



# Brand Messaging and Communications

Professor Barbara Kahn  
Patty and Jay H. Baker Professor  
Professor of Marketing  
The Wharton School



# Pod 3

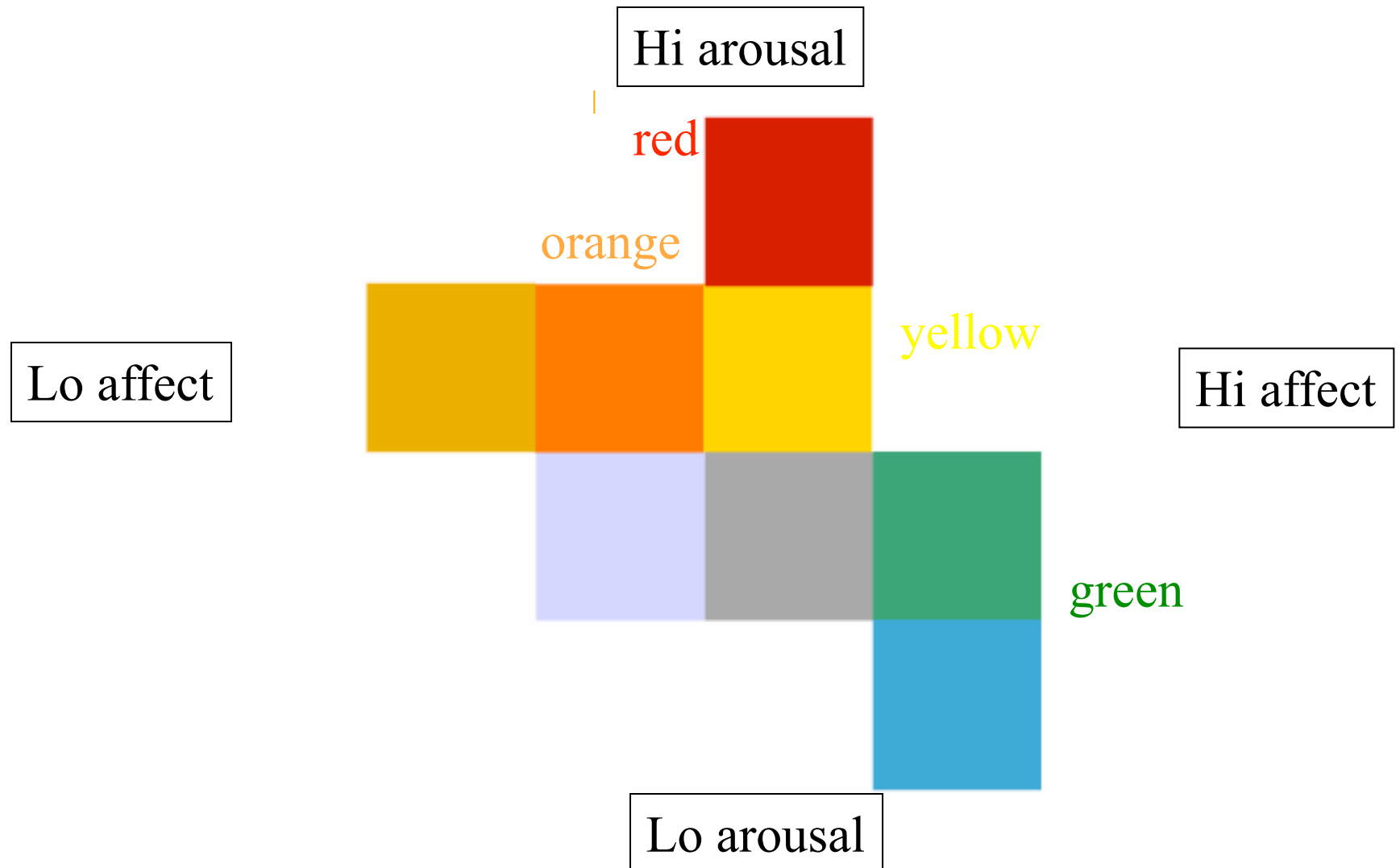
- Brand Elements
  - Choosing a color
  - Choosing a slogan/tagline



# Rules about Color

- Ultimate goal is to own a color
  - (e.g, Tiffany's light blue, Mary Kay's pink)
  - Color can also be used to separate product lines
- Different viewers experience color differently
- Ensuring consistency of color across platforms/media is difficult
- Colors can create very strong perceptions
  - Luxury colors: gold silver black white
  - Gender colors: blue, pink

# Two Axes of Color





# Slogans/Taglines

- Can be tailored to a positioning strategy
- Can remove some of the ambiguity associated with brand and/or symbol
- Can generate its own equity/emotion—  
("reach out and touch someone)
- Can reinforce the name or symbol (from sharp minds come sharp products)



# Tagline Basics

- Must be short
- Must be differentiated from competition
- Must be unique
- Must be easy to say and remember
- Cannot have any negative connotations
- Can be protected and trademarked
- Evokes an emotional response