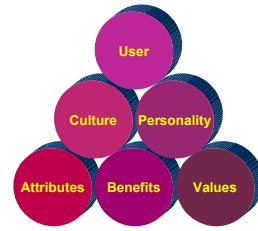


## Brand Names and Branding Issues

## A brand is.....

A name or symbol that distinguishes the goods or services of one seller group from those of competitors.

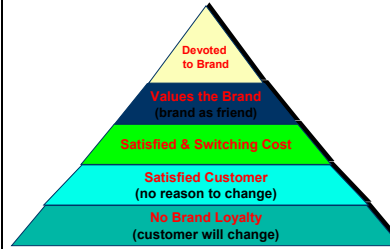
## Six Levels of Meaning



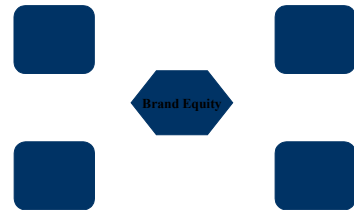
## Brand Equity

The set of assets and liabilities linked to a brand's name or symbol that add to or subtract from the value provided by the core product or service.

## 5 Levels of Customer Attitudes toward a brand



## Components of Brand Equity



## Branding Decision

Brand name or no brand name

Most goods sold today are branded:

National or manufacturer brands



Private or store brands



Brand Ladder



versus

Brand Parity



## Benefits of branding for the seller

- Brand names make it easier for the seller to process orders and track down problems
- Creates brand loyalty
- Helps seller segment markets. A different branded detergent to different market segments.
- Help build corporate image

## Strengthening the brand



## Strengthening the brand



## Strengthening the brand



## Strengthening the brand



## Strengthening the brand



## Strengthening the brand



## Strengthening the brand



## Strengthening the brand



## Brand Names

- **Individual names**  
Example General Mills: Pantene, Goodfella, Old Time
- **Blanket family names**  
Examples Heinz, Campbells
- **Company name ties to individual product names**  
Example Kellogg's Rice Krispies, Kellogg's Corn Flakes

## Good Brand Names Should



## Good Brand Names Should



## Good Brand Names Should



## Good Brand Names Should



## Trademark Protection

Gives owner exclusive rights to that brand name for 10 years with indefinite renewal.

Brand names can revert back to generic terms that refer to a product class and thus no longer provide protection.

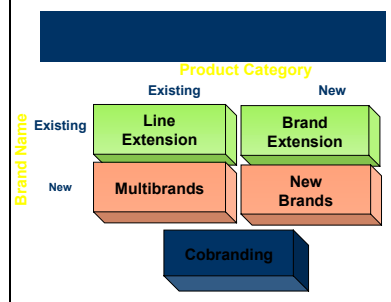
Aspirin	Cellophane	Cube steak
Milk of magnesia	Corn flakes	Dry ice
Thermos	Nylon	Yo-Yo
Raisin Bran	Trampoline	Linoleum
Escalator	Shredded Wheat	

## Brands can become "generic" in several ways

- Company develops a unique product and does not also develop a generic description for competitors to use in identifying their version of the product. (EX: Sony Walkman *personal stereos*)
- If consumers use the brand name when referring to the product type. (EX: Aspirin instead of acetylsalicylic acid)
- When a brand achieves such a high marketshare that the brand "becomes" the category. (EX: trampoline)

## To protect the trademark

- ❖ Insist that your brands be used only as adjectives – never as nouns or verbs. (EX: "Hand me a Kleenex facial tissues", not "hand me a kleenex".)
- ❖ Don't use it in the plural or possessive form (unless the marks themselves contain an "s" (Levi's) (EX: Make 40 xeroxes of that report)
- ❖ Use the TM symbol for unregistered marks and the ® for registered ones
- ❖ Use the word "brand" after the name.
- ❖ Send letters of objection when your mark is misused – especially in newspapers, the Internet, dictionaries, and encyclopedias.



Introduction of additional items in the same product category under the same brand name (new flavors, forms, colors, sizes, etc.)



