



# ***Introduction to Brand Management***

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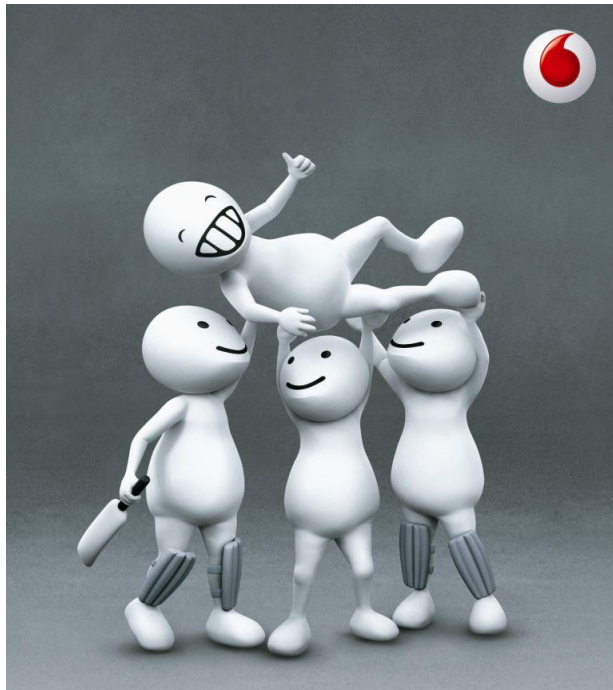
# BRANDING



Brand vs. Product  
Anatomy of a Brand  
Overview of Brand building Process  
Brand Positioning

# What is a Brand?

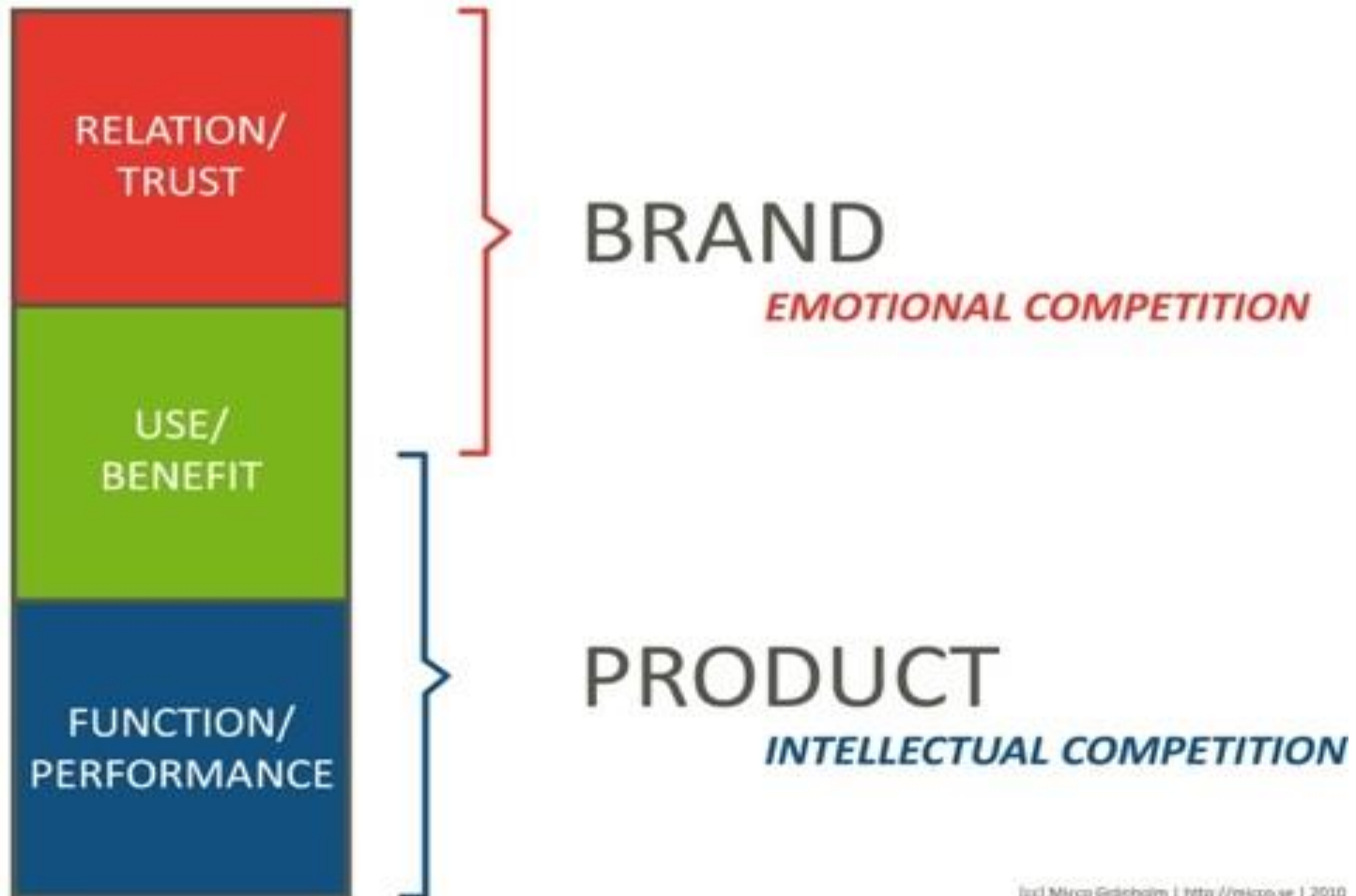
A **brand** is a name, term, sign, symbol, or design which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.



