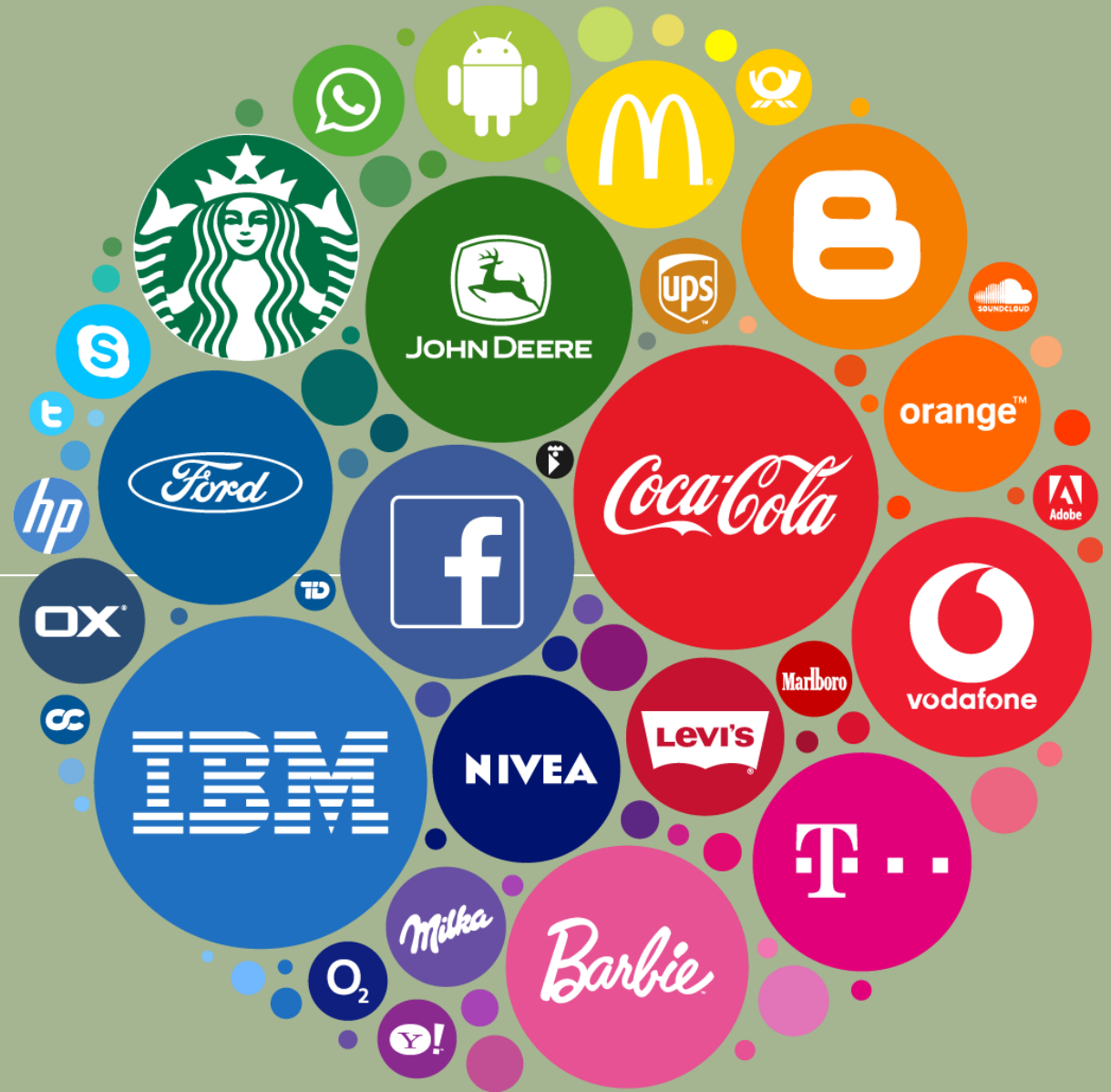


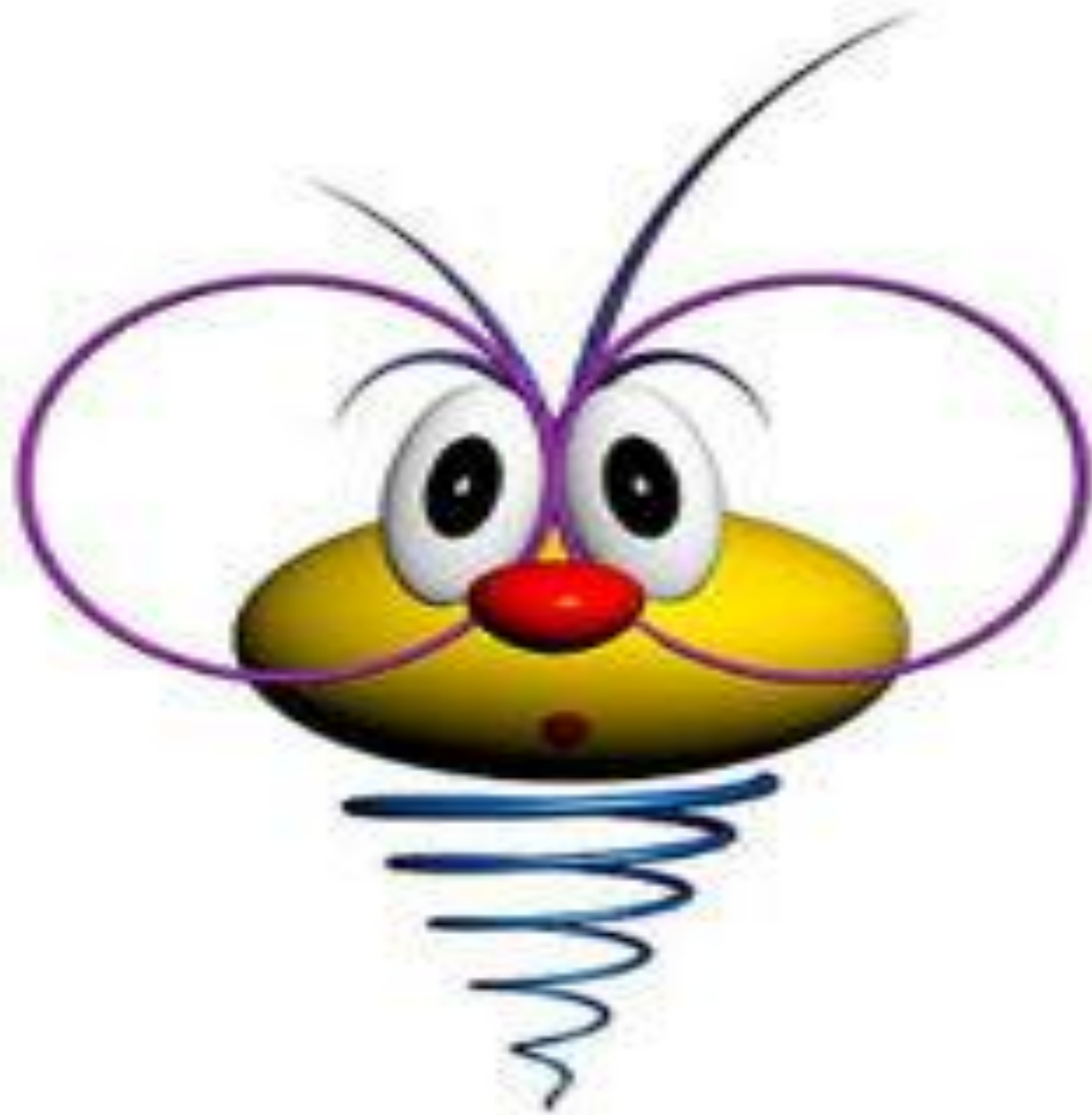
BRANDS AND BRANDING

page 70

The most distinctive skill of professional marketers is their ability to create, maintain, protect and enhance brands.

P. Kotler





A₁

A₂

A₃

A₄

A

B₁

B₂

B₃

B₄

B

FINAL ANSWER

C

C₄

C₃

C₂

C₁

D

D₄

D₃

D₂

D₁



Define.

