «telephone»)

The act of associating a product or service with a brand has become part of pop culture. Most products have some kind of brand identity, from common table salt to designer jeans. A brand-named is a brand name that has colloquially become a generic term for a product or service, such as Band-Aid, Nylon, or Kleenex—which are often used to describe any brand of adhesive bandage; any type of hosiery; or any brand of facial tissue respectively. Xerox, for example, has become synonymous with the word «copy».

Brand line

A brand line allows the introduction of various subtypes of a product under a common, ideally already established, brand name. Examples would be the individual Chocolates by Ferrero SA, the subtypes of Coca-Cola, or special editions of popular brands. See also brand extension.

Brand identification

Open Knowledge Foundation created in December 2013 the BSIN (Brand Standard Identification Number). BSIN is universal and is used by the Open Product Data Working Group of the Open Knowledge Foundation to assign a brand to a product. The OKFN Brand repository is critical for the Open Data movement.

Brand identity

The outward expression of a brand – including its name, trademark, communications, and visual appearance – is brand identity. Because the identity is assembled by the brand owner, it reflects how the owner wants the consumer to perceive the brand – and by extension the branded company, organization, product or service. This is in contrast to the brand image, which is a customer›s mental picture of a brand. The brand owner will seek to bridge the gap between the brand image and the brand identity. Brand identity is fundamental to consumer recognition and symbolizes the brand›s differentiation from competitors.

Brand identity is what the owner wants to communicate to its potential consumers. However, over time, a product›s brand identity may acquire (evolve), gaining new attributes from consumer perspective but not necessarily from the marketing communications an owner percolates to targeted consumers. Therefore, businesses research consumer›s brand associations.

Visual brand identity

The visual brand identity manual for Mobil Oil (developed by Chermayeff & Geismar & Haviv), one of the first visual identities to integrate logotype, icon, alphabet, color palette, and station architecture.

A brand can also be used to attract customers by a company, if the brand of a company is well established and has goodwill. The recognition and perception of a brand is highly influenced by its visual presentation. A brand›s visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colors, and graphic elements. At the core of every brand identity is a brand mark, or logo. In the United States, brand identity and logo design naturally grew out of the Modernist movement in the 1950s and greatly drew on the principles of that movement – simplicity (Mies van der Rohe›s principle of «Less is more») and geometric abstraction. These principles can be observed in the work of the pioneers of the practice of visual brand identity design, such as [Lippincott and Margulies], Paul Rand, Chermayeff & Geismar (later Chermayeff, Geismar & Haviv), and Saul Bass. As part of a company›s brand identity, a logo should complement the company›s message strategy. An effective logo is simple, memorable, and works well in any medium including both online and offline applications.

Color is a particularly important element of visual brand identity and color mapping provides an effective way of ensuring color contributes to differentiation in a visually cluttered marketplace (O›Connor, 2011).

Brand trust

Brand trust is the intrinsic ‹believability› that any entity evokes. In the commercial world, the intangible aspect of brand trust impacts the behavior and performance of its business stakeholders in many intriguing ways.

It creates the foundation of a strong brand connect with all stakeholders, converting simple awareness to strong commitment. This, in turn, metamorphoses normal people who have an indirect or direct stake in the organization into devoted ambassadors, leading to concomitant advantages like easier acceptability of brand extensions, perception of premium, and acceptance of temporary quality deficiencies.

The Brand Trust Report is a syndicated primary research that has elaborated on this metric of brand trust. It is a result of action, behavior, communication and attitude of an entity, with the most trust results emerging from its action component. Action of the entity is most important in creating trust in all those audiences who directly engage with the brand, the primary experience carrying primary audiences. However, the tools of communications play a vital role in the transferring the trust experience to audiences which have never experienced the brand, the all-important secondary audience.

Brand parity

Brand parity is the perception of the customers that some brands are equivalent. This means that shoppers will purchase within a group of accepted brands rather than choosing one specific brand. When brand parity operates, quality is often not a major concern because consumers believe that only minor quality differences exist.

Expanding role of brand

Branding was meant to make identifying and differentiating a product easier, while also providing the benefit of letting the name sell a second rate product. Over time, brands came to embrace a performance or benefit promise, for the product, certainly, but eventually also for the company behind the brand.

Today, brand plays a much bigger role. Brands have been co-opted as powerful symbols in larger debates about economics, social issues, and politics. The power of brands to communicate a complex message quickly, with emotional impact and with the ability of brands to attract media attention makes them ideal tools in the hands of activists. Cultural conflict over a brand›s meaning have also been shown to influence the diffusion of an innovation.

Branding strategies

Company name

Often, especially in the industrial sector, it is just the company›s name which is promoted (leading to one of the most powerful statements of branding: saying just before the company›s downgrading. This approach has not worked as well for General Motors, which recently overhauled how its corporate brand relates to the product brands. Exactly how the company name relates to product and services names is known as brand architecture. Decisions about company names and product names and their relationship depends on more than a dozen strategic considerations.

In this case, a strong brand name (or company name) is made the vehicle for a range of products (for example, Mercedes-Benz or Black & Decker) or a range of subsidiary brands (such as Cadbury Dairy Milk, Cadbury Flake, or Cadbury Fingers in the UK).

Individual branding

Each brand has a separate name (such as Seven-Up, Kool-Aid, or Nivea Sun (Beiersdorf), which may compete against other brands from the same company (for example, Persil, Omo, Surf, and Lynx are all owned by Unilever).

Challenger brands

A challenger brand is a brand in an industry where it is neither the market leader nor a niche brand. Challenger brands are categorized by a mindset which sees them have business ambitions beyond conventional resources and an intent to bring change to an industry.

Multiproduct branding strategy

Multiproduct branding strategy is when a company uses one name across all their products in a product class. When the company›s trade name is used, multiproduct branding is also known as corporate branding, family branding or umbrella branding. Examples of companies that use corporate branding are Microsoft, Samsung, Apple, and Sony as the company›s brand name is identical to their trade name. Other examples of multiproduct branding strategy include Virgin and Church & Dwight. Virgin, a multination conglomerate uses the punk inspired, handwritten red logo with the iconic tick for all its products ranging from airlines, hot air balloons, telecommunication to healthcare. Church & Dwight, a manufacturer of household products displays the Arm & Hammer family brand name for all its products containing baking soda as the main ingredient. Multiproduct branding strategy has many advantages.

It capitalizes on brand equity as consumers that have a good experience with the product will in turn pass on this positive opinion to supplementary objects in the same product class as they share the same name. Consequently, the multiproduct branding strategy makes product line extension possible.

Product line extension

Product line extension is the procedure of entering a new market segment in its product class by means of using a current brand name. An example of this is the Campbell Soup Company, predominately a producer of canned soups. They utilize a multiproduct branding strategy by way of soup line extensions. They have over 100 soup flavors putting forward varieties such as regular Campbell soup, condensed, chunky, fresh-brewed, organic, and soup on the go. This approach is seen as favorable as it can result in a lower promotion costs and advertising due to the same name being used on all products, therefore increasing the level of brand awareness. Although, line extension has potential negative outcomes with one being that other items in the company›s line may be disadvantaged because of the sale of the extension. Line extensions work at their best when they deliver an increase in company revenue by enticing new buyers or by removing sales from competitors.

Sub branding

Sub branding is used by certain multiproduct branding companies. Sub branding merges a corporate, family or umbrella brand with the introduction of a new brand in order to differentiate part of a product line from others in the whole brand system. Sub branding assists to articulate and construct offerings. It can alter a brand›s identity as sub branding can modify associations of the parent brand. Examples of successful sub branding can be seen through Gatorade and Porsche. Gatorade, a manufacturer of sport-themed food and beverages effectively introduced Gatorade G2, a low-calorie line of Gatorade drinks. Likewise, Porsche, a specialized automobile manufacturer successfully markets its lower-end line, Porsche Boxster and higher-end line, Porsche Carrera.

Brand extension

Brand extension is the system of employing a current brand name to enter a different product class. Having a strong brand equity allows for brand extension. Nevertheless, brand extension has its disadvantages. There is a risk that too many uses for one brand name can oversaturate the market resulting in a blurred and weak brand for consumers. Examples of brand extension can be seen through Kimberly-Clark and Honda. Kimberly-Clark is a corporation that produces personal and health care products being able to extend the Huggies brand name across a full line of toiletries for toddlers and babies.

The success of this brand extension strategy is apparent in the $500 million in annual sales generated globally. Similarly, Honda using their reputable name for automobiles has spread to other products such as motorcycles, power equipment, engines, robots, aircraft, and bikes.

Co-branding

Co-branding is a variation of brand extension. It is where a single product is created from the combining of two brand names of two manufacturers. Co-branding has its advantages as it lets firms enter new product classes and exploit a recognized brand name in that product class. An example of a co-branding success is Whitaker›s working with Lewis Road Creamery to create a co-branded beverage called Lewis Road Creamery and Whittaker›s Chocolate Milk. This product was a huge success in the New Zealand market with it going viral.

Multibranding strategy

Multibranding strategy is when a company gives each product a distinct name. Multibranding is best used as an approach when each brand in intended for a different market segment. Multibranding is used in an assortment of ways with selected companies grouping their brands based on price-quality segments. Procter & Gamble (P&G), a multinational consumer goods company that offers over 100 brands, each suited for different consumer needs. For instance, Head & Shoulders that helps consumers relieve dandruff in the form of a shampoo, Oral-B which offers inter-dental products, Vicks which offers cough and cold products, and Downy which offers dryer sheets and fabric softeners. Other examples include Coca-Cola, Nestlé, Kellogg›s, and Mars.

This approach usually results in higher promotion costs and advertising. This is due to the company being required to generate awareness among consumers and retailers for each new brand name without the benefit of any previous impressions. Multibranding strategy has many advantages. There is no risk that a product failure will affect other products in the line as each brand is unique to each market segment. Although, certain large multiband companies have come across that the cost and difficulty of implementing a multibranding strategy can overshadow the benefits. For example, Unilever, the world›s third-largest multination consumer goods company recently streamlined its brands from over 400 brands to center their attention onto 14 brands with sales of over 1 billion euros. Unilever accomplished this through product deletion and sales to other companies. Other multibrand companies introduce new product brands as a protective measure to respond to competition called fighting brands or fighter brands.