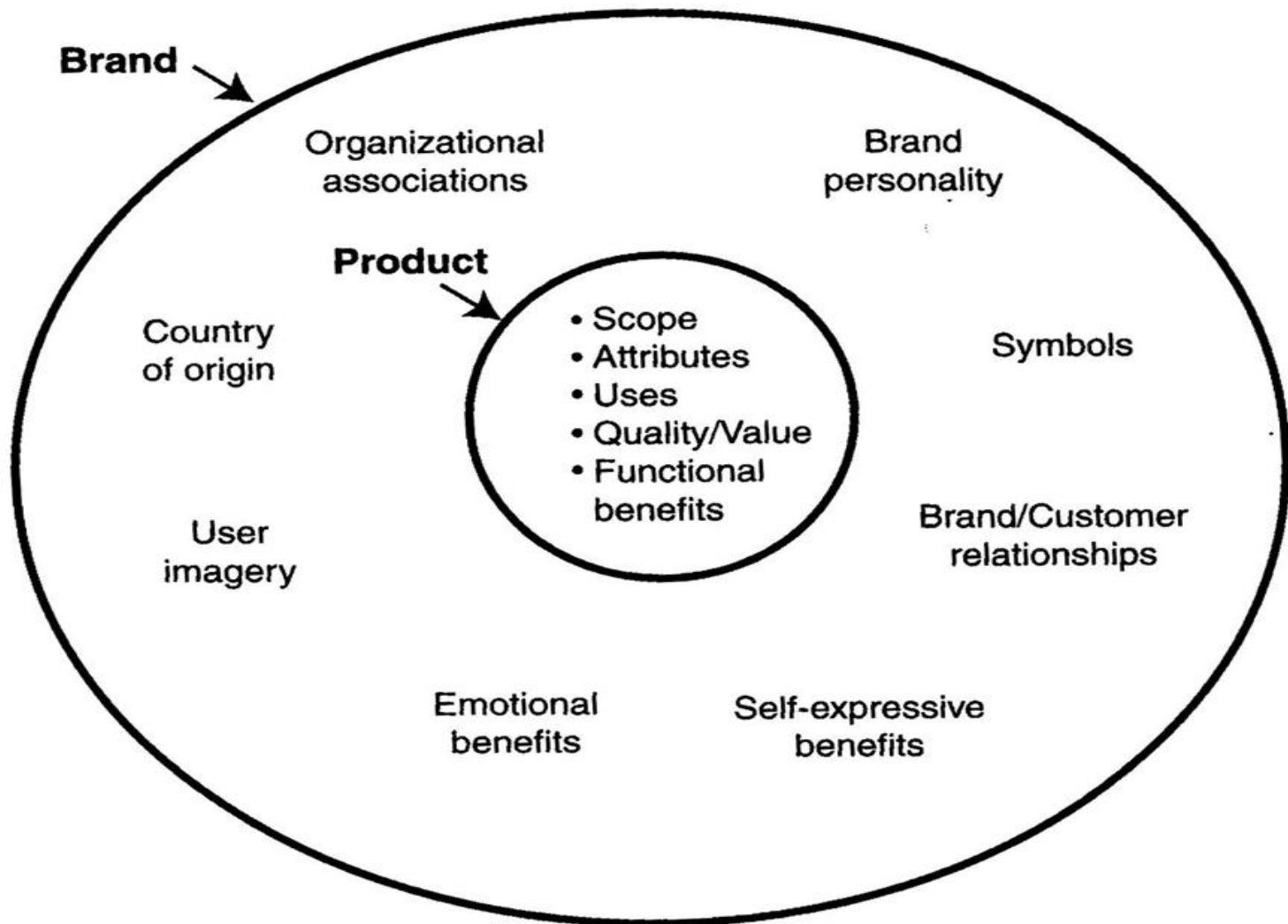
# Product v/s Brand



# Product v/s Brand



# Product v/s Brand: Anatomy of a Brand



# Product v/s Brand: Anatomy of a Brand

- There are a number of **interpretations** of the term BRAND
- A brand is simply a *logo* e.g. McDonald's Golden Arches.
- A brand is a *legal instrument*, existing in a similar way to a patent or copyright.
- A brand is a *company* e.g. Coca-Cola.

<https://brandequity.economictimes.indiatimes.com/news/business-of-brands/how-to-revive-brands/70048264>

<https://www.youtube.com/watch?v=JKIAOZZritk&t=25s> - what is branding

<https://www.youtube.com/watch?v=BQovQUga0VE> - Brand Ranking

# BRAND

- A brand is a *personality*, beyond function e.g. Roger Federer, Sachin Tendulkar, M.S. Dhoni
- A brand is a *cluster of values* e.g. Google is reliable, ethical, invaluable, innovative and so on. Tata group on ethics.
- A brand is a *vision*. Eg. Bajaj (*Buland bharat ki buland tasveer*)
- A brand is *added value*, where the consumer sees value in a brand over and above its competition e.g. Audi over Volkswagen, and Volkswagen over Skoda - despite similarities.



# Brand Name



- Short and simple
- Easy to spell and read
- Easy to recognize and remember
- Easy to pronounce
- Can be pronounced in only one way
- Can be pronounced in all languages (for international markets)
- Suggestive of product benefits
- No undesirable imagery
- Always timely (does not get out-of-date)
- Adaptable to any advertising medium
- Legally available for use (not in use by another firm)

# Brand Image

**What really drives a consumer to a product when there are a plethora of similar products available?**

IMAGE- can be described as that cluster of **attributes and associations** that consumers connects to the brand name

ATTRIBUTES-Speed, Premium price, user friendliness, length of time in business, frequency excitement, masculine/feminine, fun , youthfulness



## BRAND ANATOMY MODEL



### Domain

- Orange pure juice
- Family and Breakfast

### Heritage

- Antony Rossi
- Florida
- Brands of Pepsi&Co

### Values

- Family's values
- Health

### Assets

- Orange 100% pure juice
- Pulp or no pulp
- For the morning

### Personality

- Image of Eduardo: Orange producer (TV ad and Radio Ad)
- Florida and Sun

### Reflection

- Purchased more by parents (High price)
- Health and 100% pure juice



## FANTA's BRAND ANATOMY MODEL



### Domain

- Orange flavored soda
- Targets teens, insisting upon fun and carelessness
- Joining a community !

