

# “Branding”

Brand recognition is a major goal of marketing. Brand recognition is one of two components of brand awareness. The other component is brand recall. Brand recognition is exactly what it sounds like: the ability of a consumer to recognize one brand over other brands. In other words, it's the ability of consumers to identify your product by its attributes and design elements. Brand Recall is the likelihood of instant recognition.

A brand represents the holistic sum of all information about a product or group of products. This symbolic concept typically consists of a name, identifying mark, logo, visual images or symbols, or mental concepts which distinguishes the product or service. A brand often carries suggestions of a product's "promise", the product or service's point of difference among its competitors which makes it special and unique. Marketers attempt through a brand to give a product a "personality" or an "image". Thus, they hope to "brand", or burn, the image into the consumer's mind; that is, associate the image with the product's quality. Because of this, a brand can form an important element of an advertising theme: it serves as a quick way to show and tell consumers what a supplier has offered to the market.

Products have life cycles, meaning they begin as the new hot thing, then they are replaced by something else, most especially as a result of changing technology and changing wants and needs of the customer. The product basically begins and later dies. Yet the brands outlive products.

For example: Apple is a strong brand and has many products, some of which you have and many of which you have never heard of as they no longer exist.



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## Apple Pippin (1995-1997)

Wait, Apple made a video game console? Well, sorta. The Apple Pippin was a multimedia platform based on the Macintosh OS. While originally supposed to be an open standard, the company eventually worked with Bandai to create a game console based on the platform. The device only sold about 40,000 units, and was quickly killed.

Brands convey a uniform quality, credibility and experience. Branding is essential to a business as it builds incredible value for companies and corporations. It represents a company's ability to market itself to a specific target audience with the mindset of providing trust, reliability, respect, and above all, their opportunity to increase the market value of their product or service.

The most effective brands should be recognizable instantly and should evoke some sort of emotional response. McDonald's, represented by the Golden Arches, is one of the world's most famous brands. Great brands evoke something in consumers. When consumers *feel* something about a brand, they're more engaged, more loyal, and more likely to take action..



Brands can take advantage of color, language and emotions. For example, research shows that red and yellow are appetite-stimulating colors. No wonder they loom large in fast food. McDonald's, Burger King, Sonic and Pizza Hut all use them. Nike is one of the best brands that connect emotionally with consumers. Do you remember the famous Nike campaign "*Just Do it*"? It is a great example that demonstrates the emotional trigger that cultural leadership has. When Phil Knight started Nike, he was hoping to find a mark as recognizable as the Adidas stripes, which also provided reinforcement to the shoe. He hired a young student (Caroline Davidson) to do his logo, paying her \$35 for what has become one of the most well known marks in the world (she was later compensated again by the company).

### **Brand Meaning:**

What does "brand" mean, and how has the word's application changed over time? The first definition of "brand" is the name given to a product or service from a specific source. Used in this sense, "brand" is similar to the current meaning of the word "trademark."

More than a century ago, cattle ranchers used branding irons to indicate which animals were theirs. As the cattle moved across the plains on their way to Chicago slaughter houses, it was easy to determine which ranches they were from because each head of cattle was branded.

With the rise of packaged goods in the 19th century, producers put their mark on a widening array of products—cough drops, flour, sugar, beer—to indicate their source. In the late 1880s, for example, as the Coca-Cola Company was getting started, there were many soda producers in every market. Before Coca-Cola could get a customer to reach for a Coke, it needed to be sure the customer could distinguish a Coke from all the other fizzy caramel-colored beverages out there.

In the first sense of the word, then, a brand is simply the non-generic name for a product that tells us the source of the product. Beginning in the later part of the 20th century, marketers began to grasp there was more to the perception of distinctive products and services than their names—something David Ogilvy described as "the intangible sum of a product's attributes." Marketers realized that they could create a specific perception in customers' minds concerning the qualities and attributes of each non-generic product or service. They took to calling this perception "the brand."

So the second part of the meaning put simply is your "brand" is what your prospect thinks of when he or she hears your brand name. It's everything the public thinks it knows about your name brand offering—both factual (e.g. It comes in a robin's-egg-blue box), and emotional (e.g. It's romantic). Your brand name exists objectively; people can see it. It's fixed. But your brand exists only in someone's mind.