Fighting brands

The main purpose of fighting brands is to challenge competitor brands. For example, Qantas, Australia›s largest flag carrier airline, introduced Jetstar to go head-to-head against the low-cost carrier, Virgin Australia (formerly known as Virgin Blue). Jetstar is an Australian low-cost airline for budget conscious travellers, but it receives many negative reviews due to this. The launching of Jetstar allowed Qantas to rival Virgin Australia without the criticism being affiliated with Qantas because of the distinct brand name.

Private branding strategy

Private branding is also known as reseller branding, private labelling, store brands, or own brands have increased in popularity. Private branding is when a company manufactures products but it is sold under the brand name of a wholesaler or retailer. Private branding is popular because it typically produces high profits for manufacturers and resellers. The pricing of private brand product are usually cheaper compared to competing name brands. Consumers are commonly deterred by these prices as it sets a perception of lower quality and standard but these views are shifting.

In Australia, their leading supermarket chains, both Woolworths and Coles are saturated with store brands (or private labels). For example, in the United States, Paragon Trade Brands, Ralcorp Holdings, and Radovan are major suppliers of diapers, grocery products, and private label alkaline batteries, correspondingly. Costco, Walmart, RadioShack, Sears, and Kroger are large retailers that have their own brand names. Similarly, Macy›s, a mid-range chain of department stores offers a wide catalogue of private brands exclusive to their stores, from brands such as First Impressions which supply newborn and infant clothing, Hotel Collection which supply luxury linens and mattresses, and Tasso Elba which supply European inspired menswear. They use private branding strategy to specifically target consumer markets.

Mixed branding strategy

Mixed branding strategy is where a firm markets products under its own name(s) and that of a reseller because the segment attracted to the reseller is different from its own market. For example, Elizabeth Arden, Inc., a major American cosmetics and fragrance company, uses mixed branding strategy. The company sells its Elizabeth Arden brand through department stores and line of skin care products at Walmart with the «skin simple» brand name.

Companies such as Whirlpool, Del Monte, and Dial produce private brands of home appliances, pet foods, and soap, correspondingly. Other examples of mixed branding strategy include Michelin, Epson, Microsoft, Gillette, and Toyota. Michelin, one of the largest tire manufacturers allowed Sears, an American retail chain to place their brand name on the tires. Microsoft, a multinational technology company is seriously regarded as a corporate technology brand but it sells its versatile home entertainment hub under the brand Xbox to better align with the new and crazy identity. Gillette catered to females with Gillette for Women which has now become known as Venus. The launch of Venus was conducted in order to fulfil the feminine market of the previously dominating masculine razor industry. Similarly, Toyota, an automobile manufacturer used mixed branding. In the U.S., Toyota was regarded as a valuable car brand being economical, family orientated and known as a vehicle that rarely broke down. But Toyota sought out to fulfil a higher end, expensive market segment, thus they created Lexus, the luxury vehicle division of premium cars.

Attitude branding and iconic brands

Attitude branding is the choice to represent a larger feeling, which is not necessarily connected with the product or consumption of the product at all. Marketing labeled as attitude branding include that of Nike, Starbucks, The Body Shop, Safeway, and Apple Inc.. In the 2000 book No Logo, Naomi Klein describes attitude branding as a «fetish strategy». Schaefer and Kuehlwein analyzed brands such as Apple, Ben & Jerry›s or Chanel describing them as ‹Ueber-Brands› - brands that are able to gain and retain «meaning beyond the material.»

A great brand raises the bar – it adds a greater sense of purpose to the experience, whether it›s the challenge to do your best in sports and fitness, or the affirmation that the cup of coffee you›re drinking really matters. – Howard Schultz (president, CEO, and chairman of Starbucks)

The color, letter font and style of the Coca-Cola and Diet Coca-Cola logos in English were copied into matching Hebrew logos to maintain brand identity in Israel.

Iconic brands are defined as having aspects that contribute to consumer›s self-expression and personal identity. Brands whose value to consumers comes primarily from having identity value are said to be «identity brands». Some of these brands have such a strong identity that they become more or less cultural icons which makes them «iconic brands». Examples are: Apple, Nike, and Harley-Davidson. Many iconic brands include almost ritual-like behavior in purchasing or consuming the products.

There are four key elements to creating iconic brands (Holt 2004):
1. «Necessary conditions» – The performance of the product must at least be acceptable, preferably with a reputation of having good quality.

2. «Myth-making» – A meaningful storytelling fabricated by cultural insiders. These must be seen as legitimate and respected by consumers for stories to be accepted.

3. «Cultural contradictions» – Some kind of mismatch between prevailing ideology and emergent undercurrents in society. In other words, a difference with the way consumers are and how they wish they were.

4. «The cultural brand management process» – Actively engaging in the myth-making process in making sure the brand maintains its position as an icon.

Schaefer and Kuehlwein propose the following ‹Ueber-Branding› principles. They derived them from studying successful modern Prestige brands and what elevates them above mass competitors and beyond considerations of performance and price (alone) in the minds of consumers:

1. «Mission Incomparable» - Having a differentiated and meaningful brand purpose beyond ‹making money.› Setting rules that follow this purpose - even when it violates the mass marketing mantra of «Consumer is always Boss/right».

2. «Longing versus Belonging» - Playing with the opposing desires of people for Inclusion on the one hand and Exclusivity on the other.

3. «Un-Selling» – First and foremost seeking to seduce through pride and provocation, rather than to sell through arguments.

4. «From Myth to Meaning» - Leveraging the power of myth - ‹Ueber-Stories› that have fascinated- and guided humans forever.

5. «Behold!» - Making product and associated brand rituals reflect the essence of the brand mission and myth. Making it the center of attention, while keeping it fresh.

6. «Living the Dream» - Living the brand mission as an organization and through its actions. Thus radiating the brand myth from the inside out, consistently and through all brand manifestations. - For «Nothing is as volatile as a dream.»

7. «Growth without End» - Avoiding to be perceived as omnipresent, diluting brand appeal. Instead ‹growing with gravitas› by leveraging scarcity/high prices, ‹sideways expansion› and other means.

«No-brand» branding

Recently, a number of companies have successfully pursued «no-brand» strategies by creating packaging that imitates generic brand simplicity. Examples include the Japanese company Muji, which means «No label» in English (from – «Mujirushi Ryohin» – literally, «No brand quality goods»), and the Florida company No-Ad Sunscreen. Although there is a distinct Muji brand, Muji products are not branded. This no-brand strategy means that little is spent on advertisement or classical marketing and Muji›s success is attributed to the word-of-mouth, a simple shopping experience and the anti-brand movement. «No brand» branding may be construed as a type of branding as the product is made conspicuous through the absence of a brand name. «Tapa Amarilla» or «Yellow Cap» in Venezuela during the 1980s is another good example of no-brand strategy. It was simply recognized by the color of the cap of this cleaning products company.

Derived brands

In this case the supplier of a key component, used by a number of suppliers of the end-product, may wish to guarantee its own position by promoting that component as a brand in its own right. The most frequently quoted example is Intel, which positions itself in the PC market with the slogan (and sticker) «Intel Inside».

Brand extension and brand dilution

The existing strong brand name can be used as a vehicle for new or modified products; for example, many fashion and designer companies extended brands into fragrances, shoes and accessories, home textile, home decor, luggage, (sun-) glasses, furniture, hotels, etc.
Mars extended its brand to ice cream, Caterpillar to shoes and watches, Michelin to a restaurant guide, Adidas and Puma to personal hygiene. Dunlop extended its brand from tires to other rubber products such as shoes, golf balls, tennis racquets, and adhesives. Frequently, the product is no different from what else is on the market, except a brand name marking. Brand is product identity.

There is a difference between brand extension and line extension. A line extension is when a current brand name is used to enter a new market segment in the existing product class, with new varieties or flavors or sizes. When Coca-Cola launched «Diet Coke» and «Cherry Coke», they stayed within the originating product category: non-alcoholic carbonated beverages. Procter & Gamble (P&G) did likewise extending its strong lines (such as Fairy Soap) into neighboring products (Fairy Liquid and Fairy Automatic) within the same category, dish washing detergents.

The risk of over-extension is brand dilution where the brand loses its brand associations with a market segment, product area, or quality, price or cachet.

Social media brands

In ‹The Better Mousetrap: Brand Invention in a Media Democracy› (2012), author and brand strategist Simon Pont posits that social media brands may be the most evolved version of the brand form, because they focus not on themselves but on their users. In so doing, social media brands are arguably more charismatic, in that consumers are compelled to spend time with them, because the time spent is in the meeting of fundamental human drivers related to belonging and individualism. «We wear our physical brands like badges, to help define us – but we use our digital brands to help express who we are. They allow us to be, to hold a mirror up to ourselves, and it is clear. We like what we see.»

Multi-brands

Alternatively, in a market that is fragmented amongst a number of brands a supplier can choose deliberately to launch totally new brands in apparent competition with its own existing strong brand (and often with identical product characteristics); simply to soak up some of the share of the market which will in any case go to minor brands. The rationale is that having 3 out of 12 brands in such a market will give a greater overall share than having 1 out of 10 (even if much of the share of these new brands is taken from the existing one). In its most extreme manifestation, a supplier pioneering a new market which it believes will be particularly attractive may choose immediately to launch a second brand in competition with its first, in order to pre-empt others entering the market. This strategy is widely known as multi-brand strategy.

Individual brand names naturally allow greater flexibility by permitting a variety of different products, of differing quality, to be sold without confusing the consumer›s perception of what business the company is in or diluting higher quality products.

