

Branding

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MB 2-1

**Is There a Difference Between a Product
and a Brand?**

Brand



Brands
offer an
emotion.



Brands
fulfill a
customer's
wants.

Product

Products
perform a
function.

Functions,
ingredients and
needs - that's
what makes up a
product.

Products
fulfill a
customer's
needs

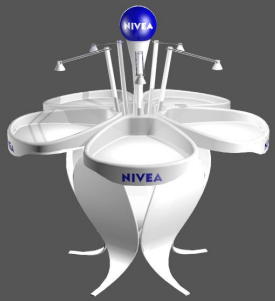
Example with Starbucks



What is branding?

The ASICS logo features a stylized, bold, italicized 'a' symbol followed by the word 'asics' in a lowercase, bold, italicized sans-serif font.The BOSS HUGO BOSS logo consists of the word 'BOSS' in a large, bold, serif font, with 'HUGO BOSS' in a smaller, all-caps, sans-serif font directly below it.The DKNY logo features the letters 'DKNY' in a large, bold, sans-serif font, with 'DONNA KARAN NEW YORK' in a smaller, all-caps, sans-serif font below it. The entire logo is centered within a light green square background.The BRAND SHOP logo is composed of the words 'BRAND' and 'SHOP' stacked vertically in a large, bold, all-caps, sans-serif font.The ALAÏA PARIS logo features the name 'ALAÏA' in a large, all-caps, serif font, with 'PARIS' in a smaller, all-caps, sans-serif font centered below it.

Brand image – concept, logo, slogan, design

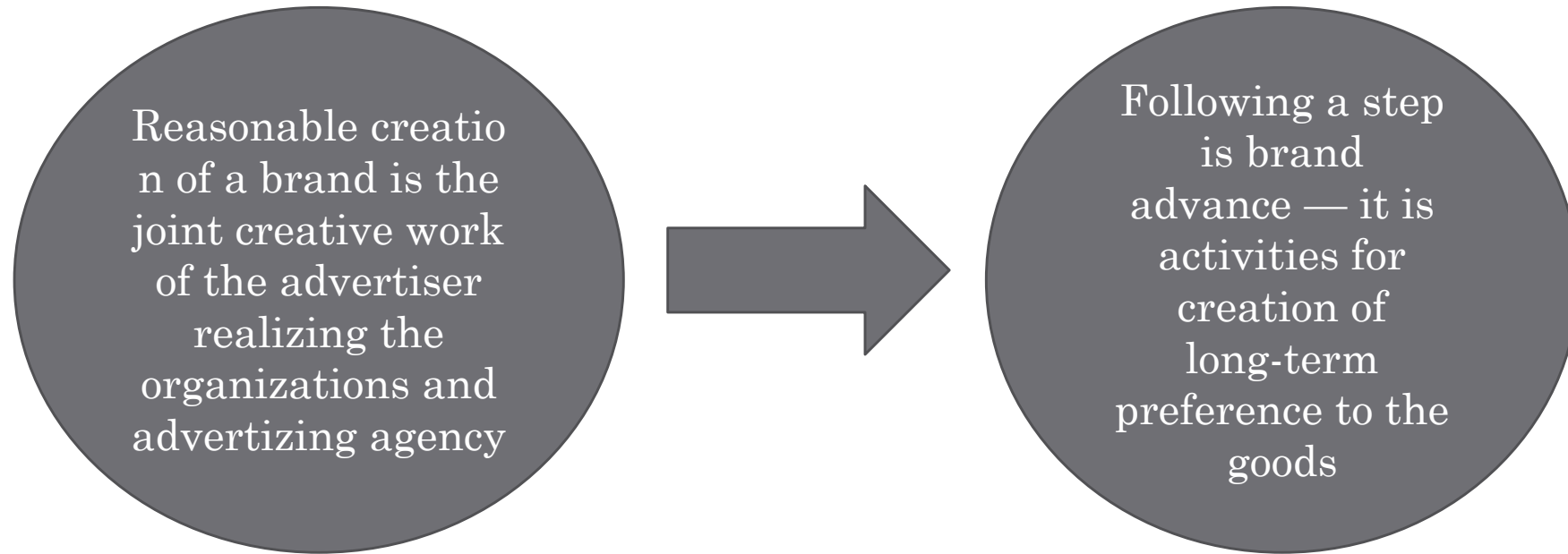


NIVEA

**100 YEARS
SKINCARE
FOR LIFE**



Brand creation & Brand advance



How to Build a Brand?