### Heritage

- Historiacally, alternative beverage to Coca-Cola
- Unexpectedly discovered
- Surprising and « Fantastic » beverage

### Values

- Conveys the idea of fun and amusement
- Drinking experience, sharing a good moment with peers

### Assets

- Orange flavored soda
- No pulp !
- Teens' drink : strongly perceived as a « cool » beverage

### Personality

- The brand is embodied by cartoon animation characters
- Convey the idea of a shared drinking experience
- Matches the target : teens identify to these characters

### Reflection

- Generation Y beverage, but the mothers are the buyers : how to convince them to purchase the product ?
- Social and legal presure for a healthier diet : remain convincing!

# Brand elements

- **Name:** The word or words used to identify a company, product, service, or concept. Coke, Pepsi
- **Logo:** The visual trademark that identifies the brand.
- **Tagline or Catchphrase:** “Kuch meetha ho jaye”
- **Mascots:** Air India Maharaja, The utterly butterly Amul girl.
- **Shapes:** The distinctive shapes of the Coca-Cola bottle and of the Volkswagen Beetle are trademarked elements of those brands.
- **Colors:** Various Interpretations for different colours
- **Sounds:** A unique tune or set of notes can denote a brand. Airtel, Titan, Britannia.
- **Scents:** The rose-jasmine-musk scent of Chanel No. 5 is trademarked.
- **Movements:** Lamborghini has trademarked the upward motion of its car doors.





## RED

### MEANS:

passionate  
**active**  
EXCITING  
**bold** energy  
youthful  
**physical**  
PIONEERING  
leader willpower  
confidence  
ambition  
**POWER**

### BRANDS:



## PINK

### MEANS:

love **calm**  
**respect**  
**WARMTH**  
longterm  
**feminine**  
intuitive **care**  
assertive  
**sensitive**  
NURTURE  
**possibilities**  
UNCONDITIONAL

### BRANDS:



## PURPLE

### MEANS:

**DEEP**  
creativity  
unconventional  
original  
**stimulation**  
**individual**  
WEALTHmodesty  
**compassion**  
DISTINGUISHED  
respectable  
**fantasy**

### BRANDS:



## NAVY

### MEANS:

trust order  
**LOYALTY**  
**sincere**  
authority  
communication  
confidence  
**PEACE** integrity  
**control**  
responsible  
**success**  
CALM masculine

### BRANDS:



## GREEN

### MEANS:

BALANCE  
**growth**  
**restore**  
sanctuary  
EQUILIBRIUM  
positivityNATURE  
**generous**  
clarity  
prosperity  
good judgement  
safetystable

### BRANDS:



## BLUE

### MEANS:

**spirit**  
perspective  
**CONTENT**  
**control**  
**rescue**  
determination  
self-sufficient  
modern goals  
awarePURPOSE  
**OPEN**  
ambition

### BRANDS:



## ORANGE

### MEANS:

**INSTINCT**  
WARMTH  
gut reaction  
**optimistic**  
spontaneity  
**extrovert**  
socialNEW IDEAS  
**FREEDOM**  
impulse  
motivation

