

Product & Brand Management

The Brand Elements that Build Brand Equity

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QUESTION

What are the elements of a Brand?



Types of Brand Elements



Brand Names

Central theme; Key association;
Difficult to change!

URLs

Domain names

Logos and Symbols

Name, trademark, or
abstract design to indicate
origin/ownership/or association

Characters

Special type of brand symbol;
intro thru ad; can be in ad
campaign, pkg design

Slogans

Short phrases that hook;
summarize intent

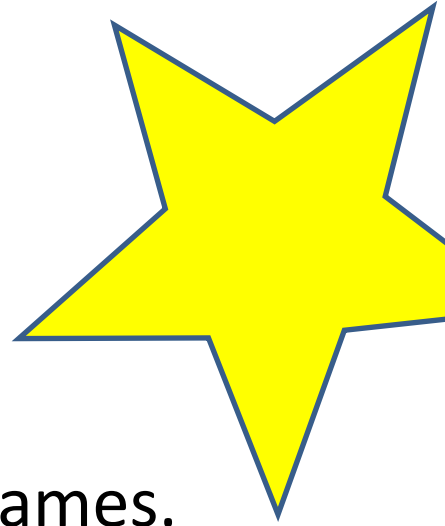
Jingles

Musical message/hook;
Enhance awareness (&
repeat purchase)

Packaging



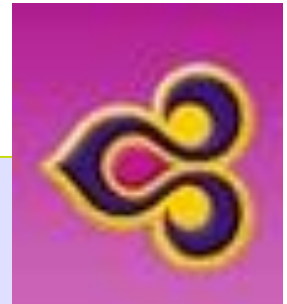
ACTIVITY:



Each group to present the followings:

- 1: Good brand name should
Give example of good & bad brand names.
Explain Why.
- 2: Come up with example of
1) slogan & 2) jingle
that helps you to memorize brand message.
- 3: Come up with example of
1) logo/symbol & 2) character
that enhances the brand visual message/image.

Brand Element Choice Criteria



- Memorable
- Meaningful
- Likeability



- Transferable
- Adaptable (Updated/modernized over time e.g. slimmer Michelin Man)
- Protectible (legally)

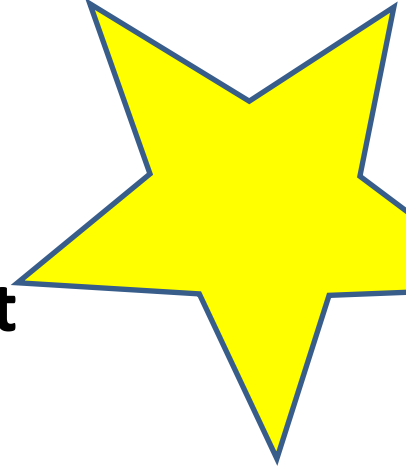


Packaging

- Activity of designing and producing containers or wrappers
- In addition to
 - Identify the brand
 - Convey descriptive information

Good packaging also ... (next slide)

ACTIVITY



Give one or more example of PACKAGING that

- 1: Convey persuasive info**
- 2: Facilitate product transportation and protection**
- 3: Assist in at-home storage**
- 4: Aid product consumption**

To Sum up...

- Entire set of brand elements makes up the brand identity
- Cohesiveness of the brand identity depends on the extent to which the brand elements are consistent
- Each brand element plays a different role in building brand equity, so marketers should “mix and match” to maximize brand equity

Assignment (Due next class)

- Conclude the industry/category and product/service your group want to work with.
- Come up with one great brand. Think about its
 - Competitor
 - Target
 - Consumer insight
 - Benefit
 - Value and personality
 - Reason to believe
 - Key differentiation
 - Brand Spirit

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Questions/ Comments

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