Once again, Procter & Gamble is a leading exponent of this philosophy, running as many as ten detergent brands in the US market. This also increases the total number of «facings» it receives on supermarket shelves. Sara Lee, on the other hand, uses it to keep the very different parts of the business separate—from Sara Lee cakes through Kiwi polishes to L›Eggs pantyhose. In the hotel business, Marriott uses the name Fairfield Inns for its budget chain (and Choice Hotels uses Rodeway for its own cheaper hotels).

Cannibalization is a particular problem of a multi-brand strategy approach, in which the new brand takes business away from an established one which the organization also owns. This may be acceptable (indeed to be expected) if there is a net gain overall. Alternatively, it may be the price the organization is willing to pay for shifting its position in the market; the new product being one stage in this process.

Private labels

Private label brands, also called own brands, or store brands have become popular. Where the retailer has a particularly strong identity (such as Marks & Spencer in the UK clothing sector) this «own brand» may be able to compete against even the strongest brand leaders, and may outperform those products that are not otherwise strongly branded.

Designer Private Labels

A relatively recent innovation in retailing is the introduction of designer private labels. Designer-private labels involve a collaborative contract between a well-known fashion designer and a retailer. Both retailer and designer collaborate to design goods with popular appeal pitched at price points that fit the consumer's budget. For retail outlets, these types of collaborations give them greater control over the design process as well as access to exclusive store brands that can potentially drive store traffic.

In Australia, for example, the department store, Myer, now offers a range of exclusive designer private labels including Jayson Brundson, Karen Walker, Leona Edmiston, Wayne Cooper, Fleur Wood and 'L' for Lisa Ho. Another up-market department store, David Jones, currently offers 'Collette' for leading Australian designer, Collette Dinnigan, and has recently announced its intention to extend the number of exclusive designer brands. Target has teamed up with Danii Minogue to produce her "Petites' range. Specsavers has joined up with Sydney designer, Alex Perry to create an exclusive range of spectacle frames while Big W stocks frames designed by Peter Morrissey.

Individual and organizational brands

With the development of brand, Branding is no longer limited to a product or service. There are kinds of branding that treat individuals and organizations as the products to be branded. Most NGOs and non-profit organizations carry their brand as a fundraising tool. The purpose of most NGOs is leave social impact so their brand become associated with specific social life matters.

Amnesty International, Habitat for Humanity, World Wildlife Fund and AIESEC are among the most recognized brands around the world. NGOs and non-profit organizations moved beyond using their brands for fundraising to express their internal identity and to clarify their social goals and long-term aims. Organizational brands have well determined brand guidlines and logo variables.

Personalized branding

Many businesses have started to use elements of personalization in their branding strategies, offering the client or consumer the ability to choose from various brand options or have direct control over the brand. Examples of this include the #ShareACoke campaign by Coca-Cola which printed people›s names and place names on their bottles encouraging people. AirBNB has created the facility for users to create their own symbol for the software to replace the brand›s mark known as The Bélo.

Nation branding (place branding and public diplomacy)

Nation branding is a field of theory and practice which aims to measure, build and manage the reputation of countries (closely related to place branding). Some approaches applied, such as an increasing importance on the symbolic value of products, have led countries to emphasize their distinctive characteristics. The branding and image of a nation-state «and the successful transference of this image to its exports – is just as important as what they actually produce and sell.»

Destination branding

Destination branding is the work of cities, states, and other localities to promote to themselves. This work is designed to promote the location to tourists and drive additional revenues into a tax base. These activities are often undertaken by governments, but can also result from the work of community associations. The Destination Marketing Association International is the industry leading organization.

Doppelgänger brand image (DBI)

A doppelgänger brand image or «DBI» is a disparaging image or story about a brand that it circulated in popular culture. DBI targets tend to be widely known and recognizable brands. The purpose of DBIs is to undermine the positive brand meanings the brand owners are trying to instill through their marketing activities.

The term stems from the combination of the German words doppel (double) and gänger (walker).

Doppelgänger brands are typically created by individuals or groups to express criticism of a brand and its perceived values, through a form of parody, and are typically unflattering in nature.

Due to the ability of Doppelgänger brands to rapidly propagate virally through digital media channels, they can represent a real threat to the equity of the target brand. Sometimes the target organization is forced to address the root concern or to re-position the brand in a way that defuses the criticism.
Examples include:

• Joe Chemo campaign organized to criticize the marketing of tobacco products to children and their harmful effects.

• Version of the Coca-Cola logo crafted to protest their sponsorship of the 2022 FIFA World Cup in Qatar and associated human rights abuses (see citation for original Reddit thread featuring the image).

• Parody of the Pepsi logo as an obese man to highlight the relationship between soft drink consumption and obesity.

• The FUH2 campaign protesting the Hummer SUV as a symbol of corporate and consumer irresponsibility toward public safety and the environment.

In the 2006 article «Emotional Branding and the Strategic Value of the Doppelgänger Brand Image», Thompson, Rindfleisch, and Arsel suggest that a doppelgänger brand image can be a benefit to a brand if taken as an early warning sign that the brand is losing emotional authenticity with its market.

Chapter 2 -Brand management

In marketing, brand management is the analysis and planning on how that brand is perceived in the market. Developing a good relationship with the target market is essential for brand management. Tangible elements of brand management include the product itself; look, price, the packaging, etc. The intangible elements are the experience that the consumer has had with the brand, and also the relationship that they have with that brand. A brand manager would oversee all of these things.

Definitions

In 2001, Hislop defined branding as «the process of creating a relationship or a connection between a company›s product and emotional perception of the customer for the purpose of generating segregation among competition and building loyalty among customers.» In 2004 and 2008, Kapferer and Keller respectively defined it as a fulfillment in customer expectations and consistent customer satisfaction.

Brand management is a function of marketing that uses special techniques in order to increase the perceived value of a product (see: Brand equity). Based on the aims of the established marketing strategy, brand management enables the price of products to grow and builds loyal customers through positive associations and images or a strong awareness of the brand.

Brand management is the process of identifying the core value of a particular brand and reflecting the core value among the targeted customers. In modern terms, brand could be corporate, product, service, or person. Brand management build brand credibility and credible brands only can build brand loyalty, bounce back from circumstantial crisis, and can benefit from price-sensitive customers.

History

In pre-literate societies, the distinctive shape of amphora served some of the functions of a label, communicating information about region of origin, the name of the producer and may have carried product quality claims

The earliest origins of branding can be traced to pre-historic times. The practice may have first begun with the branding of farm animals in the Middle East in the neolithic period. Stone Age and Bronze Age cave paintings depict images of branded cattle. Egyptian funerary artwork also depicts branded animals. Over time, the practice was extended to marking personal property such as pottery or tools, and eventually some type of brand or insignia was attached to goods intended for trade.

Around 4,000 years ago, producers began by attaching simple stone seals to products which, over time, were transformed into clay seals bearing impressed images, often associated with the producer›s personal identity thus giving the product a personality. David Wengrow has argued that branding became necessary following the urban revolution in ancient Mesopotamia in the 4th century BCE, when large-scale economies started mass-producing commodities such as alcoholic drinks, cosmetics and textiles. These ancient societies imposed strict forms of quality control over commodities, and also needed to convey value to the consumer through branding. Diana Twede has argued that the «consumer packaging functions of protection, utility and communication have been necessary whenever packages were the object of transactions» (p.107). She has shown that amphoras used in Mediterranean trade between 1500 and 500 BCE exhibited a wide variety of shapes and markings, which provided information for purchasers during exchange. Systematic use of stamped labels dates appears to date from around the fourth century BCE. In a largely pre-literate society, the shape of the amphora and its pictorial markings functioned as a brand, conveying information about the contents, region of origin and even the identity of the producer which were understood to convey information about product quality.

A number of archaeological research studies have found extensive evidence of branding, packaging and labelling in antiquity. Archaeologists have identified some 1,000 different Roman potters' marks the early Roman Empire, suggesting that branding was a relatively widespread practice.

Mosaic showing garum container, from the house of Umbricius Scaurus of Pompeii. The inscription which reads «G (ari) F (los) SCO (mbri) SCAURI EX OFFI (CI) NA SCAURI» has been translated as «The flower of garum, made of the mackerel, a product of Scaurus, from the shop of Scaurus»

In Pompeii (circa 35 CE), Umbricius SC auras, a manufacturer of fish sauce (also known as garum) was branding his amphora which travelled across the entire Mediterranean. Mosaic patterns in the atrium of his house were decorated with images of amphora bearing his personal brand and quality claims. The mosaic comprises four different amphora, one at each corner of the atrium, and bearing labels as follows:

1. G(ari) F(los) SCO[m]/ SCAURI/ EX OFFI[ci]/NA SCAU/RI Translated as «The flower of garum, made of the mackerel, a product of Scaurus, from the shop of Scaurus»

2. LIQU [minis]/ FLOS Translated as: «The flower of Liquate»

3. G[ari] F[los] SCOM [bri]/ SCAURI Translated as: «The flower of garum, made of the mackerel, a product of Scaurus»

4. LIQUAMEN/ OPTIMUM/ EX OFFICI[n]/A SCAURI Translated as: «The best liquamen, from the shop of Scaurus»

Scauras› fish sauce was known to be of very high quality across the Mediterranean and its reputation travelled as far away as modern France. Curtis has described this mosaic as an «an advertisement... and a rare, unequivocal example of a motif inspired by a patron, rather than by the artist.»

In Pompeii and nearby Herculaneum, archaeological evidence also points to evidence of branding and labelling in relatively common use. Wine jars, for example, were stamped with names, such as «Lassius» and «L. Eumachius;» probably references to the name of the producer. Carbonized loaves of bread, found at Herculaneum, indicate that some bakers stamped their bread with the producer›s name and other information including the use, price or intended recipient. These markings demonstrate the public›s need for product information in an increasingly complex market-place.

In the East, evidence of branding also dates to an early period. Recent research suggests that Chinese merchants made extensive use of branding, packaging, advertising and retail signage. From as early as 200 BCE, Chinese packaging and branding was used to signal family, place names and product quality, and the use of government imposed product branding was used between 600 and 900 AD.Eckhart and Bengtsson have argued that during the Song Dynasty (960–1127), Chinese society developed a consumerist culture, where a high level of consumption was attainable for a wide variety of ordinary consumers rather than just the elite (p. 212).

