

Branding

https://www.youtube.com/watch?v=WTqYMOz_inU (Ralph Lauren)

http://www.tedpolhemus.com/main_concept7%20467.html

<http://shop.diesel.com/about-diesel/article-aboutdiesel.html>

<http://www.adweek.com/news/advertising-branding/mastercard-explains-its-new-logo-both-whats-new-and-what-isnt-172512>

<http://famouslogos.net/target-logo/>

<http://famouslogos.net/calvin-klein-logo/>

<http://www.slideshare.net/sujasrait/global-branding-gucci>

<https://www.businessoffashion.com/articles/intelligence/the-secret-to-hermes-success>

“A **brand** is the sum of the tangible and intangible benefits provided by a product or service and encompasses the entire customer experience.”

– How Brands Work, Chartered Institute of Marketing



Purpose of Branding:

- Tap into values and beliefs
- Create connection
- Generate emotional response
- Provide reassurance
- Ensure consistency
- Build Loyalty
- Add value and change a premium

Types of Brands:

- Corporate Brand
- Manufacturer Brand
- Private Brand
- Endorsed Brand
- Co-Brand
- Brand Portfolio



Brand Equity = Added value that a respected well-known brand name gives to a product in the marketplace

<https://www.youtube.com/watch?v=fd7lfcnlb9c>

(Secrets of the Super Brands)

DARYL TRAVIS

with help from Harry

[HOW SUCCESSFUL
BRANDS GAIN THE
IRRATIONAL EDGE]

