Brand Messaging and Communications

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Pod 2

- Elements of a Brand:
- Choosing a brand name

Brand Elements

- A variety of brand elements can be chosen that inherently enhance brand awareness or facilitate the formation of strong, favorable, and unique brand associations:

  - ❑ Brand Name
  - ❑ Logo
  - ❑ Symbol

  - ❑ Character
  - ❑ Packaging
  - ❑ Slogan

Questions re: Brand Elements

- How well do the brand elements work together to provide an identity for the product or service?

- What would customers think about the product if they only saw the brand elements?

Brand Element Choice Criteria

- Memorable
  - Easily recognized
  - Easily recalled
- Meaningful
  - Descriptive
  - Persuasive
- Appealing
  - Fun and interesting
  - Rich visual and verbal imagery
  - Aesthetically

- Protectable
  - Legally
  - Competitively
- Adaptable
  - Flexible
  - Updateable
- Transferable
  - Within and across product categories
  - Across geographical boundaries and cultures

Brand Element Choice

- Each brand element plays a different role in creating the overall perception
  - Different strengths and weaknesses
- Brand elements should be used strategically to achieve a balance and impact
- Need consistency and integration