

## BRAND

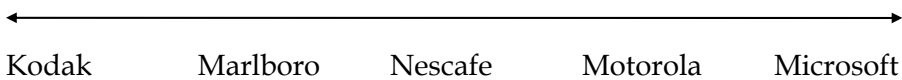
## DEFINITION

A brand identifies the product with the seller

A name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors. (AMA, 1960)

## THE BRAND NAME SPECTRUM

Abstract\Arbitrary    Associative\Semi-descriptiveDescriptive



	Advantages	Disadvantages
Abstract\Arbitrary	<ul style="list-style-type: none"> <li>powerful differentiators</li> <li>blank canvas</li> <li>strong protection</li> </ul>	<ul style="list-style-type: none"> <li>costly to build</li> </ul>
Associative\Semi-descriptive	<ul style="list-style-type: none"> <li>strong differentiation</li> <li>potent imagery</li> <li>good protection</li> </ul>	<ul style="list-style-type: none"> <li>vulnerable to imitation</li> <li>more costly to build</li> </ul>
Descriptive	<ul style="list-style-type: none"> <li>great communicators</li> <li>less costly to build</li> </ul>	<ul style="list-style-type: none"> <li>difficult and expensive to protect</li> </ul>

## DEVELOPING BRAND NAMES

## Broad issues

- Is the product\service unique?
- Will it become international?
- Will it be extended?
- Are other forms of protection available?

## Specific issues

- What is the target market?
- With whom will we compete?
- What is the customer proposition?
- How will the new product\service be positioned?

### The name creation process

- Draw up the brief
- commence name creation
  - creative panels (key countries)
  - linguists
  - copy writers
  - desk research
  - NameBank™
  - name generation software
- review 30-40 ideas
- further name development
- linguistic screening
- legal availability testing
- review and shortlist

### Shortlisting

- in-depth language tests
- full legal searches
- consumer research

### In-depth language tests (shortlisted names)

- pronounceability (1-3 scale)
- memorability (1-3 scale)
- attractiveness (1-3 scale)
- associations (good and bad)
- overall fit to concept (0-3 scale)

... with residents in all countries of interest

## USING RESEARCH TO IDENTIFY THE CORE VALUES

- establishing the brand personality

### **CONSUMER RESEARCH**

**If seeking to reduce long list of candidate names PRIOR to legal searches, use quantitative testing**

- 50 target consumers
- spontaneous associations
- likes/dislikes
- product/service expectations
- fit to concept
- overall performance
- day-after recall

If seeking to choose from 2 to 3 names FOLLOWING legal searches, use qualitative testing.

- focus groups
- test names with other “mix” elements
- “invite” consumers into your strategy
- test against competitors
- overall assessment/preference
- day-after recall

## WHAT MAKES A WORLD-CLASS BRAND

Establishing an international brand that has the right synthesis of emotional and actual benefits which are simply and clearly communicated to the target audience.

- Whatever the mix of elements the brand name is the one dominating and constant factor; it is the core of the brand’s personality
- It is also the one element of the mix that has to be right first time: there is little or no margin for error.

## DIFFERENTIATION

Differentiate means ...

- to create consumer preference and awareness
- to provide the basis of an attractive distinctive brand personality
- to create a strong and enduring legal property

## BRAND AND PRICE-PREMIUM

	product	brand	augmented brand	performance brand
p r i c e - p r e m i u m				uniqueness
				loyalty
				image
				awareness
			guarantees	guarantees
			service	service
			availability	availability
		range	range	range
		packaging	packaging	packaging
		features	features	features
		name\logo	name\logo	name\logo
	function purpose	function purpose	function purpose	function purpose