Foreword by

RICHARD BRANSON, CEO and founder of the Virgin Group

EMOTIONAL BRANDING



RALPH  LAUREN

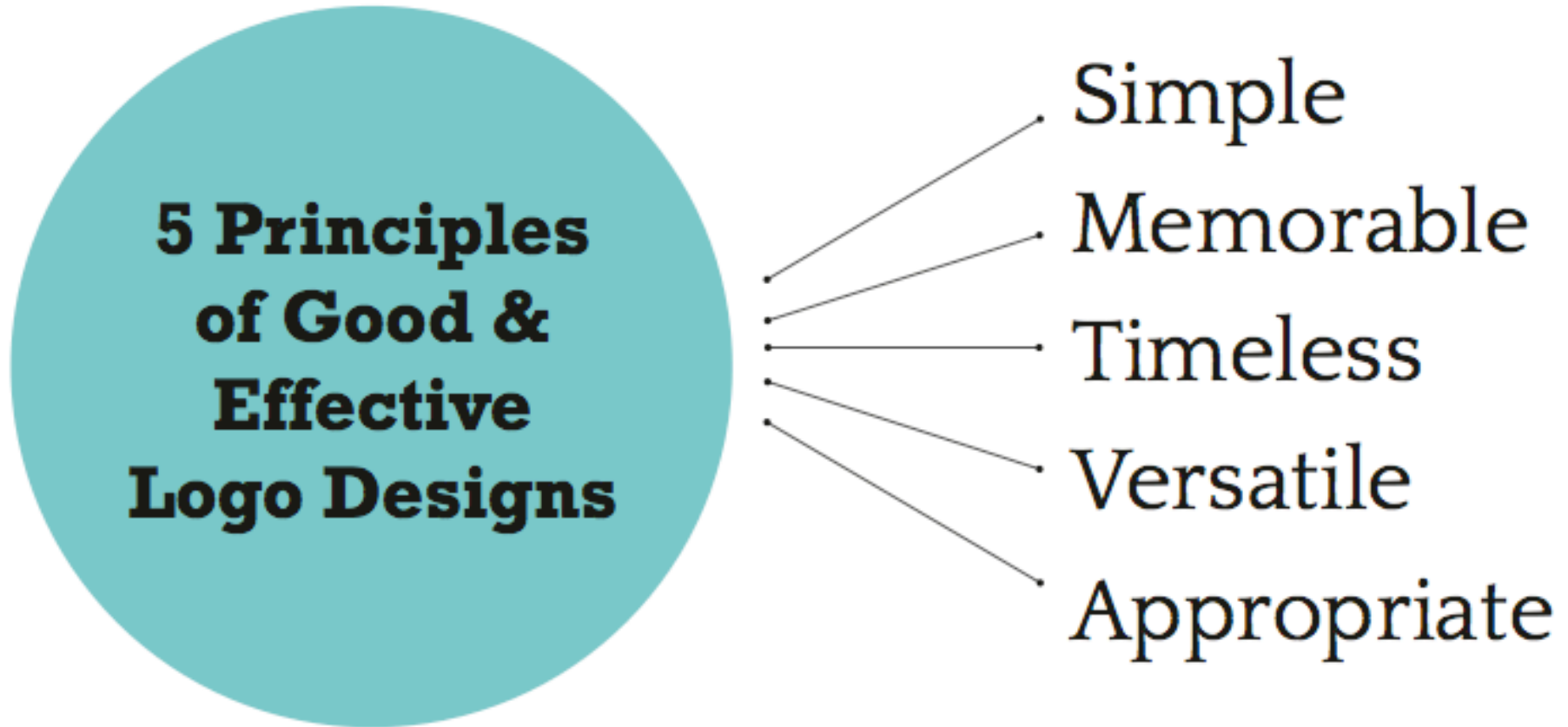


POLO
RALPH LAUREN



RALPH LAUREN
Collection

The Logo



What in common?



amazon



TARGET



The Costco Wholesale logo features the word "COSTCO" in a bold, red, sans-serif font, with the word "WHOLESALE" in a smaller, blue, sans-serif font below it, separated by three horizontal blue lines.



The TOMS logo consists of the word "TOMS" in a bold, black, sans-serif font. It is centered between two horizontal light blue bars of equal length and height.

