

CATTLE BRAND.

Branding

The World's Top 10 Brands

Top Brands



Cliff Notes on Brand History

- Identification marks since ancient times –2000 B.C.
- A way to simplify purchasing process for buyers with choices
- Kodak – one of the first in “modern” brands (1870s)
- GE name and logo in 1896
- Branding as we know it P&G in the 1920s
- Around 1997, brand became a verb

Importance of the Brand

- A promise to customers
- A shortcut to identifying liked and disliked products
- Adds assurance
- Allows consumer's self-expression
- Facilitates repurchase
- An asset

A Name Reflects a Brand's Soul

- Increased competition increases the need to stand out
- Advertising can only get your product/company noticed -- it can not guarantee you will be remembered
- The best product/company names (brands) require the least advertising as they are an advertisement

The Power of Brands

“Do you agree or disagree that you can tell something about a person by the brand of _____ he/she buys?”

Product Category	% Agree
– Perfume (women only)	78
– Department store	69
– Wine	68
– Aftershave (men only)	62
– Boxed chocolates	49
– Instant coffee	47
– Beer	46
– Cigarettes	40
– Pet food	32
– Toilet paper	30
– Toothpaste	27
– Facial tissues	27
– Potato chips	20

The Power of Brands

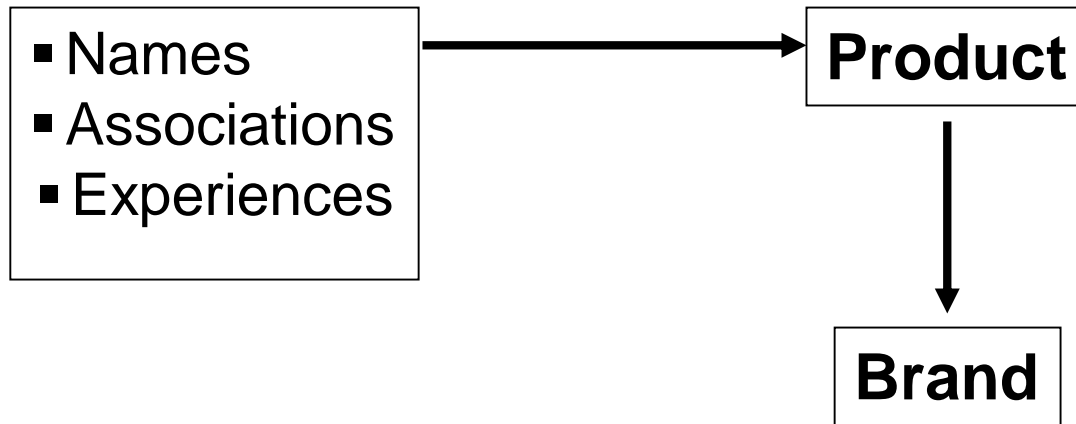
“What is the incremental dollar value you would be willing to pay over a no-name clone computer brand?”

– IBM	\$339
– Compaq	318
– HP	260
– Dell	230
– Apple	182
– AST	17
– Digital	10
– Generic PC	0

Two Ways to Think About Brands:

- Brands are “sticky”
 - That is, because of the way memory works, they easily pick up associations
- Brands are “stretchy”
 - They can be extended beyond original application

Theory of Brand Associations



- All brands have a network of associations, *whether you know what they are or not*

Brand Associations

- May have an entirely *arbitrary* connection to the product and brand. (Bill Cosby and Jell-O)
- *Anything* can have associations, so anything can be branded. (products, services, political parties, components, people, etc.)
- The associations affect the place the brand has in the mind of the consumer. (why is Pepsi a teenager drink and Coke for older people?)

But, What If You're Already Branded?

- Do you know what your brand is saying about you?
- If you know, what are you doing to reinforce? Does it match where your company is now?
- If you don't know, may be time to start tweaking!

You Are What You Drive!

So what does your brand say about you?

- Car exercise
 - What car does this brand represent to you?
 - What car does this brand represent to your customers?
 - What car does this



WHY NEW BEETLES?

People pick brands to own and use that best represent themselves



Ask Employees...

- What car is your company/product?
- Especially important with services
- Your employees communicate your brand to your customers daily
 - Is this communication supporting the brand image you desire?

Then Take It to the Public...

- What does your public perceive?
 - Are they driving a different car?
 - Is this good or bad?
- Is the problem in your communication?
 - Everyone needs to be on the same road in the same vehicle!

Take Home Points

- Know what your brand means to you, your employees, your customers
- Understand what your competitors' brands mean
- Audit your communication to be certain it's consistent with your brand meaning
- Never stop tweaking your brand until a baby's named after it