The rise of a consumer culture led to the commercial investment in carefully managed company image, retail signage, symbolic brands, trademark protection and the brand concepts of baoji, hao, lei, gongpin, piazi and pinpai, which roughly equate with Western concepts of family status, quality grading, and upholding traditional Chinese values (p. 219). Eckhardt and Bengtsson›s analysis suggests that brands emerged in China as a result of the social needs and tensions implicit in consumer culture, in which brands provide social status and stratification. Thus, the evolution of brands in China stands in sharp contrast to the West where manufacturers pushed brands onto the market in order to differentiate, increase market share and ultimately profits (pp 218–219). In Japan, branding has a long heritage. For many Japanese businesses, a «mon» or seal is an East Asian form of brand or trademark.

Not all historians agree that the distinctive packages and markings used in antiquity can be compared with modern brands or labels. Moore and Reid, for example, have argued that the distinctive shapes and markings in ancient containers should be termed proto-brands rather than seen as modern brands according to our modern understanding. A proto-brand is one that possesses at least one of three characteristics; place - information about the origin of manufacture-expressed by a mark, signature or even by the physical properties of the raw materials including the packaging materials, performs a basic marketing function such as storage, transportation and assortment; and quality attributes- information about the product›s quality expressed by the name of the manufacturer, place of origin or ingredients or any other generally accepted indicator of quality.

The impetus for more widespread branding was often provided by government laws, requiring producers to meet minimum quality specifications or to standardize weights and measures, which in turn, was driven by public concerns about quality and fairness in exchange. The use of hallmarks, applied to precious metal objects, was well in place by the 4th century CE in Byzantium. Evidence of silver bars marked under authority of the Emperor Augustinian dates to around 350 CE, and represents one of the oldest known forms of consumer protection. Hundreds of silver objects, including chalices, cups, plates, rings and bullion, all bearing hallmarks from the early Byzantine period, have been found and documented. Hallmarks for silver and gold were introduced in Britain in 1300.

In Medieval Europe, branding was applied to a broader range of goods and services. Craft guilds, which sprang up across Europe around this time, codified and reinforced, systems of marking products to ensure quality and standards. Bread-makers, silversmiths and goldsmiths all marked their wares during this period. By 1266, English bakers were required by law to put a symbol on each product they sold.

Boricua et al have argued that the number of different forms of brands blossomed from the 14th century following the period of European discovery and expansion. Some individual brand marks have been in continuous use for centuries. The brand, Staffelter Hof, for example, dates to 862 or earlier and the company still produces wine under its name today.

By the eighteenth century, as standards of living improved and an emerging middle class began to demand more luxury goods and services, the retail landscape underwent major changes. Retailers were tending to specialize in specific goods or services and began to exhibit a variety of modern marketing techniques. Stores not only began to brand themselves, but also displayed branded goods, both in the glazed shop windows to attract passers-by and display counters to appeal to patrons inside the store. Branding was more widely used in the 19th century, following the industrial revolution, and the development of new professions like marketing, manufacturing and business management formalized the study of brands and branding as a key business activity. Branding is a way of differentiating product from mere commodities, and therefore the use of branding expanded with each advance in transportation, communication, and trade. The modern discipline of brand management is considered to have been started by a famous memo at Procter & Gamble by Neil H. McElroy.

Global brands

Interbrand›s 2016 top-10 global brands are Apple, Google, Microsoft, Toyota, IBM, Samsung, Amazon, Mercedes-Benz and GE.

Interbrand's Top Ten Global Brands, (*by brand value*) 2016			
Rank	**Logo**	**Brand**	**Value** *($m)*
1		Apple	178,119
2	Google	Google	133,252
3	Coca-Cola	Coca-Cola	73,102

4	Microsoft	Microsoft	72,795
5	TOYOTA	Toyota	53,580
6	IBM	IBM	52,850
7	SAMSUNG	Samsung	51,808
8	amazon	Amazon	50,338
9	Mercedes-Benz	Mercedes-Benz	43,400
10		G.E.	43,130

The split between commodities/food services and technology is not a matter of chance: both industrial sectors rely heavily on sales to the individual consumer who must be able to rely on cleanliness/quality or reliability/value, respectively. For this reason, industries such as agricultural (which sells to other companies in the food sector), student loans (which have a relationship with universities/schools rather than the individual loan-taker), and electricity (which is generally a controlled monopoly) have less prominent and less recognized branding. Brand value, moreover, is not simply a fuzzy feeling of «consumer appeal,» but an actual quantitative value of good will under Generally Accepted Accounting Principles. Companies will rigorously defend their brand name, including prosecution of trademark infringement. Occasionally trademarks may differ across countries.

The distinctive red color, custom-designed Spenserian script and the shape of the bottle make Coca-Cola one of the most recognizable brands globally Among the most highly visible and recognizable brands is the script and logo for Coca-Cola products. Despite numerous blind tests indicating that Coke›s flavor is not preferred, Coca-Cola continues to enjoy a dominant share of the cola market.

Coca-Cola›s history is so replete with uncertainty that a folklore has sprung up around the brand, including the (refuted) myth that Coca-Cola invented the red-dressed Santa-Claus which is used to gain market entry in less capitalistic regions in the world such as the former Soviet Union and China, and such brand-management stories as «Coca-Cola›s first entry into the Chinese market resulted in their brand being translated as ‹bite the wax tadpole›). Brand management science is replete with such stories, including the Chevrolet ‹Nova› or «it doesn›t go» in Spanish, and proper cultural translation is useful to countries entering new markets.

Modern brand management also intersects with legal issues such as ‹generalization of trademark.› The ‹Xerox› Company continues to fight heavily in media whenever a reporter or other writer uses ‹xerox› as simply a synonym for ‹photocopy.› Should usage of ‹xerox› be accepted as the standard American English term for ‹photocopy,› then Xerox›s competitors could successfully argue in court that they are permitted to create ‹xerox› machines as well. Yet, in a sense, reaching this stage of market domination is itself a triumph of brand management, in that becoming so dominant typically involves strong profit.
Brand orientation

Brand orientation refers to «the degree to which the organization values brands and its practices are oriented towards building brand capabilities». It is a deliberate approach to working with brands, both internally and externally. The most important driving force behind this increased interest in strong brands is the accelerating pace of globalization. This has resulted in an ever-tougher competitive situation on many markets. A product›s superiority is in itself no longer sufficient to guarantee its success. The fast pace of technological development and the increased speed with which imitations turn up on the market have dramatically shortened product lifecycles. The consequence is that product-related competitive advantages soon risk being transformed into competitive prerequisites. For this reason, increasing numbers of companies are looking for other, more enduring, competitive tools – such as brands.

Justification

Brand management aims to create an emotional connection between products, companies and their customers and constituents. Brand managers may try to control the brand image.

Brand managers create strategies to convert a suspect to prospect, prospect to buyer, buyer to customer, and customer to brand advocates.

Approaches

«By Appointment to His Royal Majesty» was a registered and limited list of approved brands suitable for supply to the Royal British family.Some believe brand managers can be counter-productive, due to their short-term focus. On the other end of the extreme, luxury and high-end premium brands may create advertisements or sponsor teams merely for the «overall feeling» or goodwill generated. A typical «no-brand» advertisement might simply put up the price (and indeed, brand managers may patrol retail outlets for using their name in discount/clearance sales), whereas on the other end of the extreme a perfume brand might be created that does not show the actual use of the perfume or Breitling may sponsor an aerobatics team purely for the «image» created by such sponsorship. Space travel and brand management for this reason also enjoys a special relationship. «Nation branding» is a modern term conflating foreign relations and the idea of a brand. An example is Cool Britannia of the 1990s.

Social media

Even though social media has changed the tactics of marketing brands, its primary goals remain the same; to attract and retain customers. However, companies have now experienced a new challenge with the introduction of social media. This change is finding the right balance between empowering customers to spread the word about the brand through viral platforms, while still controlling the company›s own core strategic marketing goals. Word-of-mouth marketing via social media, falls under the category of viral marketing, which broadly describes any strategy that encourages individuals to propagate a message, thus, creating the potential for exponential growth in the message›s exposure and influence. Basic forms of this are seen when a customer makes a statement about a product or company or endorses a brand. This marketing technique allows users to spread the word on the brand which creates exposure for the company. Because of this, brands have become interested in exploring or using social media for commercial benefit.

Brand Heritage

Brands with heritage are not simply associated with antiquated organizations; rather, they actively extol values and position themselves in relation to their heritage. Brands offer multiple benefits to organizations at various market levels, reflecting the entire experiential process afforded to consumers. In the case of voluntary organizations they can unlock their brand heritage and it will improve volunteer engagement, to the extent that organizations ‹with a long history, core values, positive track record, and use of symbols possess, whether consciously or not, an inherent advantage in an increasingly competitive landscape›. In the context of tourism preconceived notions of brand heritage stimulate the increased experience of existential authenticity, increasing satisfaction with the visitor experience.

Chapter 3- Internet branding

Internet branding (also referred to as online branding) is a brand management technique that uses the World Wide Web as a medium for positioning a brand in the marketplace. Branding in the digital age is increasingly important with the advancements of the internet. Most businesses are exploring various online channels, which include search engine, social media, online press releases, online marketplace, to establish strong relationships with consumers and to build their brands awareness.

Online branding techniques

Some professionals believe that the goal of online branding is to have consumers continually recognize a brand. Others focus on integrating online branding with the overall brand experience of customers in relation to a company, product, or other branded entity. From this perspective, brand recognition is viewed as one component among many, such as brand differentiation (from competitors) and the «Collaboration Age» brand dialog facilitated by Internet and mobile communications. Website development is a key component of online branding as a website is used by companies and individuals to present products and services of a brand. Focusing on a website›s appearance, functions, and company message to provide a positive experience to visitors is all part of online branding. Website development for online branding also includes utilizing a blog to generate content for readers interested in topics related to the brand. It has been both recommended and advised against to guest blog on other websites for the purpose of online branding. In 2014, Matt Cutts, the head of Google›s Spam team, stated that guest blogging has become more and more spammy and recommended against using guest posting for building incoming links to a website.

