

Summary of Branding

What is branding?

The process of creating a unique name/image for a product/company, that leaves a lasting impression on consumers. Branding aims to establish a significant presence in the market, one that differs from competitors in order to gain, and retain satisfied and loyal consumers.

What is re-branding?

The process of changing/altering the corporate image of an existing brand.

Successful branding

7 Criteria for a Good Name:

1. Distinctiveness
2. Brevity
3. Appropriateness
4. Easy spelling/ pronunciation
5. Likability
6. Extendibility
7. Protectability

Logo

1. Icons/Images
2. Signature Colour
3. Decorative Typefaces

Slogan

A short phrase the consumer associates with a particular brand. Slogans help to keep the consumer thinking about the brand.

Examples:

1. I'm lovin' it
2. Just do it
3. The quicker picker-upper
4. Save money. Live better

Jingle

Sometimes brands will create a short tune called a jingle. These tunes are memorable and become well-known amongst consumers.

Branding Online

- Having a website for your brand, increases your brand's exposure.
- Search Engine Optimization
- SEO is the process of increasing the number of website visitors by having the site appear high up on the search results list on a search engine (i.e. Google)
- Keywords

Competitors

Being aware of your competitors, and their positioning, ensures you are differentiating yourself from other similar brands, and that your branding is unique.

2 Types of Positioning:

1. Design
2. Messaging

Design

- It is important to remain consistent in your brand design (colours, format, etc.) By doing so, your brand is easily and immediately recognized by consumers.
- E.g. stationery, letterhead, business cards, etc. contain the brand logo, name, and colours, and follow a cohesive, aesthetically pleasing design.

Messaging

Ask yourself: What are my brand's values, and how do I want to convey them to consumers?

Ex. Dove Beauty Campaign