

Title: Crosspost to Pokemon Guy DD

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https://www.reddit.com/r/Superstonk/comments/oi9u0p/what_is_branding_a_continuation_of_introduction/
Is_self: False

[Branding is very Important](<https://preview.redd.it/do072bzn9ma71.jpg?width=759&format=pjpg&auto=webp&s=a1a9863f4e05bf328e047971ac3e47637c8a9e8d>)

Let's use our PokéDex, I mean... Google! to find the Pokémon.. I mean answer!

"Branding is the process of giving a meaning to a specific organization, company, products or service by creating and shaping a brand in consumer's minds... The objective is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises."

As promised. Here is my continuation of yesterday's "[Introduction](https://www.reddit.com/r/Superstonk/comments/ohlwmb/an_introduction_to_easter_eggs_and_beyond/)" post.

So, Branding. Every major, normal or minor company or business has it. Nike. Amazon. Taco Bell. The food truck down the street. It's so ingrained in our daily life that we accept it at face value without a second thought. Some Brands invoke more loyalty or response than others. Let's discuss our favorite brand GameStop before I delve further.

GameStop is in a very unique position with it's Brand. Roaring Kitty explains it perfectly, almost one year ago. (Roaring Kitty July 27th, 2020 video - <https://www.youtube.com/watch?v=GZTr1-Gp74U>) Which I'll sum up as GameStop is THE brand to promote ALL brands related to Video Games, Card Games, all things that Geeks and Nerds love. Let's face it, anyone from the past 20 to 30 years can find SOMETHING awesome at their local GameStop to enjoy.

Now let's discuss another company that is very protective of its Brands. Nintendo. Nintendo does like to promote it's Brand but on it's terms and with its colors and logos loud and proud. Do you want a partnership with Nintendo? Be sure to put them up front for all to see. Even at E3 this year they had the prime slot, the very last day of the convention. Nintendo, while understanding of fan projects, will cease and desist as soon as it sees it's Brand being infringed. This is not out of hatred for fan projects, they are just protecting their Brand. Remember a Brand is to attract and retain loyal customers by delivering a product that is always aligned with what the brand promises. Most fan projects do not always align with the purity of the Brand.

One particular Brand of Nintendo's is The Pokémon Company, which I will shorten to TPC. TPC has been one of Nintendo's bread and butter Brands for a long, long time. With good reason! It appeals to just about everybody! Young, old, young that grow old. Old passing down collections to young. Etc.[It had a great year in 2020 with over a Billion dollars in profit JUST in Pokemon GO!](https://www.nintendolife.com/news/2021/06/the_pokemon_company_recorded_its_highest_profits_ever_in_2020)

And it's very, very rare that Nintendo shares TPC with, well, anyone. Sure it has had partnerships like with Burger King, McDonalds and General Mills in the past... But NOBODY has EVER been allowed to put their Brand Name/Logo on the cards. PERIOD.

Burger King [1](<https://imgur.com/smBhYzo>) & [2](<https://imgur.com/JoWaXJU>) & [3](<https://imgur.com/Ycg9ID8>)

[McDonalds](<https://imgur.com/sBqrP2w>) & [General Mills](<https://imgur.com/dJTEL73>)

GameStop is the ONLY company in the history of EVER that I've seen to be allowed to put it's Brand/Logo DIRECTLY on the special limited edition cards handed out around March and then between June and July. This Brand/Logo is NOT printed on the sleeve.

[Proof 1](<https://dotesports.com/pokemon/news/new-pokemon-tcg-flapple-promo-coming-to-gamestop-on-march-19>)

[Proof 2](<https://www.pokemon.com/us/pokemon-news/get-a-sandaconda-pokemon-tcg-promo-card/>)

[Bidoof 3](<https://www.forbes.com/sites/joeparlock/2021/03/19/what-is-the-gamestop-pokmon-tcg-promotional-flapple-and-how-much-is-it-worth/?sh=203af37b4910>)

[My Card 1](<https://imgur.com/LXJ0TX7>)

[My Card 2](<https://imgur.com/CZwS2Bo>)

Ok so what does that all mean for GameStop and The Pokémon Company?

Please follow me to learn more tomorrow as we continue our journey with these two companies.

Let me leave you with a little Easter Egg leading into tomorrow's post. On your Mobile Phone, using the Twitter App. Head to GameStop's Twitter Page. For a brief moment, their Banner will flash Pokémon Red and if you tap the Banner, it will flash Pokémon Red. If you do this with any other person/profile - it's blue. [Interesting isn't it?](<https://imgur.com/Bfd7mf5>)

Have any of you seen anything interesting lately? Comment below!

Edit: I continue the story here -

https://www.reddit.com/r/Superstonk/comments/oit3ju/all_about_pokémon_a_continuation_of_branding/