Internet branding also involves social media interaction and integration. Display and content networks used with repetition are one method of integrating a brand with social media. Behavioral targeting, re-messaging, and site-specific targeting are used as a way to keep a brand in front of a target audience. Branding through social media involves sharing knowledge about the brand and continuously interacting with customers. Using sites like Twitter, Facebook, LinkedIn, and YouTube to share knowledge about a brand is a popular form of online branding through social media.

Advantages

Strengthen the customer relationship

The Internet is a powerful branding tool for many businesses as it offers numerous ways to promote a business. Interactivity as one of the natures of the Internet helps companies communicate the brand messages instantly and talk to consumers directly, generating exclusive and individual interactions with them. Through the Internet, companies deliver their brand awareness and brand image to online users without targeting, while customers gain brand knowledge and provide feedback. Consumer's potential purchasing behaviors can be influenced by brand knowledge and familiarity, so that good online branding can establish closer customer connections with brands and strengthen customer loyalty and relationship.

Develop Brand alliances

Online branding involves different brand positioning and marketing strategies, which can not only differentiate separately branded products but also bring together endorser brands. For example, Library Websites are a prime example of such linking between the university website and other database or publisher websites such as First Search and Springer Link. In the new economy with the convergence of technology, online branding provides the opportunity for companies to develop brands alliances and networks to maximize the brand influence.

Diverse the brand meaning

Online branding makes the company have the chance to communicate with customers directly and also provides the opportunity to gather customer information for companies to build a database of customer purchase pattern. The data can be used to segment customers into specific groups with specific needs, even offer customized services. Therefore, the customization and targeting to smaller groups may generate the diversity of experience with the same brand. The same brands have different meanings for different groups of customer.

Challenges

Information overload

The Web is a complicated place, it holds a vast number of websites, each of which has numerous information contained within it. It is an open place for every business, and how to differentiate brand image through the same communicate channels is a challenge for many companies, especially for those that customers have little brand knowledge about them before they implement online branding strategy. Failed cases always underestimate either the complexity or the connectivity of the web.

Management of different communication channels

Online branding, in general, will cover most popular social media platforms with different websites or mobile applications. Companies need to make sure the consistency of the branding content across these channels.
In addition, it is also a challenge for the company to find and solve the complaint comments on brands in time, minimizing the negative effect.

Ethics problems

Online brands are exposed to scrutiny from consumers through various review and complaint websites with fake reviews being used to damage brands. In 2014, a restaurant owner in Enid, Oklahoma refused to serve a patron in a wheelchair. In an interview, the owner stated that he does not serve «freaks» and made prejudiced remarks about homosexuality. Within days of the interview, people left fake reviews on Yelp about the restaurant in what the media described as «online justice.» Social media is also used as a medium for people to leave fake reviews or defame brands. A hotel owner in the United Kingdom won a defamation lawsuit in 2014 against a former employee who set up a Facebook page solely for the purpose of damaging the inn›s online brand.

Companies have also manipulated brands by leaving positive online reviews. In September 2013, 19 New York businesses agreed to pay $350,000 in penalties and stop writing faking online reviews about their businesses in an agreement reached with the New York Attorney General. The same year, Yelp sued a lawyer from San Diego for writing fake reviews about his solo practice on the site. Yelp has also posted messages on company pages within its site that have been caught paying for positive reviews. This was after the site conducted a sting operation on Craigslist to find companies paying for reviews. It has been argued that companies posting fake online reviews about their own business violates false advertising laws.

United States law requires that people who receive compensation for endorsing a product actually endorse it. The company Legacy Learning Systems was fined $250,000 in 2011 by the U.S. Federal Trade Commission for paying people to post fake reviews.

Chapter 4-Nation branding

Nation branding aims to measure, build and manage the reputation of countries (closely related to place branding). In the book Diplomacy in a Globalizing World: Theories and Practices, the authors define nation branding as “the application of corporate marketing concepts and techniques to countries, in the interests of enhancing their reputation in international relations.” Many nations try to make brands in order to build relationships between different actors that are not restricted to nations. It extends to public and private sectors in a nation and helps with nationalism. States also want to participate in multilateral projects. Some approaches applied, such as an increasing importance on the symbolic value of products, have led countries to emphasize their distinctive characteristics. The branding and image of a nation-state «and the successful transference of this image to its exports - is just as important as what they actually produce and sell. “This is also referred to as country-of-origin effect.

Nation branding is a developing field in which scholars continue their search for a unified theoretical framework. Many governments have resource dedicated to nation branding. Their aim is to improve their country›s standing, as the image and reputation of a nation can dramatically influence its success in attracting tourism receipts and investment capital, in exports, in attracting a talented and creative workforce, and in its cultural and political influence in the world. Different ways that nation project their nation brand include export, foreign direct investment, and tourism. One example of exporting products is that the country Germany is known for their motor industry because famous car companies like Mercedes, Audi, and BMW are German companies. An example of foreign direct investments that help the nation brand are US companies building maquiladoras and other European countries having factories in different countries.

In practice

Nation branding appears to be practiced by many countries, including the United States, Canada, France, United Kingdom (where it is officially referred to as public diplomacy), Taiwan, Malaysia, Japan, China, South Korea, Singapore, South Africa, Australia, New Zealand, Israel and most Western European countries. An early example of this was the Cool Britannia approach of the early days of the New Labor government (following the Britain (TM) pamphlet by Demas’s Mark Leonard), though this has since been replaced by a more credible Public Diplomacy Board. There is increasing interest in the concept from poorer states on the grounds that an enhanced image might create more favorable conditions for foreign direct investment, tourism, trade and even political relations with other states.

Developing nations such as Tanzania and Colombia are creating smaller nation branding programs aimed at increased overall image and with the case of Colombia, changing international perception. Nation branding is seen as a part of Sweden›s public diplomacy, especially with Brand Sweden. Sweden uses two main institutions, called the Utrikes departementet and the Swedish Institute, to study their nation branding. They wanted to present a good image through the press and also collect different reports on Sweden's representations abroad. Different events and campaigns were also made to promote Brand Sweden, one example being the House of Sweden which was an embassy in the US. Another campaign was the Second House of Sweden which used the internet to introduce Sweden's embassy virtually. Researchers in Sweden also studied the Nation Brand Index (NBI) results to collect data.

In academia

Nation branding can be approached in academics as a field in social sciences, political sciences, humanities, communication, marketing and international relations. Scholars such as Evan H. Potter at the University of Ottawa have conceptualized nation brands as a form of national soft power. All efforts by government (at any level) to support the nation brand - either directly or indirectly - becomes public diplomacy.

Anti-globalization proponents often claim that globalization diminishes and threatens local diversity, but there is evidence that in order to compete against the backdrop of global cultural homogeneity, nations strive to accentuate and promote local distinctiveness as a competitive advantage.

Indexing

Nation Brands Index

The concept of measuring global perceptions of countries across several dimensions (culture, governance, people, exports, tourism, investment and immigration) was developed by Simon Anholt. His original survey, the Anholt Nation Brands Index, was launched in 2005 and fielded four times a year. Today it is fielded and published once a year in partnership with GfK, named the Anholt-GfK Nation Brands Index.

Brand Finance Nation Brands

Brand Finance produces an annual Brand Finance Nation Brands table, in which 100 brands are ranked according to national brand value. This is based on the royalty relief methodology and takes into account the brand strength of individual countries.

Future brand Country Brand Index

Future brand publishes the Country Brand Index every year, which includes an overall ranking of the 75 countries and rankings by dimension, Future Brand collected quantitative and qualitative data from Approximately 2,500 opinion-formers and frequent international business or leisure travellers in 17 countries (USA, Canada, Brazil, Argentina, Mexico, UK, Germany, France, Russia, Turkey, South Africa, UAE, India, China, Thailand, Japan and Australia). Complete perception dashboards for the top five country brands, regional leaders, and ‹ones to watch› for the future. Future brand tests a global research sample based on the Hierarchical Decision Model (HDM) which involves determining an individual›s awareness, familiarity, association, and preference towards a country›s brand. In their 201415- ranking, the top 5 nation's brands were (ranked from first to fifth) Japan, Switzerland, Germany, Sweden, and Canada.

Monocle Soft Power Survey

Monocle magazine released its third annual Soft Power Survey in 2012. The latest edition of the survey was launched in 2013

Chapter 5- Branding agency

A branding agency is a firm that specializes in creating and launching brands, as well as rebranding. The role of a branding agency is to create, plan and manage branding strategies for clients, but can also involve support in terms of advertising and other forms of promotion.

In order to develop a more profound understanding of the function of these organizations it is initially important to capture the idea of branding. In short, branding is the process of developing a company›s brand, including a name, identity system and messaging platform. These aspects will develop what is referred to as a brand message, which will then be applied to marketing campaigns to spread that message. A brand represents a promise to your customers, what they can expect from your products/services, and essentially what differentiates your offering from competitors.

It is a vital element across all industries, as it allows organizations to gain competitive advantage, define a coherent brand communication strategy, and to increase and reach the target market.

All organizational sectors, whether it is a business, non-profit organization, or even a government agency, use branding agencies. Most often, organizations look to hire branding agencies in order to produce brand strategy and brand identity.

Branding agencies vs. Advertising agencies

There is generally a misconception regarding the relationship between these two agencies. Often, branding agencies and advertising agencies are seen as being interchangeable entities. This however is not the case, and although they overlap in some respects, their scope and focus is different.

Essentially, the difference between these two agencies is the difference between strategy (branding) and tactics (advertising). Brands play an integral role in a firm›s business strategy. In fact, the terms «company» and «brand» are often used synonymously for one another.