Introducing new brands into the same product category



All are Lever Brothers products

Two or more well known brands are paired in a single offering



Using an existing brand name to launch new products in other categories



### Brand Extension Decisions

- Does the brand fit the product class?
- Does the brand add value to the offering in the new product class (i.e., the extension)?
- Will the extension enhance the brand name and image?

### Branding

- Creates a unique picture in customer's mind – has recognition cues
- Consistently meets quality expectation
- Provides feeling of safety, faith, confidence, familiarity
- Branding is a differentiation exercise
- Undifferentiated products look like commodities and so get commodity prices
- Segmentation is to be done on demographic, geographic, economic, religious, racial lines

### Why branding is important?

- Internet era: Flood of information available to a customer – TV, print media, Web, movies
- Attention span of a person has gone down. "Attention Economy" – scarcity of attention
- Companies must create a unique image of their product/service so that it does not need attention
- Use co-branding to reduce costs

### Brand Value

- Some monetary value is attached to the brand consciousness.
- Companies spend money to create brand so it reflects in the balance sheet under intangible assets.
- Brand identity helps generate sales.

### Top Ten Brands (USD Bn) Ref: <http://www.interbrand.com>

Rank	Brand	Ticker	Brand Value	Market Cap
1	Coca-Cola	KO	72.5	120.0
2	Microsoft	MSFT	70.2	307.0
3	IBM	IBM	53.2	180.0
4	Intel	INTC	39.0	188.0
5	Nokia	NOK	38.5	74.0
6	General Electric	GE	38.1	407.0
7	Ford Motors	F	36.4	36.0
8	Walt Disney	DIS	33.6	53.0
9	McDonalds	MCD	27.9	39.0
10	AT & T	T	25.5	67.0

### Top Irish Brand's

- 1. Coca-Cola 104,500
- 2. Avonmore Fresh Milk 92,900
- 3. 7UP 72,930
- 4. Premier Milk 62,300
- 5. Jays Crisps 58,500
- 6. Pampers 53,400
- 7. Lucozade 57,534
- 8. Club Soft Drinks 49,485
- 9. Lyons Tea 44,000
- 10. Goodfellas 43,500
- 11. Diet Coke 37,500
- 12. Danygold 36,110
- 13. Donegal Catch 33,400
- 14. Persil 33,100
- 15. Cadbury's Dairy Milk 32,500
- 16. Harro's Tea 31,000
- 17. Pepsi 30,683
- 18. Sager 28,400
- 19. Kikkor 28,400
- 20. Denny Gold Medal Sausages 28,200
- 21. Ariel 27,700
- 22. Bold 27,600
- 23. Pedigree 26,180
- 24. Yoplait Yogurt 25,300
- 25. Kerrygold 24,800
- 26. Ballygowan 24,000
- 27. Sars 23,700
- 28. Birds Eye Chicken 23,200
- 29. Mars 23,100
- 30. Kellogg's Corn Flakes 23,000
- 31. Cadbury Roses 22,500
- 32. Galtee Rashers 22,500
- 33. Dunnes Animal 22,300
- 34. Gateaux 21,870
- 35. Denny Rashers 21,600
- 36. Lyons 21,400
- 37. Wrigley's Extra 21,000
- 38. Cadbury Snack 20,800
- 39. Denny Standard Cooked Meats 20,500
- 40. HB Hazelbrook Farm 19,900
- 41. Pimley 19,800
- 42. Kittensoft 19,600
- 43. Avonmore Cream 19,340
- 44. Mitchelstown Cheddar 19,070
- 45. Shaws 18,900
- 46. Avonmore Cheese 18,760
- 47. Twix 18,700
- 48. Yoplait Petite Filous 18,700
- 49. Aero 18,120
- 50. Dutchelva Beans 18,040

### 4 P's of Marketing

- Product: Features, benefits, value offered
- Price: Base price, discount, bundling
- Place: Direct, retail, mail order, Internet
- Promotion: Advertisements, promotional events