

BRANDING **Шуверова Ю.**

What is branding? Branding is the main way of differentiation of products and the instrument of advance of the goods on the market. Branding is "modern cultural language of the modern society basing on the market relations". The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

History of branding Branding was actively applied in the Middle Ages when shop handicraftsmen marked the goods with special brand

Branding — is the main task of any large company. Creation and advance of a brand or branding are necessary for obtaining additional benefit from a certain product at the expense of penetration into consciousness of people, formation of the attachments based on feelings and emotions

Different Categories of Branding

Branding is a rather large term to define but there are differentiated categories of branding:

New product branding- when a new product is started with a new brand name. This can even be applied to the virtual world. Websites establishing a brand must also follow the steps of branding. Think of Amazon.com and you think of books.

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Product branding- means branding of a product; for example, Mop -n- Glow; Wonder Bread and so on. Sometimes the product is most known by a symbol. Think for a moment about the Nike symbol; one must only see the symbol to know that the product is Nike.

Flanker branding- when a company adds a new brand to an existing brand or line. This is when a company markets a slightly higher or lower end brand to its current brand name. For example, Proctor & Gamble has Tide as its higher priced brand and Cheer as its lower priced brand.

Brand extension- when a company adds a new dimension to an existing brand name; for example, when Pepsi added Pepsi One. Even Amazon is expanding its brand by offering Kindle, a wireless reading device which reads like paper, and marketing its own e-books to go with the reader. If you trust Amazon, perhaps you will trust its reader.

Personal branding- means branding a person's name. A couple celebrities who have been able to brand their names are Donald Trump (Trump Hotels) and Oprah Winfrey (OWN- the Oprah Winfrey Network).

Service branding- when a service instead of a product is branded. For example, to the average consumer, "triple A" means AAA, but it is unlikely the consumer will think of the full name, American Automobile Association. Nevertheless, he or she is looking for a service- auto or discount rates on hotels.

The objectives of a good brand:

Branding will deliver the company message clear
Your brand builds company credibility
Branding connects your prospects emotionally
Branding should motivate a buyer
Branding creates a concrete customer loyalty

In short:

1. Branding creates memorability of a brand.
2. Branding creates habits and loyalty between brand owners (sellers) and buyers.
3. It promotes the brand's name.

The objective of branding is to increase popularity of a product by increasing the product's perceived value to a customer, prospect, or client. By increasing the perceived value, we are also increasing brand equity which is the marketing effects or outcomes that accrue to a product with its brand name, compared to a competitor with a similar or same product or service without the brand name. We see your brand to be the expected promise from your company, which is to reach a quality level people come to expect from your brand, overall enhancing your company profits.

Brand creation & Brand advance
Reasonable creation of a brand is the joint creative work of the advertiser realizing the organizations and advertizing agency
Following a step is brand advance — it is activities for creation of long-term preference to the goods

Development of a brand
Rebranding - a complex of actions for brand change, or its components: names, a logo, visual registration of a brand with positioning change
In most cases development of a brand it not only branding of a new label in the market, but also change of an existing brand, that is rebranding

Branding tools: Creation of a product concept

Branding tools: Creation of an advertising concept
An advertising concept - the basis of the idea of branding - is a plan, paints, conditions, heroes of an advertising campaign, promotion and events.

Branding tools: Creation of marketing communications
Marketing communications mean the process of transfer of information about the target audience products

What is brandbook? Brandbook
is the integral, intracorporate edition focused on
employees of the company

Structure
Elements
of brandbook:
Detailed description of the logotype
All cores and firm complementary colors.
Every possible variations of the logo.
Documentation structure.
Firm font of the company.
The business documentation.
Souvenir production of firm.
Every possible images (photos, design).

Thank you for attention!