



4.3 – Product in the Marketing Mix

Branding

Branding

- Discuss the importance and role of branding in terms of brand awareness, brand development and brand loyalty
- *Distinguish between different types of branding*
- *Analyse the role of branding in a global market*



Some important terms

- Branding – a form of differentiating a firm's products from those of its competitors through name, sign, symbol, colour scheme, font or design
- Brand preference – the brand that a consumer favours when comparing others
- Brand loyalty – occurs when the customer buys the same product every time
- Brand development – strengthening and building the name and image of a brand to boost sales



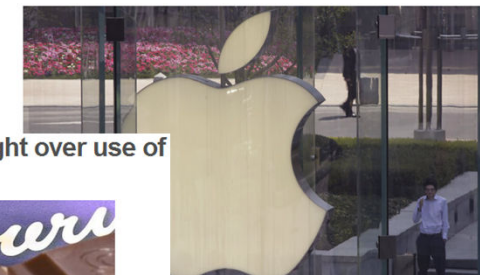
Apple named top global brand in new ranking

Coca-Cola has been ousted - with Google claiming second spot

sky NEWS

By (c) Sky News 2013 | Sky News - Tue, Oct 1, 2013 06:33 BST

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Cadbury loses legal fight over use of colour purple



Evaluating Branding

- Legally protected ID
 - Risk reducer (for new products/markets)
 - Image enhancer
 - Stand out from comp./barriers to entry
 - Value for money/premium pricing
 - Sales generation and extension strategies
 - Loyalty – market share
- However – expensive, brand saturation,

Benefits



Types of Branding – 451/2

Type	Examples	Benefits	Limitations
Family Selling several related products under one brand name	K. K. Ket (Liquor, candy, ice cream)		
Product Giving each individual product it's own unique identity and brand image	Echo, Mr Muscle Nanop		
Company/Corporate Applying the company name to all products	Apple Virgin Gucci		
Own-label Retailers create their own brand name and identity for their own product range	Asda Vine		
Manufacturer Where producers establish the brand image of a product or product family, usually under the company name	Coca Cola Chipsy		



Box 2 Chinese customs

- Even numbers are preferred over odd numbers, as this relates to harmony.
- Four is the unluckiest number in Chinese culture, as the pronunciation 'sai' sounds similar to 'death'.
- Eight is the luckiest number in Chinese culture, as it resembles good fortune.
- Cutting equipment (such as scissors and knives) signifies the irrevocable end to a relationship.
- White is the colour associated with death. Red (luck) and gold (prosperity) are the preferred colours in Chinese culture.



The challenges of international branding

Box 1 A case for rebranding?

- 100% Discount Store — Taiwanese supermarket
- Fartfull — IKEA branded desk
- Pee Cola — Ghanaian cola drink
- Wanko — Hong Kong women's clothing store
- Big Nuts — chocolate bar from Côte D'Or
- Bimbo Sandwich — bread from France



Question 1

Pepsi launched an advertising campaign in Taiwan using the slogan "Come Alive with the Pepsi Generation".

When translated they were actually advertising that "Pepsi will bring your ancestors back from the dead"

True False



Global Branding Challenges