- What is a **brand**?
- A **brand** is a name given to a product or group of products so that it can be easily recognized.

- What is **branding**?
- **Branding** is creating brands and keeping them in customer's minds through advertising.

Use the words to complete the blanks.

money name differentiate synergy quality competitors'

'What is branding and why do we need brands?'

'A brand can be a**name**.....¹, a term or a symbol. It is used to**differentiate**.....² a product from**competitors'**.....³ products. The brands guarantee a certain**quality**.....⁴ level. Brands should add value to products. It's a**synergy**.....⁵ effect whereby one plus one equals three. But customers must believe they get extra value for**money**.....⁶.'

TO BRAND OR NOT TO BRAND?

- What are some of the advantages of brands for:

Customers:

- a) Can be easily and quickly recognized by consumers
- b) Gives consumers assurance of quality and performance
- c) Builds trust and loyalty
- d) Emotional benefits

- Are there any disadvantages of branding?

- a) High possibility of the brand failing
- b) A high level of investment
- c) Difficulty to distinguish from competition
- d) Brands can have too much influence
- e) High cost of products
- f) Brand extensions can damage reputation

(are they disadvantages for customers, companies or the wider environment)

Companies:

- a) Increases profits substantially because of price premiums
- b) Gives higher market share and ability to build market share
- c) Provides loyal customers
- d) Provides avenues for future growth
- e) Allows for segmenting markets
- f) Provides legal protection

List some of your favorite brands. Answer:

1. Are they international or national brands?
2. What image and qualities does each one have?
3. Do the products have anything in common?
4. How loyal are you to the brands you have chosen?



The power of brands – Discuss.

1. When you buy a brand, you know the product will always be of the same quality each time.
2. The products we buy reflect the sort of people we want to be.
3. People's loyalty to brands is decreasing.
4. People are more willing to spend more on branded products than ever before.
5. Often the product itself is not as important as the feelings and ideas associated with it.
6. One way to find a wider audience for a product is to move downmarket.
7. Brands save time and make shopping easier.
8. Protecting brands from piracy (illegal copying) is virtually impossible.

VOCABULARY

Match the phrases that contain noun *brand* to their definitions.

1) brand awareness/ brand familiarity/ brand recognition **c**

2) brand promise **e**

3) brand preference **d**

4) brand image **a**

5) brand equity **b**

a) all the ways that people think about a brand

b) the value of a brand to its owners

c) the degree to which people recognize a brand

d) when consumers like one brand more than another

e) what people expect from a brand

Use the words to complete the sentences.

- Although the company is well known in consumer electronics, it didn't enjoy much brand awareness/recognition in PCs.
- Both BMW and Honda have built their brand images on engineering excellence and high performance.
- One of the most popular brand promises is the one by Nike, which goes 'To bring inspiration and innovation to every athlete in the world.'
- This study of consumer brand preference shows that the majority of the respondents prefer Apple to Samsung products.

Read sections B and C on page 69 and complete the phrases.

- **B** rand _____ **p**ositioning _____ is emphasizing **brand's** characteristics and benefits in relation to other **brands**.
- A **f**lagship _____ **brand** is the most important **brand** owned by an organization.
- **D**ifferentiation _____ is distinguishing a **brand** from competitors and communicating its comparative benefits.
- **Brand s** **t**retching _____ / **e**xtension _____ is when a company uses an existing **brand** name for new types of product. When used excessively, it can lead to **brand d** **ilution** _____.
- A **g**eneric _____ **brand** - the one used on a variety of different products.

*NOBODY COUNTS THE NUMBER OF ADS
YOU RUN. THEY ONLY REMEMBER THE
IMPRESSION YOU MAKE.*

WILLIAM BERNBACK

Match each photo with the type of OOH advertising it shows.

billboard / hoarding

lightbox

transit advertising

digital video billboards

banner / wallscape

tri-face billboard

street furniture

ambient media



Watch the following advertisement and answer the questions:

❖ [Coca Cola - Hello Happiness Phone Booth](#)

1. How does the advertisement get our attention?
2. Who is the target audience?
3. What is the item being advertised and what role does it play in our culture and society?
4. What sociological, political, economic or cultural attitudes are indirectly reflected in the advertisement?
5. What is your overall impression about the advertisement?