On the other hand, advertising is more focused on the process which firms use to market and communicate to existing and potential customers. A branding agency goes beyond this scope, and whilst commonly performing similar services to a traditional advertising agency, is involved in a larger strategically process.

Leading brands and the role of branding agencies

In a constantly evolving economy with increasingly competitive markets a greater stress is being placed on developing a brand that is widely recognized by the public. People trust brands; they develop loyalties towards them, buy them and believe in their superiority.

Leading brands: Coca-Cola

For decades now Coca-Cola has often been considered as the most successful and widely recognized brand in the world. In a survey conducted by Interbred, an American branding consultancy, it was found that Coca-Cola›s brand equity was valued at $63.5 billion, which represents just under half of the company›s true market value. An executive at Coca-Cola stated, «If Coca-Cola were to lose all of its production-related assets in a disaster, the company would survive. By contrast, if all consumers were to have a sudden lapse of memory and forget everything related to Coca-Cola, the company would go out of business.»

Coca-Cola has collaborated with a number of branding agencies over the years. More recently, in the light of a new global campaign, Coca-Cola has partnered with ten agencies (including WPP, Wieden+Kennedy and McCann) with the aim, as a Coca-Cola spokesperson stated, «Of uncovering the best ideas and marrying those to executional excellence». The spokesperson went on to add, «This approach allows us to harness thinking from some of the best agency minds in the industry and see the great work that comes from collaborating». The statement acknowledges the collaborative and creative process involved in brand management, which is generally an integral concept involved in branding. It is also important to note that even the most successful brands will seek branding support. Evidently this will generally not come in the form of large rebranding strategies, but will often be more focused on specific areas, and in particular those related to reaching, attracting and retaining the target market.

Changing trends: Apple

Despite having headed Interbrand›s list of the 100 most valuable brands for 13 consecutive years, Coca-Cola has now been replaced by Apple, whose surge to the top highlights the dominance of technology in today›s society. In fact, three of the top five most valuable brands are technology companies.

This data stresses another key element that must be addressed by branding agencies, which is the value of innovation and the need to exploit trends. With the rise of the technology domain comes the emergence of new channels, such as Facebook, Instagram, Google and Twitter, which organizations use to advertise their brand.

With this change in trends comes a different approach to branding. Agencies must be naturally innovative and flexible in order to have any hope of surviving in such a fast-paced environment. Furthermore, with branding becoming an increasingly vital element to a firm›s success, many organizations believe it is in their best interest to seek external support.

Interbrand's Ranking of the 5 Most Valuable Brands (2015)

Rank	Brand	Region/Country	Sector	Brand Value (in $m)	Change in Brand Value (in %)
1		United States	Technology	170,276	+43
2	Google	United States	Technology	120,314	+12
3	Coca-Cola	United States	Beverages	78,423	-4
4	Microsoft	United States	Technology	67,670	+11
5	IBM	United States	Business Services	65,095	-10

Largest branding agencies

There are few examples today of large, multinational corporations that focus exclusively on branding. The main drivers in the industry all provide a range of services within the branding, advertising and public relations sectors. The list below shows the three largest agencies that offer branding services.

3 Largest Agencies Offering Branding Services (in terms of revenues in 2014)
- WPP - $19 billion
- Omnicom Group - $15.3 billion
- Publicis Groupe - $9.6 billion

Chapter 6 -Green brands

Green brands are those brands that consumers associate with environmental conservation and sustainable business practices.

Such brands appeal to consumers who are becoming more aware of the need to protect the environment. A green brand can add a unique selling point to a product and can boost corporate image. However, if a company is found or perceived to overstate its green practices its green brand may be criticized as green wash.

Increase in green brands

Ethical consumerism has led to an increase in green brands. In the food and drinks industry only 5 green brand products were launched in 2002, increasing to 328 in 2007 (Mintel global database).

Packaging

In the case of consumer brands packaging can be a key element in communicating a green brand. This is because packaging communicates information to the consumer at the point-of-sale, and because of the environmental impact of the packaging itself.

Companies may claim sustainable packaging, recycled and/or recyclable material, or reduce excess packaging. Packaging is of especially high brand importance when the packaging is part of the aesthetic appeal of the product and brand, as in the case of the cosmetics and toiletries sector. Packaging material may have to not only reinforce environmental credentials, but also communicate the high-quality and luxury image of the brand.

Advertisement and marketing standards concerns

In Europe concerns have been raised that consumers might be confused or mislead as a result of a recent increase in green brands. Because green brands can add a unique selling point there is little consistency from brand to brand. In the food and drinks industry it has been observed that companies are reluctant to use existing and widely recognized green logos, such as the mobius loop, because using their own makes the brand more easily distinguishable for the consumer.

In Britain, the Advertising Standards Authority (ASA) warned consumers in mid-2007, that some «green» claims might not be authentic. The ASA stated that green claims have become noticeably more prevalent in advertisement, and has investigated and upheld several complaints regarding «unsubstantiated environmental claims». The ASA Director General has stated that «the ASA needs to see robust evidence to back up any eco-friendly claims».

The ASA in Britain has also raised concerns that as awareness about climate change increase among consumers, the cases of unsubstantiated carbon claims (e.g. carbon emissions and carbon neutral claims) rises. The ASA has upheld a number of complaints against energy companies, including Scottish and Southern Energy car manufacturers, including Toyota, Lexus and Volkswagen, and airlines, including Easy Jet, for misleading claims regarding carbon emissions and carbon neutrality.

Recent cases before the British ASA involved environmental claims such as «local». In December 2006 for example the ASA upheld a complaint against Tesco, where the company advertised British products as «local», which the ASA ruled to be misleading because in this particular case the consumers were likely to interpret "local" as referring to their immediate surrounding region. In August 2008 the British ASA ruled that Shell had misled the public in an advertisement which claimed that a $10bn oil sands project in Alberta, northern Canada, was a «sustainable energy source». The ASA upheld a complaint by the World Wide Fund for Nature about Shell›s advert in the Financial Times. Explaining the ruling the ASA stated that «We considered that the Department for Environment, Food and Rural Affairs (Defray) best practice guidance on environmental claims stated that green claims should not ‹be vague or ambiguous, for instance by simply trying to give a good impression about general concern for the environment. Claims should always avoid the vague use of terms such as ‹sustainable›, ‹green›, ‹non-polluting› and so on.» Furthermore the ASA ruling stated «Defray had made that recommendation because, although ‹sustainable› was a widely used term, the lack of a universally agreed definition meant that it was likely to be ambiguous and unclear to consumers. Because we had not seen data that showed how Shell was effectively managing carbon emissions from its oil sands projects in order to limit climate change, we concluded that the ad was misleading»

In the United States the Federal Trade Commission issues the «Green Guides» (last updated 2012) - environmental marketing guidelines. The guidelines give advice on the types of substantiation needed to support environmental claims, and give examples of claims that are to be avoided. The Federal Trade Commission has recognized that these guidelines need updating, as for example they currently contain no guidance on carbon neutrality, or the terms sustainable or renewable. The Green Guides do contain guidance on the term recyclable, recycled and biodegradable.

The marketing and brand building experiences of many American green brands was documented in the book The Girt Cloud by Richard Serene, 2009. The got cloud refers to the green community that provides support and a market to green brands.

Consumer demand

As seen in recent decades, there has been increasing interest in protecting the environment and sustainability when it comes to the world›s markets. Due to global warming and the immense amount of environmental pollution attributed to factory manufacturing, the world has observed the rise in environmental issues (Chen, 2011). In response to society's concerns, this has seen an increasing number of companies joining the green brand frontier to front environmental responsibility. In turn, products and services of green brands have recently been seen to have a perfectly inelastic demand because people are prepared to support and pay a higher price for a sustainable image (Chen, 2011).

Through a consumer study taken in 1999, it was discovered that environmental issues are ranked above human rights, animal rights and welfare issues (Wheale & Hinton, 2007). This information shows growing consumer demand of companies providing goods and services that preserve the environment and adopt a "green" approach to business. In a similar study, according to Iannuzzi (2011), a compelling global demand for "greener products" was demonstrated by over 60% of all countries studied, further demonstrating the desire of environmentally friendly green brands. In the study, environmental awareness was placed among the most vital product traits that consumers valued when purchasing, along with minimizing toxins and hazardous substances, water preservation and recycling (Iannuzzi, 2011). Green brands are ultimately more attractive to a lot of consumers nowadays, and committing to such sustainability is now essential in the market place to stay competitive.

Because concern for the environment is now a pivotal element in consumer decision-making, studies have found that the demand for green brands is higher than ever before (Ahmad & Thyagaraj, n.d.). A number of studies have also suggested that such a demand for greener products is due to consumers' self-expressive benefits. When supporting green brands, customers believe this determines their role in society and as stated by Ahmad and Thyagaraj (n.d.), this gives consumers satisfaction that they are perceived as having an eco-friendly attitude. Various components have been stipulated as effects on conscious consumer behavior such as changing perspectives, awareness of environmental issues and greener products, and people's perceived environmental contribution in society. Such factors help green brands to segment, define and target their market (Baker, 2003).

An example of companies tackling environmental sustainability is the world's largest retailer, Walmart. Walmart has undertaken a sustainability strategy that called on their suppliers to supply greener products because they were adamant their customers demanded "more efficient, longer lasting and better performing products" (Iannuzzi, 2011). Being a world-leading retailer, Walmart's green approach to business has put pressure on other companies to adopt similar practices that consumers are demanding.

The shift towards green brands is a result of numerous factors such as organic products being more accessible, fuel-efficient and eco-friendly automobiles becoming increasingly prevalent, and countless consumers looking to support the environment and portraying a green image (Richards, 2013). The development of the greener approach to living has transferred into marketing and advertising and consumer markets, where enterprises are adopting this movement to attract customers and increase profits (Richards, 2013).