- **1. Determine your brand's target audience.**
- **2. Define a brand mission statement.**
- **3. Research brands within your industry niche.**
- **4. Outline the key qualities & benefits your brand offers.**
- **5. Create a brand logo.**
- **6. Form your brand voice.**
- **7. Build a brand message and elevator pitch.**
- **8. Let your brand personality shine.**
- **9. Integrate your brand into every aspect of your business.**
- **10. Stay true to your brand building.**
- **11. Be your brand's biggest advocate.**

Branding tools: Creation of a product concept

Creation of a product conception means the development of new models of goods and services

Description of the good

Positioning

Pricing

Range of products

Corporate Identity

A 10-Step Brand Development Strategy

- **1. Consider your overall business strategy.**
- **2. Identify your target clients.**
- **3. Research your target client group.**
- **4. Develop your brand positioning.**
- **5. Develop your messaging strategy.**
- **6. Develop your name, logo and tagline.**
- **7. Develop your content marketing strategy.**
- **8. Develop your website.**
- **9. Build your marketing toolkit.**
- **10. Implement, track, and adjust.**

In most cases development of a brand it not only branding of a new label in the market, but also change of an existing brand, that is rebranding

Rebranding - a complex of actions for brand change, or its components: names, a logo, visual registration of a brand with positioning change



Brandbook — the official description of essence and values of a brand, company self-identification, and also forms and methods of their designation for employees and consumers

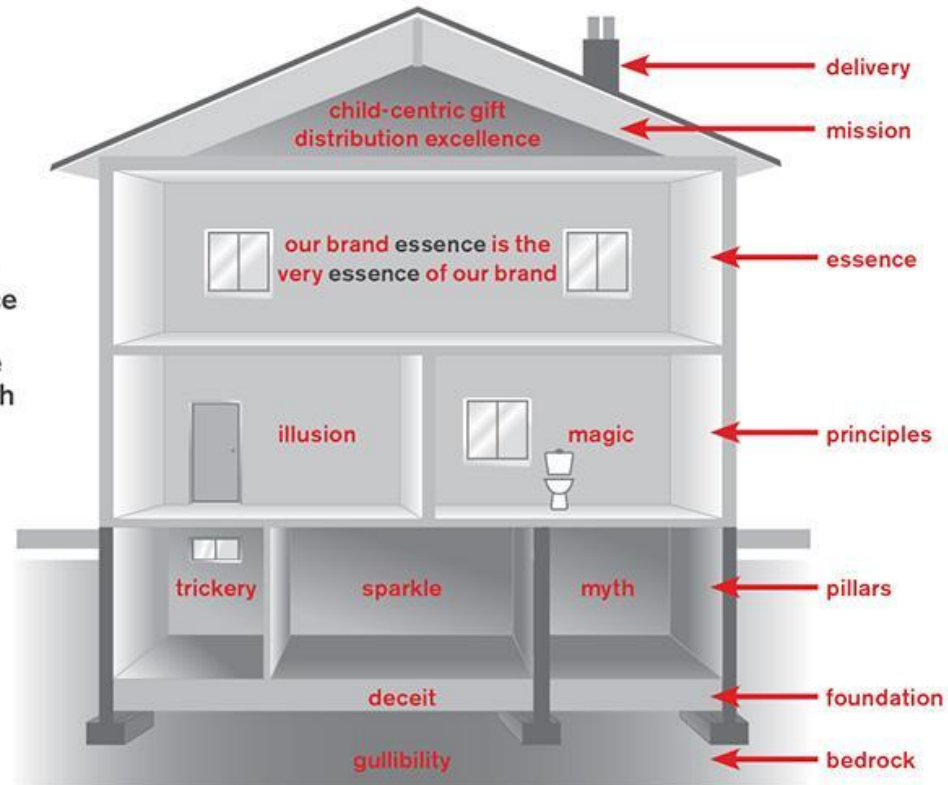
Our brand house

005

Santa Brand Book

A brand is a sack
on a sleigh of belief

Our brand house is constructionalised on a foundation of **deceit**, which is sunk deep within a bedrock of **gullibility**. The pillars of **trickery**, **sparkle** and **myth** shoulder the joist principle of **illusion**, which quasibuttresses the bathroom of **magic**. The loft conversion of our essence is protected from precipitation by the pantiles of our **belief** mission. This entire brand metastructure is accessed through the chimney of ***Santa***.



QUIETROOM

Top 8 Branding Trends in 2018

- **1. Brands Humanisation**
- **2. Experience Economy**
- **3. Focus on Purpose and Relevance**
- **4. Build Brand Micro-Moments**
- **5. Brand Activism**
- **6. 360-Degree Immersive Branding**
- **7. Branding That Resonates with Customer Psychology**
- **8. Branded Communities**

Thank you for attention!