Form word partnerships and use them in the examples below.

Celebrity	fears
Glamour	power
Hidden	appeal
Pester	endorsement

Using a well-known person to recommend a product is called celebrity endorsement.

Suggesting that using the product can make you part of a special social group with a glamorous style is referred to as glamour appeal.

Using the advertising strategy of hidden fears involves convincing the audience that buying their product can save them from danger or embarrassment.

Advertisers know how powerful pester power can be, so they target adverts at children in the hope they will ask their parents to buy the advertised products.

Use the words below to complete the blanks.

target audience undertakes marketing strategy marketing tools consumer behavior
marketing campaign market research sales Four Ps encompasses

Marketing plays a key role in the success of businesses. It encompasses all the activities a company undertakes to promote their products and services, encourage sales, and attract the attention of the target audience. Before launching a marketing campaign, companies should carry out market research to gather information about the target market and consumer behavior. Another method that can help companies shape their marketing strategy is SWOT analysis. Marketing mix is a set of marketing tools and techniques that enable a company to reach its marketing objectives. The key elements of marketing mix, also known as the Four Ps of marketing, are product, price, place and promotion.

EXTENSION

More words for describing brands:

1. If a brand *moves downmarket/ downscale*, ...
2. If it *moves upmarket*, it
3. If a product is a *loss leader*, ...
4. *A market niche* is.....
5. *A mass market* is...

EXAM PRACTICE

Use the words below to complete the blanks.

campaigns traditional branding perception advertising
visual agencies digital endorsements marketing

An important way for companies to promote their products, services, the company itself, or other causes is through _____, a paid-for _____ tactic. Companies can hire advertising _____ to plan and launch advertising _____. Advertisers may use a variety of media to get its message through, including _____ media (e.g. television, print, billboards, leaflets, etc.), _____ media (e.g. social networks), and even people (e.g. influencers through _____). Another important aspect of marketing is _____, the process of creating a strong, positive _____ of a company or a product in the stakeholders mind by associating it with certain _____ components (e.g. a logo, slogan) and values (e.g. durability, freshness, etc.)

HOMEWORK

Page 70 - key

- **26.1**

1 – brands, 2 – positioning, 3 – promise, 4 – equity, 5 – branding

- **26.2**

1 - face-to-face, remote, house calls, personable, 2 - trust, touch, promise, 3 - damaged, disappointed

- **26.3**

1 - a) house calls b) telephone, Internet, 2 - Brand equity is lost and brand promise is broken.; 3 - a) hang up their hats b) mirrors a move c) another nail in the coffin

- **26.4**

1. brand positioning, 2. brand extension, brand stretching 3. brand dilution

Page 72 - key

- **35.1**

- 1 – face, 2 – billboard, 3 – paste, 4 – lightbox, 5 – street, 6 – roadside, 7 – sonic, 8 – banner, 9 – vinyl, 10 – transit, 11 – outdoor, 12 – floor, 13 – digital, 14 – lenticular

- **35.2**

- 1 – hung, 2 – wrapped, 3 – shelters, 4 – catching, 5 – coverage, 6 - graphics

CHECK THIS OUT

- **Guerrilla Marketing** is a marketing technique where marketers use creative, imaginative yet unconventional marketing tactics to get maximum reach and better results without involving heavy costs and resources.

- ❖ Coca cola

- ❖ Nutella

- ❖ Kit Kat

Some more thought-provoking ads

❖ [Biomed](#)

❖ [Snickers](#)

- [Flock Associates - Recife Sport club: Immortal Fans. Integrated Campaign by Ogilvy Brazil](#)
- [UNICEF](#)
- [ROM: Bucharest not Budapest case study](#)
- [The American Rom - Campaign Presentation](#)
- [ROM: Romanians are smart Case Study](#)