TOMS





VERSACE

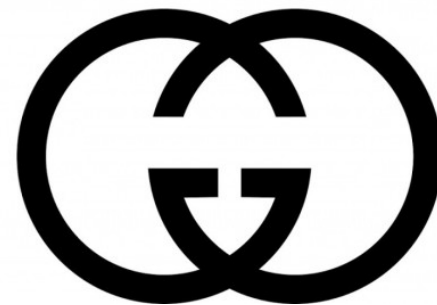


LOUIS VUITTON



HERMÈS
PARIS

GUCCI



Deluxe

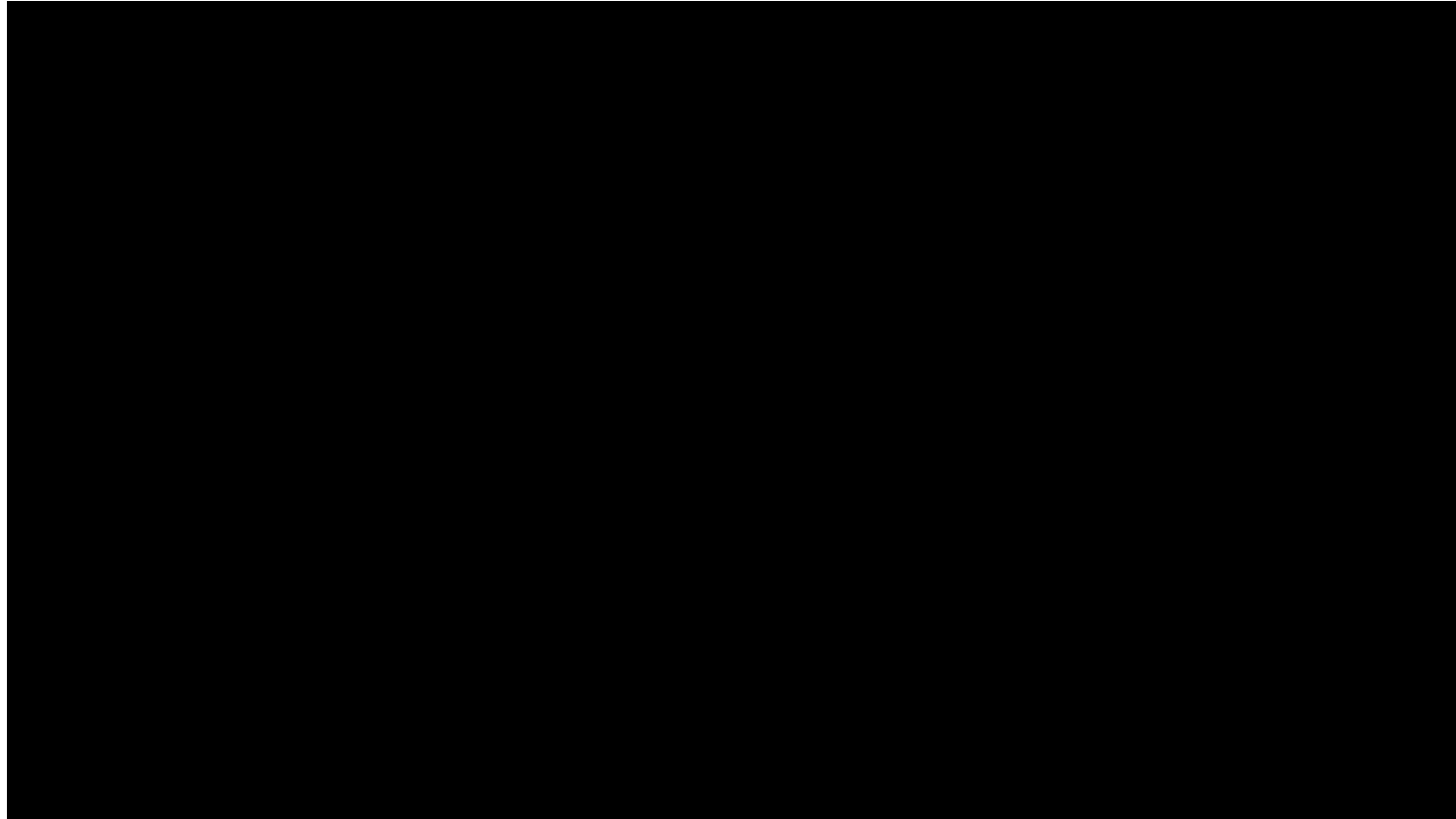
HOW LUXURY LOST ITS LUSTER



DANA THOMAS

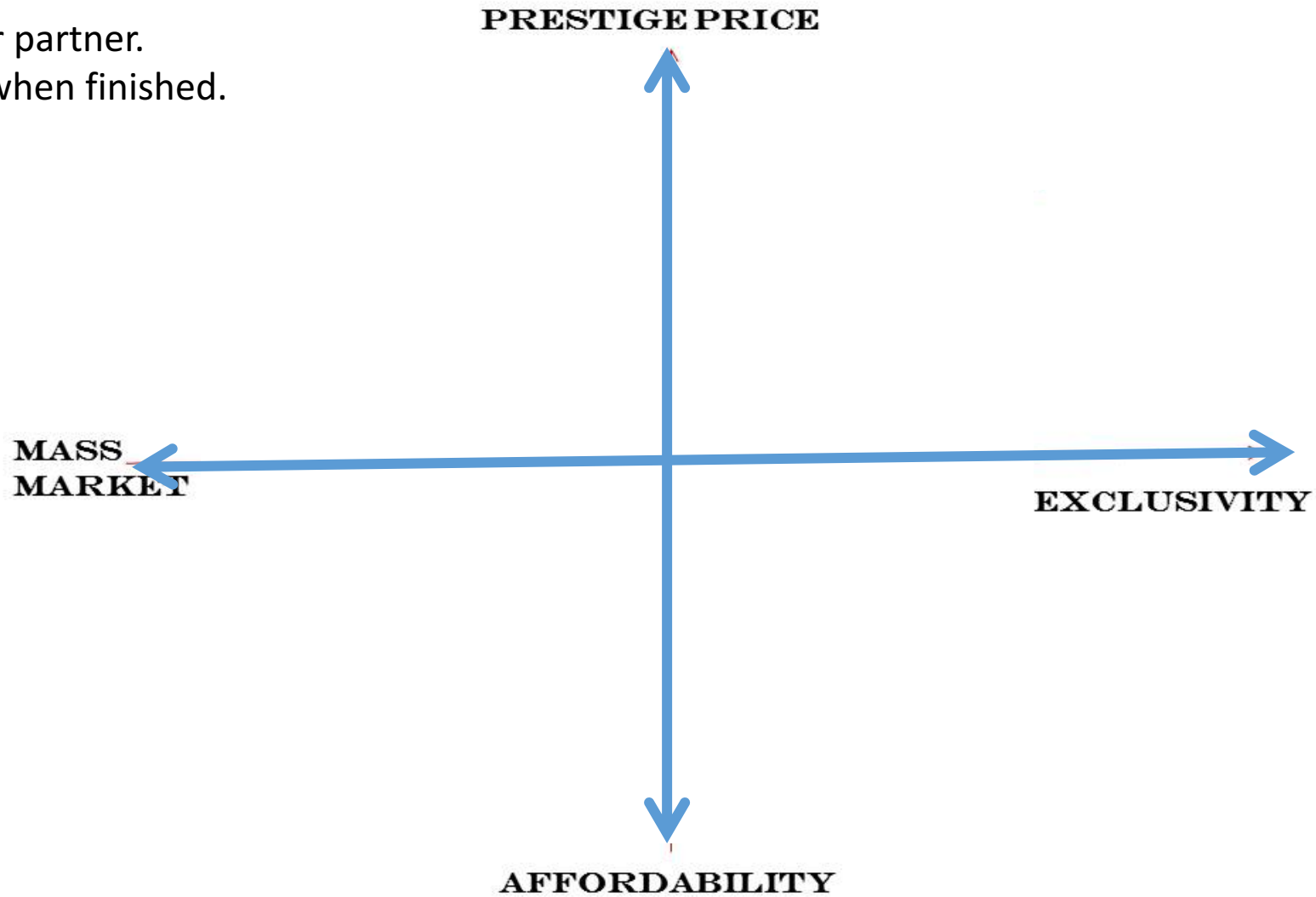
<https://www.youtube.com/watch?v=58UT5zjFbbs>