### BRANDS:



boutique

# COLOR EMOTION GUIDE



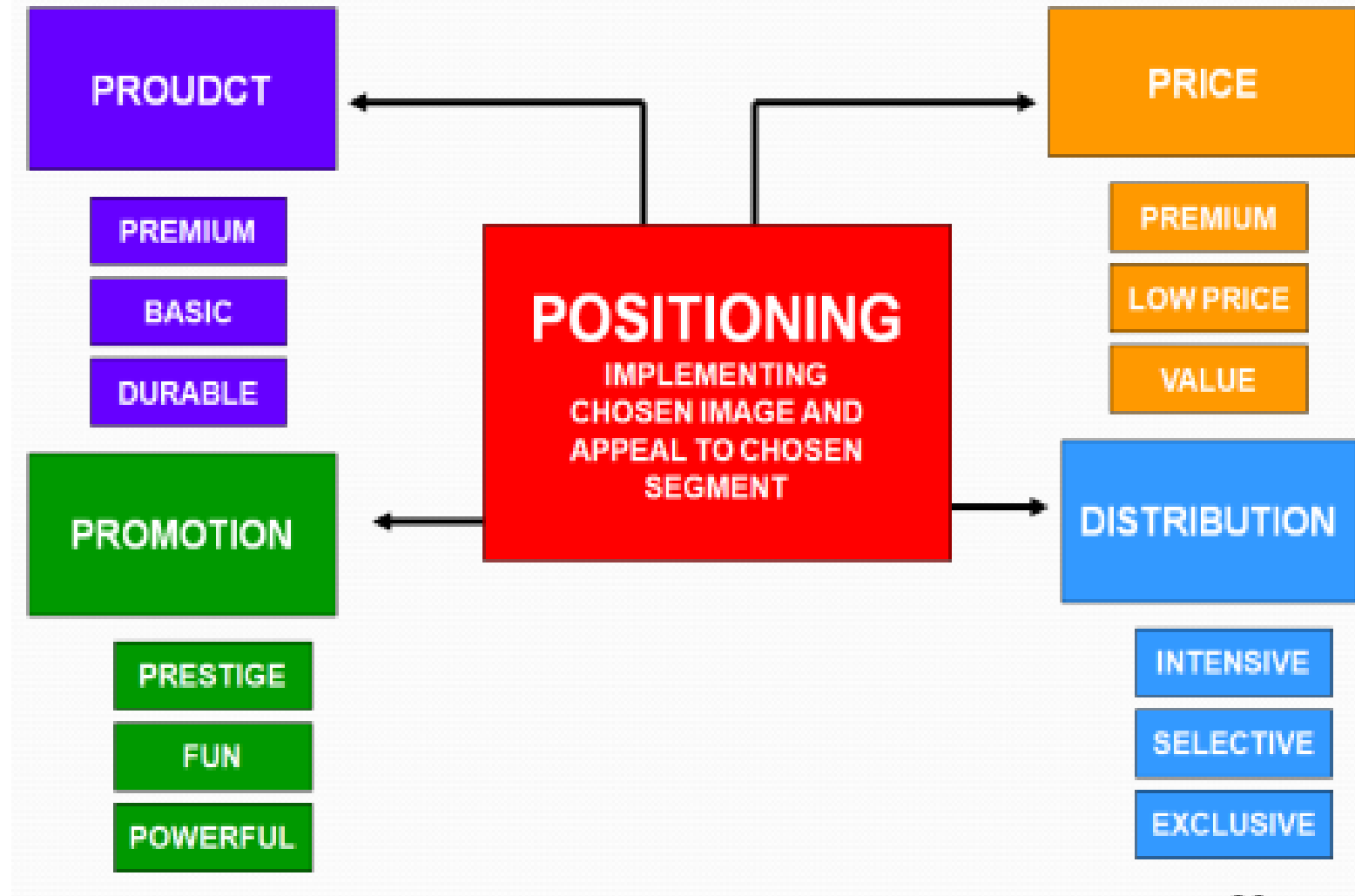


# Brand Building process



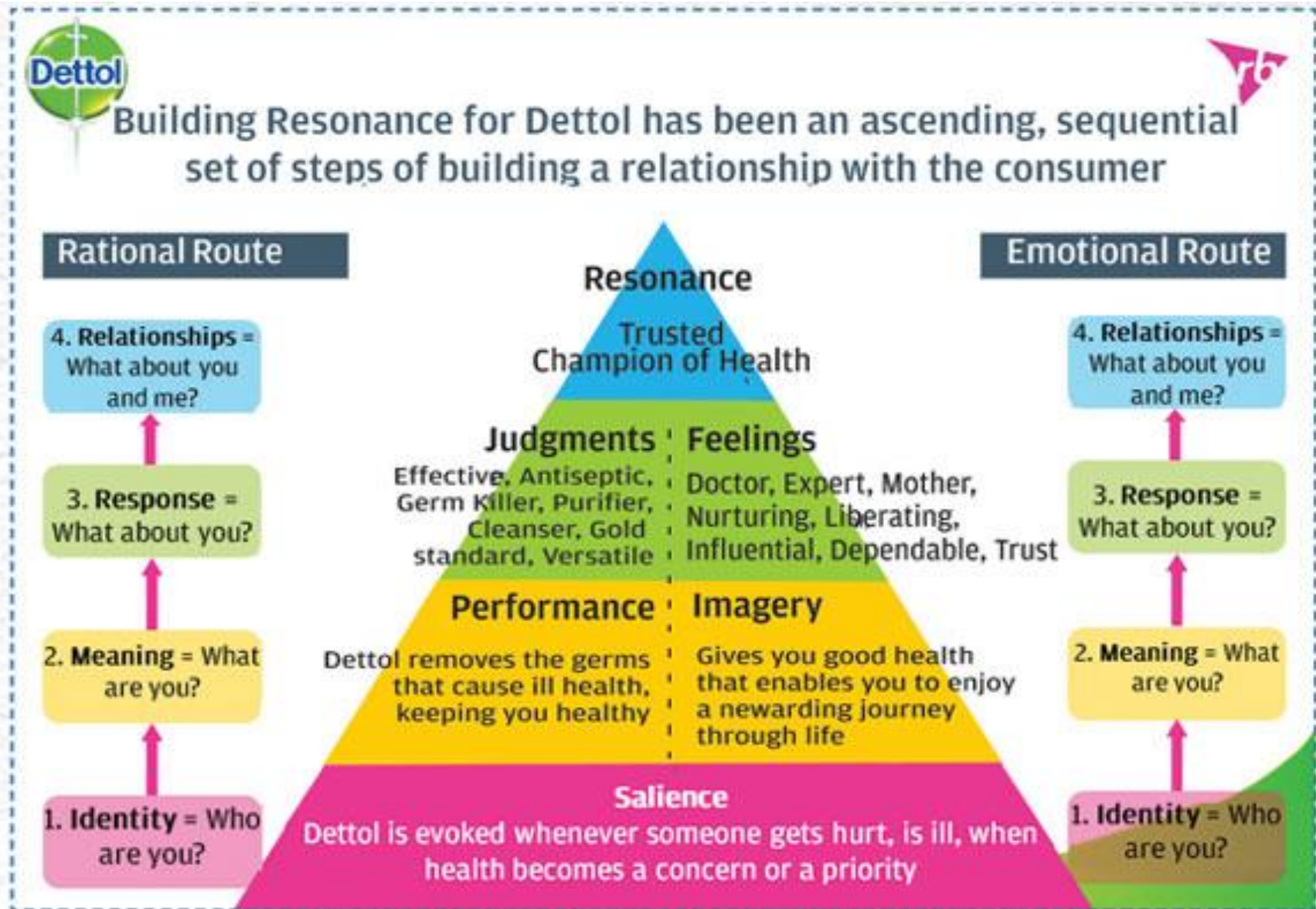


# Brand Position



Positioning “Must be”...	Winning Positioning
<b>Single Minded</b>	Is there one point of difference, versus a collection or fusion of multiple ideas? Is the point of difference focused on one main problem or idea?
<b>Clear</b>	Is it obvious what is being promised? No jargon?
<b>Compelling</b>	Does the promise directly address a critical problem for the target buyers and influencers?
<b>Differentiated</b>	Can the point of difference be uniquely delivered by your company and not by major competitors?
<b>Believable</b>	Can your company prove the claims in your point of difference?
<b>Sustainable</b>	Can your company own the differentiation over time versus being depend on short term or narrow advantages in features?
<b>Scalable</b>	Can this differentiation scale on a global basis (if relevant)?

# Brand Positioning and Brand Image- Dettol



# Brand Evolution- Dettol



In India, Dettol has been the trusted protection from germs since

Antiseptic  
Liquid

Soap

Plaster

Liquid  
Handwash

Shaving  
Cream

Hand  
Sanitizer



1933

1981

1992

1994

1996

2010

And has been continuously evolving and  
innovating to meet the consumer's needs