Marketing of green brands

When it comes to marketing strategies of green brands, it is important for company officials to understand the effects of being green has on their company and customers alike. Being a green brand alone automatically differentiates a brand from the outset and opens new market opportunities. The Body Shop is an example of a competitive green brand that succeeds through understanding and providing the consumer demand for eco-friendly products and their sound environmental performance (Baker, 2003). Green brands have also been profitable in niche markets where they can charge exclusive prices because conscious consumers are prepared to pay.

To combine environmental concern into marketing strategy is called 'green marketing' where companies use a range of undertakings to satisfy the consumer demand for environmentally friendly products such as revamping advertising, product adjustment, altering production operations, sustainable packaging and of course recycling (Baker, 2003). By doing this, a green brand is creating further value, which is conveyed through their communication strategy (Danciu, 2015). Green brands looking to secure their sustainable image within consumers' minds must establish a philosophy that describes their use of renewable resources, minimizing waste, supplying safe goods and services and giving back to the environment (Saxena & Khandelwal, 2010). Environmental concerns should also be included in marketing plans. After segmenting the market, green brands can make contact with their target market through implementing strong integrated marketing communications (IMC), which conveys their value proposition to consumers (Saxena & Khandelwal, 2010).

When brands are communicating their clean and green image, they must have clearly set out environmental claims that are truthful in how their business practices impact on the surrounding environment (Danciu, 2015). Such claims can be relayed through green labeling color schemes, packaging, and "nature" images through advertisements as well as on the Internet. Green brands need to be wary of not putting themselves at risk of green-washing consumers, so their success rides on how well their green claims convince purchasers (Danciu, 2015).

Another area of marketing a green brand is making use of functional and emotional strategies to position a brand in consumers' minds. The functional characteristic approach delivers information on how a brand›s products and services are environmentally friendly, which creates brand connections for buyers and powerful cognitive perception of the company (Danciu, 2015). Such information should include a company's sustainable production process and ecological footprint in relation to its superiority to other competitors. The emotional approach for positioning focuses on emotions and alludes to a brand relationship with nature and the environment (Wang, 2016). It has been found that emotional strategies build brand loyalty very effectively because consumers feel they are helping preserve the environment through supporting sustainably made products (Danciu, 2015). Wang (2016) states that overall, a mixed strategy of using both emotional and functional approaches to market a green brand generates favorable brand relationships and commitment from consumers. It is noteworthy to mention that the most prosperous green brands are affiliated with either "alternative technology or a green corporate philosophy" (Wang, 2016).

Chapter 7 - Component of Brand Strategy

What is brand strategy?

By definition, brand strategy is a long-term plan for the development of a successful brand in order to achieve specific goals. First, let›s clear up the biggest misconception about brand strategy: Your brand is not your product, your logo, your website, or your name. In fact, your brand is much more than that -- it›s the stuff that feels intangible. But it›s that hard-to-pin-down feeling that separates powerhouse and mediocre brands from each other.

So to help you rein in what many marketers consider more of an art and less of a science, we›ve broken down seven essential components of a comprehensive brand strategy that will help keep your company around for ages.

Components for a Comprehensive Branding Strategy

Purpose

«Every brand makes a promise. But in a marketplace in which consumer confidence is low and budgetary vigilance is high, it's not just making a promise that separates one brand from another, but having a defining purpose,» explains Allen Adamson, chairman of the North America region of brand consulting and design firm Landor Associates.

While understanding what your business promises necessary when defining your brand is positioning, knowing why you wake up every day and go to work carries more weight. In other words, your purpose is more specific, in that it serves as a differentiator between you and your competitors.

How can you define your business› purpose? According to Business Strategy Insider, purpose can be viewed in two ways:

• Functional: This concept focuses on the evaluations of success in terms of immediate and commercial reasons -- i.e. the purpose of the business is to make money.

• Intentional: This concept focuses on success as it relates to the ability to make money and do well in the world.

While making money is important to almost every business, we admire brands that emphasize their willingness to achieve more than just profitability, like IKEA:

Our vision and business idea

At IKEA our vision is to create a better everyday life for the many people. Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

IKEA›s vision isn›t just to sell furniture, but rather, to «create a better everyday life.» This approach is appealing to potential customers, as it demonstrates their commitment to providing value beyond the point of sale.

When defining your business› purpose, keep this example in mind. While making money is a priority, operating under that notion alone does little to set your brand apart from others in your industry.

Our advice? Dig a little deeper. If you need inspiration, check out this post on inspiring mission and vision statements.

Consistency

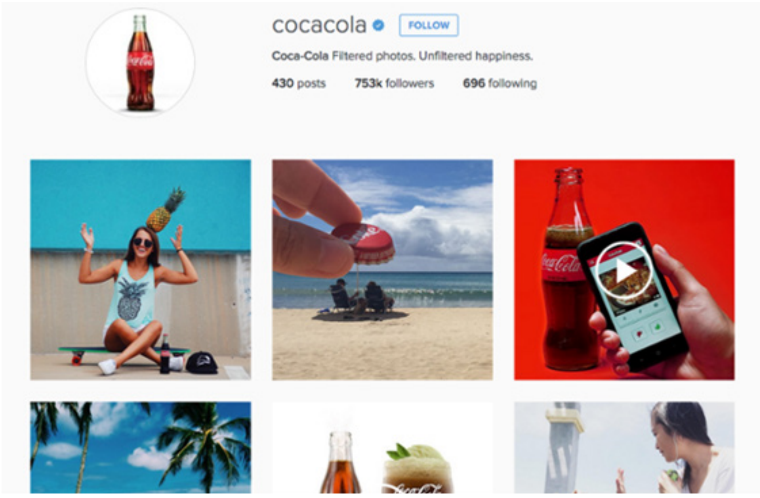
The key to consistency is to avoid talking about things that don't relate to or enhance your brand. Added a new photo to your business› Facebook Page? What does it mean for your company? Does it align with your message, or was it just something funny that would, quite frankly, confuse your audience?

In an effort to give your brand a platform to stand on, you need to be sure that all of your messaging is cohesive. Ultimately, consistency contributes to brand recognition, which fuels customer loyalty. (No pressure, right?)

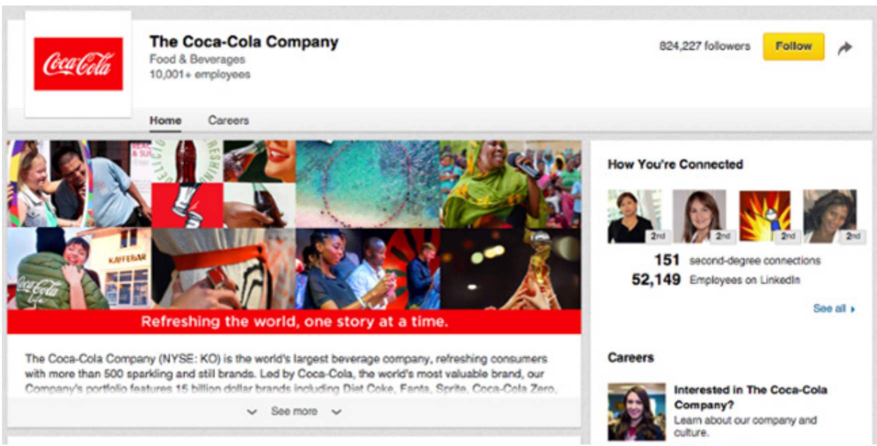
To see a great example of consistency, let›s look at Coca Cola. As a result of their commitment to consistency, every element of their marketing works harmoniously together. This has helped them become one of the most recognizable brands in the world.

Even on the surface of their social media accounts, for example, the seamlessness of their brand is very apparent:


Happiness
Coca-Cola
Food/Beverages
Timeline
About
Photos
Likes
Videos
Introducing a way to drink your Coke and eat it too on #NationalWatermelonDay. #SummerCokeHacks


cocacola
FOLLOW
Coca-Cola Filtered photos. Unfiltered happiness.
430 posts
753k followers
696 following


141K
67.3K
3.06M
6,159
11
Coca-Cola
Tweets
Coca-Cola is bringing happiness to Saket tomorrow, all the way from California! Make


The Coca-Cola Company
Food & Beverages
10,001+ employees
824,227 followers
Follow
Home
Careers
Refreshing the world, one story at a time.
How You're Connected
151 second-degree connections
52,149 Employees on LinkedIn
Careers
Interested in The Coca-Cola Company?
Learn about our company and culture.

To avoid leaving potential customers struggling to put the disconnected pieces of your business together, consider the benefits of creating a style guide. A style guide can encompass everything from the tone of voice you›ll use to the color scheme you›ll employ to the way you›ll position certain products or services. By taking the time to define and agree upon these considerations, your brand will benefit as a whole. Want to learn more about style guides? Check out this article my colleague Austin Knight published on the web design style guides of big companies like Apple, Google, and Starbucks.

Emotion

Customers aren›t always rational.

How else do you explain the person who paid thousands of dollars more for a Harley rather than buying another cheaper, equally well-made bike? There was an emotional voice in there somewhere, whispering: "Buy a Harley."
But why?

Harley Davidson uses emotional branding by creating a community around their brand. They began HOG -- Harley Owners Group -- to connect their customers with their brand (and each other).

By provided their customers with an opportunity to feel like they›re part of a larger group that›s more tight-knit than just a bunch of motorcycle riders, Harley Davidson is able to position themselves as an obvious choice for someone looking to purchase a bike.

Why? People have an innate desire to build relationships. Research from psychologists Roy Baumeister and Mark Leary best describes this need in their «belongingness hypothesis,» which states: «People have a basic psychological need to feel closely connected to others, and that caring, affectionate bonds from close relationships are a major part of human behavior.»

Not to mention, belongingness -- the need for love, affection, and being part of groups -- falls directly in the middle of Maslow›s hierarchy of needs, which aims to categorize different human needs.

The lesson to be learned? Find a way to connect to your customers on a deeper, more emotional level. Do you give them peace of mind? Make them feel like part of the family? Do you make life easier? Use emotional triggers like these to strengthen your relationship and foster loyalty.

Flexibility

In this fast-changing world, marketers must remain flexible to stay relevant. On the plus side, this frees you to be creative with your campaigns.