<https://www.youtube.com/watch?v=fd7lfcn1b9c>



Brand Positioning Map

Create one with your partner.
Share on the board when finished.



"Products are made in the factory, but brands are created in the mind,"
-Walter Landor



The values, messages, and ideas that underpin a brand will be expressed through:

- The brand name and logo
- The product
- Packaging and display
- The environment in which it is sold
- Social media and online content
- Advertising and promotion
- Company reputation and behavior

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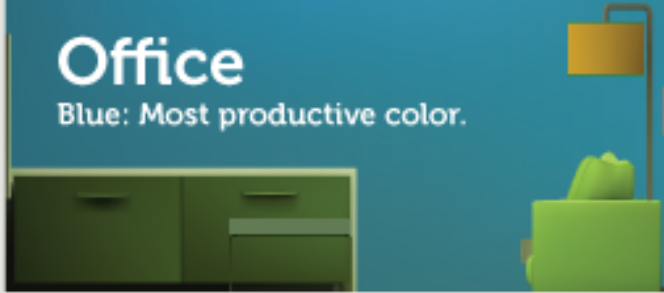
Psychology of Color

<http://www.colormatters.com/>

what colors
to paint your
home & why.

Office

Blue: Most productive color.



Bedroom

Green: Tranquility and Health.



Girl's Room

Pink: Calming, Warm.



Kitchen

Yellow: Increases metabolism
brightens room, gives you energy.



Living Room

Lavender: Calms the nerves,
allows relaxation.



Dining Room

Red: Encourages Appetite.



COLOR EMOTION GUIDE



RED

MEANS:
 passionate
active
 EXCITING
bold energy
 youthful
physical
 PIONEERING
 leader willpower
 confidence
 ambition
POWER

BRANDS:

PINK

MEANS:
 love **calm**
respect
WARMTH
 longterm
feminine
 intuitive **care**
 assertive
sensitive
 NURTURE
possibilities
 UNCONDITIONAL

BRANDS:






PURPLE

MEANS:
DEEP
 creativity
 unconventional
 original
stimulation
 individual
 WEALTHmodesty
compassion
 DISTINGUISHED
 respectable
fantasy

BRANDS:




NAVY

MEANS:
 trust order
LOYALTY
sincere
 authority
 communication
 confidence
PEACE integrity
 control
 responsible
success
 CALM masculine

BRANDS:
 

GREEN

MEANS:
 BALANCE
growth
restore
 sanctuary
 EQUILIBRIUM
 positivityNATURE
generous
 clarity
 prosperity
 good judgement
 safetystable

BRANDS:





BLUE

MEANS:
spirit
 perspective
CONTENT
 control
rescue
 determination
 self-sufficient
 modern goals
 awarePURPOSE
OPEN
 ambition

BRANDS:



ORANGE

MEANS:
INSTINCT
WARMTH
 gut reaction
optimistic
 spontaneity
extrovert
 socialNEW IDEAS
FREEDOM
 impulse
 motivation

BRANDS:
 
 

The power of a brand rests on its relationship with consumers.

