

BRANDING

- Module 2-BRANDING

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TOPICS

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- The logo of Galgotias University is a stylized 'G' composed of three overlapping, curved bands in shades of yellow, blue, and red, set against a light pink circular background.
- BRANDING
 - BRAND NAME
 - BRANDING ATTRIBUTES

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Understanding Brand - What is a Brand

Brands are different from products in a way that brands are “what the consumers buy”, while products are “what concern/companies make”. Brand is an accumulation of emotional and functional associations. Brand is a promise that the product will perform as per customer’s expectations. It shapes customer’s expectations about the product. Brands usually have a trademark which protects them from use by others. A brand gives particular information about the organization, good or service, differentiating it from others in marketplace. Brand carries an assurance about the characteristics that make the product or service unique. A strong brand is a means of making people aware of what the company represents and what are its offerings.

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- **To a consumer, brand means and signifies:**
- Lower risk
- Less search cost
- Quality symbol
- Deal or pact with the product manufacturer
- Symbolic device

The logo of Galgotias University is a stylized 'G' composed of three curved, overlapping bands in shades of yellow, blue, and red. Below the logo, the text 'GALGOTIAS UNIVERSITY' is displayed in a large, light grey, serif font, with 'GALGOTIAS' on the top line and 'UNIVERSITY' on the bottom line.

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- **To a seller, brand means and signifies:**
 - Basis of competitive advantage
 - Way of bestowing products with unique associations
 - Way of identification to easy handling
 - Way of legal protection of products' unique traits/features
 - Sign of quality to satisfied customer
 - Means of financial returns

Brand Name

- Brand name is one of the brand elements which helps the customers to identify and differentiate one product from another. It should be chosen very carefully as it captures the key theme of a product in an efficient and economical manner. It can easily be noticed and its meaning can be stored and triggered in the memory instantly. Choice of a brand name requires a lot of research. Brand names are not necessarily associated with the product. For instance, brand names can be based on places (Air India, British Airways), animals or birds (Dove soap, Puma), people (Louise Phillips, Allen Solly). In some instances, the company name is used for all products (General Electric, LG).

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Features of a Good Brand Name

- A good brand name should have following characteristics:
 1. It should be unique / distinctive (for instance- Kodak, Mustang)
 2. It should be extendable.
 3. It should be easy to pronounce, identified and memorized. (For instance-Tide)
 4. It should give an idea about product's qualities and benefits (For instance- Swift, Quickfix, Lipguard).
 5. It should be easily convertible into foreign languages.
 6. It should be capable of legal protection and registration.
 7. It should suggest product/service category (For instance Newsweek).
 8. It should indicate concrete qualities (For instance Firebird).
 9. It should not portray bad/wrong meanings in other categories. (For instance NOVA is a poor name for a car to be sold in Spanish country, because in Spanish it means "doesn't go").

Process of selecting a successful Brand Name

1. Define the objectives of branding in terms of six criteria - descriptive, suggestive, compound, classical, arbitrary and fanciful. It is essential to recognize the role of brand within the corporate branding strategy and the relation of brand to other brands and products. It is also essential to understand the role of brand within the entire marketing program as well as a detailed description of the niche market must be considered.
2. Generation of multiple names - Any potential source of names can be used; organization, management and employees, current or potential customers, agencies and professional consultants.
3. Screening of names on the basis of branding objectives and marketing considerations so as to have a more synchronized list - The brand names must not have connotations, should be easily pronounceable, should meet the legal requirements etc.
4. Gathering more extensive details on each of the finalized names - There should be extensive international legal search done. These searches are at times done on a sequential basis because of the expense involved.

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- 1. Conducting consumer research - Consumer research is often conducted so as to confirm management expectations as to the remembrance and meaningfulness of the brand names. The features of the product, its price and promotion may be shown to the consumers so that they understand the purpose of the brand name and the manner in which it will be used. Consumers can be shown actual 3-D packages as well as animated advertising or boards. Several samples of consumers must be surveyed depending on the niche market involved.**
- 2. On the basis of the above steps, management can finalize the brand name that maximizes the organization's branding and marketing objectives and then formally register the brand name.**

Brand Attributes

- **Brand Attributes portray a company's brand characteristics. They signify the basic nature of brand. Brand attributes are a bundle of features that highlight the physical and personality aspects of the brand. Attributes are developed through images, actions, or presumptions. Brand attributes help in creating brand identity.**

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- A strong brand must have following attributes:
 - 1. Relevancy-** A strong brand must be relevant. It must meet people's expectations and should perform the way they want it to. A good job must be done to persuade consumers to buy the product; else inspite of your product being unique, people will not buy it.
 - 2. Consistency-** A consistent brand signifies what the brand stands for and builds customers trust in brand. A consistent brand is where the company communicates message in a way that does not deviate from the core brand proposition.
 - 3. Proper positioning-** A strong brand should be positioned so that it makes a place in target audience mind and they prefer it over other brands.
 - 4. Sustainable-** A strong brand makes a business competitive. A sustainable brand drives an organization towards innovation and success. Example of sustainable brand is Marks and Spencer's.

- **Sustainable-** A strong brand makes a business competitive.
A sustainable brand drives an organization towards innovation and success
- **Credibility-** A strong brand should do what it promises.
The way you communicate your brand to the audience/ customers should be realistic.
- **Inspirational-** A strong brand should transcend/ inspire the category it is famous for
- **Uniqueness-** A strong brand should be different and unique.
It should set you apart from other competitors in market.
- **Appealing-** A strong brand should be attractive.
Customers should be attracted by the promise you make and by the value you deliver.

References

- <https://www.managementstudyguide.com/brand-management.htm>
- <https://www.slideteam.net/strategic-brand-management-process-powerpoint-pre>

The logo of Galgotias University is a stylized circular emblem with three curved, overlapping bands in shades of yellow, blue, and red, creating a sense of motion or a 'G' shape.

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