You may be thinking, «Wait a minute, how am I supposed to remain consistent while also being flexible?»

Good question. While consistency aims to set the standard for your brand, flexibility enables you to make adjustments that build interest and distinguish your approach from that of your competition.
In other words, «effective identity programs require enough consistency to be identifiable, but enough variation to keep things fresh and human,» explains president of People design, Kevin Budelmann.

A great example of this type of strategic balance comes from Old Spice. These days, Old Spice is one of the best examples of successful marketing across the board. However, up until recently, wearing Old Spice was pretty much an unspoken requirement for dads everywhere. Today, they›re one of the most popular brands for men of all ages.

Their secret? Flexibility.

Aware that they needed to do something to secure their place in the market, Old Spice teamed up with Wieden+Kennedy to position their brand for a new customer base.

Image Credit: Works Design Group

Between new commercials, a new website, new packaging, and new product names, Old Spice managed to attract the attention of a new, younger generation by making strategic enhancements to their already strong brand.

So if your old tactics aren't working anymore, don't be afraid to change. Just because it worked in the past doesn›t mean it›s working now.

Take the opportunity to engage your followers in fresh, new ways. Are there some out-of-the-box partnerships your brand can make? Are there attributes about your product you never highlighted? Use those to connect with new customers and remind your old ones why they love you.

Employee Involvement

As we mentioned before, achieving a sense of consistency is important if you wish to build brand recognition. And while a style guide can help you achieve a cohesive digital experience, it›s equally important for your employees to be well versed in the how they should be communicating with customers and representing the brand.

If your brand is playful and bubbly through Twitter engagements, then it wouldn›t make sense if a customer called in and was connected with a grumpy, monotone representative, right?

To avoid this type of mismatched experience, take note of Zippos› approach.

If you›ve ever been on the line with a customer service representative from Zippos, you know what I›m talking about. If you haven›t, check out this Slide Share which details some of their most inspiring customer support stories. Zippos is so committed to ensuring that not only their brand, but all brands, remain consistent across digital and human interactions that they›ve dedicated an entire department to the cause called Zippos

By holding all Zippos employees to their core values and helping other companies implement the same approach, Zippos has built a strong reputation for solid, helpful, and human customer service.

Loyalty

If you already have people that love you, your company, and your brand, don't just sit there. Reward them for that love.

These customers have gone out their way to write about you, to tell their friends about you, and to act as your brand ambassadors.

Cultivating loyalty from these people early on will yield more returning customers -- and more profit for your business.

Sometimes, just a thank you is all that›s needed. Other times, it›s better to go above and beyond. Write them a personalized letter. Sent them some special swag. Ask them to write a review, and feature them prominently on your website. (Or all of the above!)
When we reached 15,000 customers here at Hub Spot, we wanted to say thank you in a big way, while remaining true to our brand ... so we dropped 15,000 orange ping pong balls from our fourth floor balcony and spelled out thank you in big metallic balloons:

And while it may have seemed a little out of the ordinary to some folks, for those who know our brand, the gesture made perfect sense.

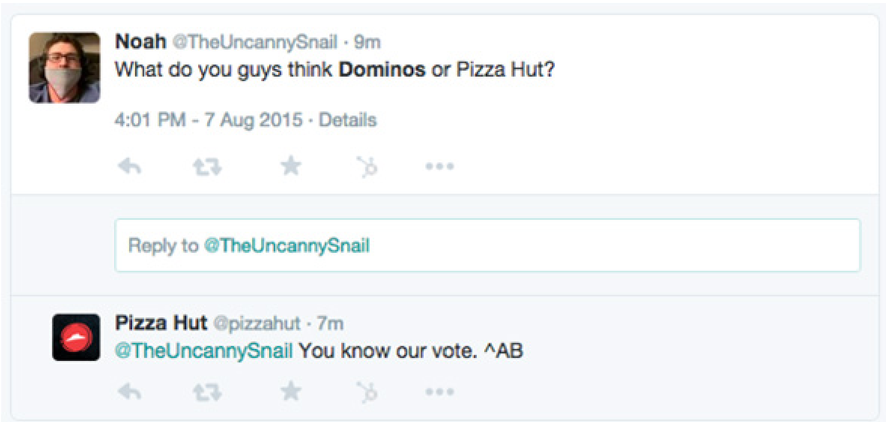
Loyalty is a critical part of every brand strategy, especially if you›re looking to support your sales organization. At the end of the day, highlighting a positive relationship between you and your existing customers sets the tone for what potential customers can expect if they choose to do business with you.

Competitive Awareness

Take the competition as a challenge to improve your own strategy and create greater value in your overall brand. You are in the same business and going after the same customers, right? So watch what they do.

Do some of their tactics succeed? Do some fail? Tailor your brand positioning based on their experience to better your company.

A great example of how to improve your brand by learning from your competitors comes from Pizza Hut:



When a pizza lover posed this question to his Twitter following, Pizza Hut didn›t miss a beat. They playfully responded in minutes, before Domino›s had a chance to speak up.

If Domino›s is keeping an eye on the competitors, they›ll know to act fast the next time a situation like this arises.

For Hub Spot customers, keeping tabs on your competitor›s social mentions is easy using the Social Monitoring App. Article to learn more about how to set up custom social streams.

And while staying in tune with your competitor›s strategies is important if you want to enhance your brand, don›t let them dictate each and every move you make.

Sure, you probably sell a similar product or service as many other companies, but you›re in business because your brand is unique. By harping on every move your competitor makes, you lose that differentiation.

Chapter 8- Top Brand worldwide

Rank **Brand Value**

(USD $ Millions)

2017	2016	Logo	Name	Country	2017	2016
1	2		Google		109,470	88,173
2	1		Apple		107,141	145,918
3	3		Amazon.com		106,396	69,642
4	6		AT&T		87,016	59,904
5	4		Microsoft		76,265	67,258
6	7		Samsung Group		66,219	58,619
7	5		Verizon		65,875	63,116
8	8		Walmart		62,211	53,657
9	17		Facebook		61,998	34,002
10	13		C		47,832	36,334
11	9		China Mobile		46,734	49,810
12	11		Toyota		46,255	43,064
13	10		Wells Fargo		41,618	44,170
14	14		China Construction Bank		41,377	35,394
15	22		NTT Group		40,542	31,678
16	12		McDonald's		38,966	42,937
17	15		BMW		37,124	34,968
18	23		Shell		36,783	31,665
19	18		T (Deutsche Telekom)		36,433	33,194
20	21		IBM		36,112	31,786
21	20		Mercedes-Benz		35,544	32,049
22	27		GE		35,318	29,211
23	60		Alibaba		34,859	17,968
24	24		Walt Disney		34,454	31,231
25	25		Chase		33,737	30,603

26	26		Marlboro		32,471	29,935
27	16		Coca-Cola		31,885	34,180
28	29		Nike		31,762	28,041
29	32		Bank of China		31,250	27,735
30	33		Bank of America		30,273	26,928
31	28		The Home Depot		30,216	28,798
32	45		Sinopec		29,555	20,156
33	43		PetroChina		29,003	20,318
34	19		Agricultural Bank of China		28,511	32,264
35	31		Mitsubishi (Conglomerate)		27,954	27,775
36	34		Citi		27,674	26,031
37	35		Xfinity		26,180	24,186
38	42		Oracle		25,878	22,136
39	39		Starbucks		25,615	23,185
40	47		Huawei		25,230	19,743
41	56		Volkswagen		25,014	18,923
42	62		Nissan		24,768	17,785
43	63		IKEA		24,119	17,009
44	40		CVS		23,286	22,884
45	54		Siemens		23,088	19,002
46	46		Ford		22,432	19,771
47	117		Tencent		22,287	9,953
48	48		UPS		22,128	19,565
49	61		Chevron		22,058	17,822
50	30		Vodafone		21,831	27,820
51	**53**		**Orange**		**21,526**	**19,096**
52	49		Honda		21,318	19,332
53	44		China State Construction		21,050	20,214
54	51		ExxonMobil		20,736	19,227
55	52		Cisco		20,734	19,162

56	36	HSBC	22,907	24,174
57	101	VISA	20,660	11,393
58	67	SoftBank	20,621	16,371
59	41	Intel	20,369	22,845
60	37	Hyundai	19,975	23,796
61	38	Nestlé	19,416	23,426
62	144	SK Group	19,358	8,582
63	74	H&M	19,177	15,510
64	64	BP	18,857	16,962
65	78	Total	18,514	14,737
66	57	PwC	18,510	18,569
67	55	Pepsi	18,279	18,947
68	120	Dell	18,186	14,593
69	71	Bosch	17,991	15,612
70	83	China Telecom	17,599	13,684
71	89	Accenture	17,464	12,687
72	90	Sumitomo (Conglomerate)	17,209	12,678
73	85	FedEx	17,092	13,079
74	75	Target	17,016	15,331
75	87	au	16,919	12,788
76	76	Johnson's	16,829	15,115
77	69	Deloitte	16,776	16,160
78	80	Boeing	16,333	13,956
79	92	Ping An	16,324	12,671
80	79	Walgreens	15,969	14,315
81	70	Santander	15,929	15,689
82	72	FOX	15,814	15,541
83	-	Spectrum	15,738	-
84	86	JP Morgan	15,710	12,948

85	65		Allianz		15,197	16,426
86	134		SAP		15,158	9,107
87	58		American Express		15,014	18,483
88	81		Hitachi (Conglomerate)		14,766	13,697
89	105		Uber		14,596	11,023
90	115		Zara		14,399	10,086
91	84		China Merchants Bank		14,269	13,239
92	88		Lowe's		13,938	12,717
93	100		NBC		13,736	11,401
94	73		BNP Paribas		13,644	15,531
95	97		Costco		13,455	11,847
96	77		Unitedhealth		13,379	14,934
97	130		JD.com		13,377	9,194
98	91		EY		13,357	12,672
99	93		MUFG		13,215	12,651
100	207		WeChat		13,189	6,496