Brand onion diagram

Represents how the brand identity is made manifest in reality



Lays the foundation of what a brand stands for

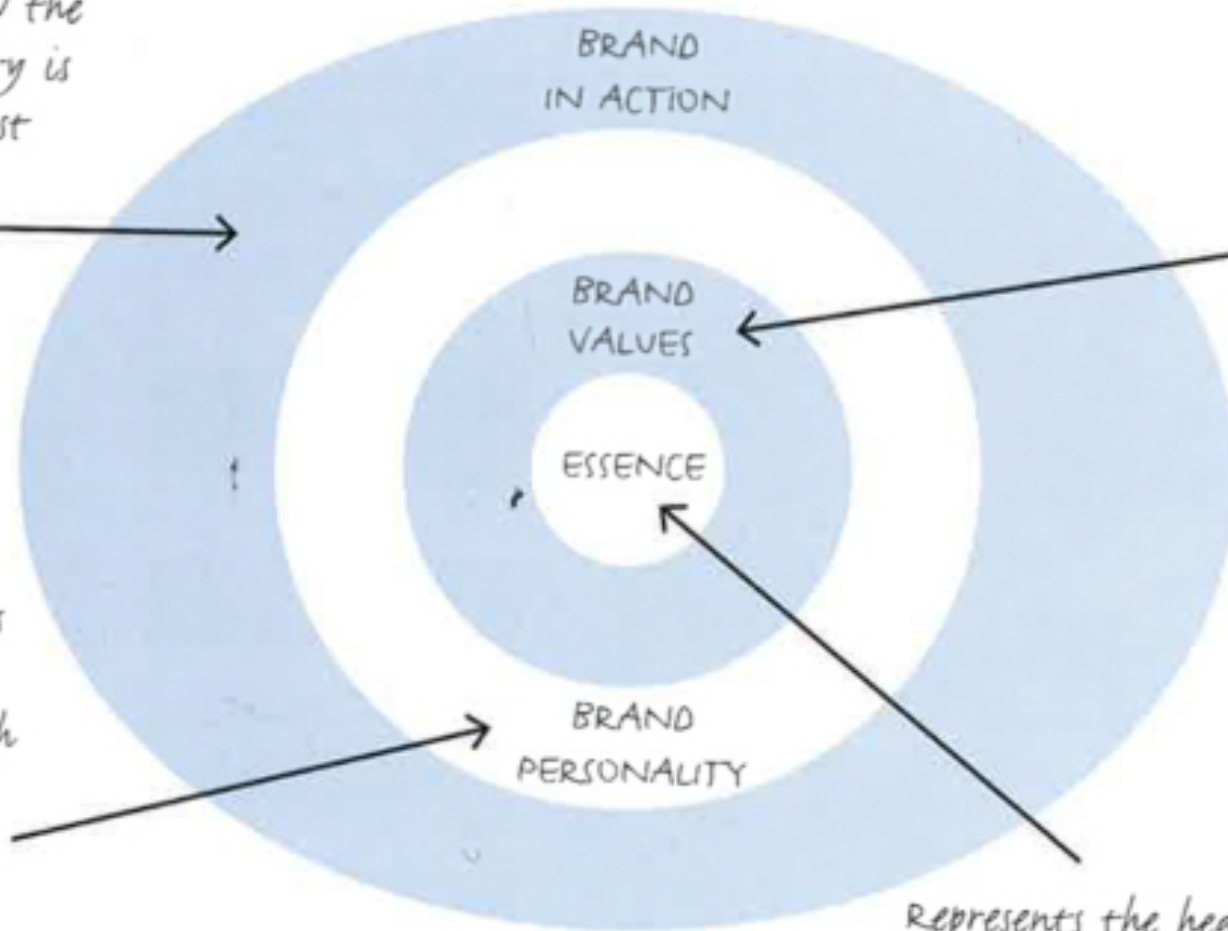


Represents a set of human characteristics that could be associated with a brand. Defines its personality and character.



The brand onion is a popular device for showing a concise brand identity and how it is expressed through actual strategic actions. Brand identity is usually created by branding companies to show the results of a branding or re-branding exercise. Once created, the onion can be used as a guide to ensure that all aspects of the brand and key brand touchpoints accurately reflect the brand values.

Represents the heart and spirit of the brand



<https://www.businessoffashion.com/articles/intelligence/why-did-ppr-change-its-name-to-kering>

Rebranding:



Small Group Work- Fill in the Brandy Identity Onion for a Brand of your choosing.
Draw the following and fill in:

