



Brand Elements

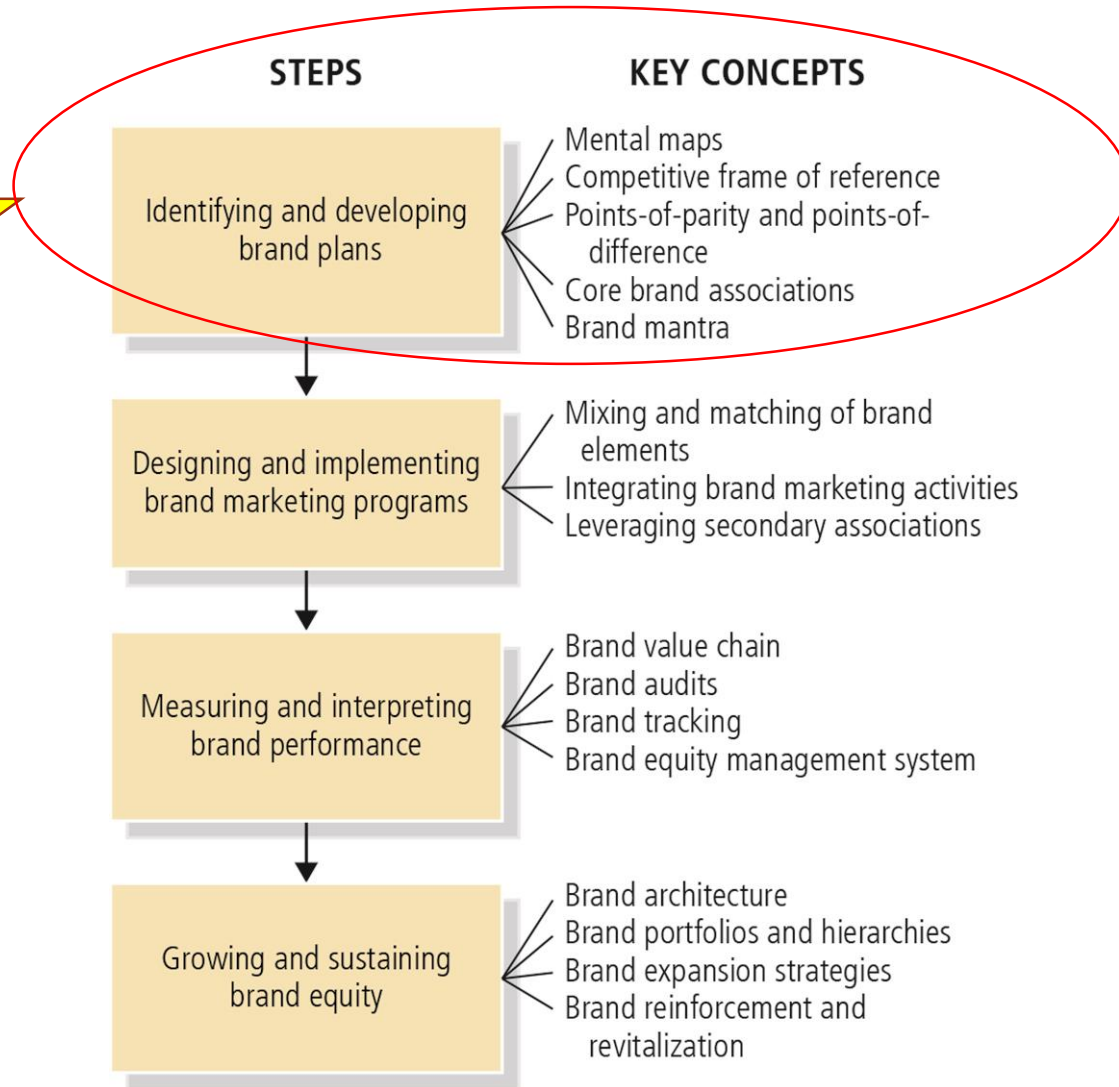
MK 312 Brand Management

By Ajarn Suwalya K.
Lesson 6

Sawasdee Krup...Ka



Figure 1-10: Strategic Brand Management Process



Let's review

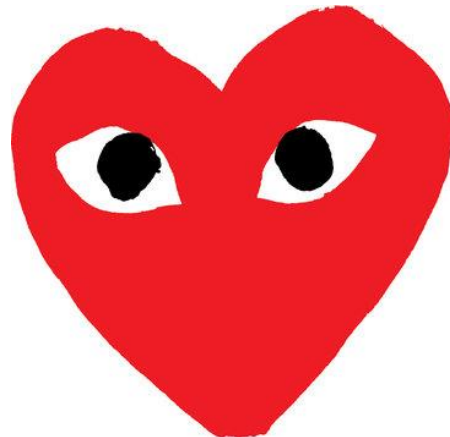


6. Brand Mantra

A brand mantra is a **driving message that captures the essence of your brand and positions it in the marketplace**. Businesses that stand out in the marketing place can drive new customers and begin to fundamentally build their brand. This starts from the inside out by developing a consistent brand mantra.

Defining a Brand Mantra

- Brands may span multiple product categories and may have multiple distinct—yet related—positionings
- As brands evolve and expand across categories:
 - **Marketers will want to craft a brand mantra that reflects the essential heart and soul of the brand**



Brand Mantra

- **Short, three-to five-word phrase:**
 - Captures the irrefutable essence or spirit of the brand positioning
- **Provides guidance about:**
 - What products to introduce under the brand
 - What ad campaigns to run
 - Where and how the brand should be sold

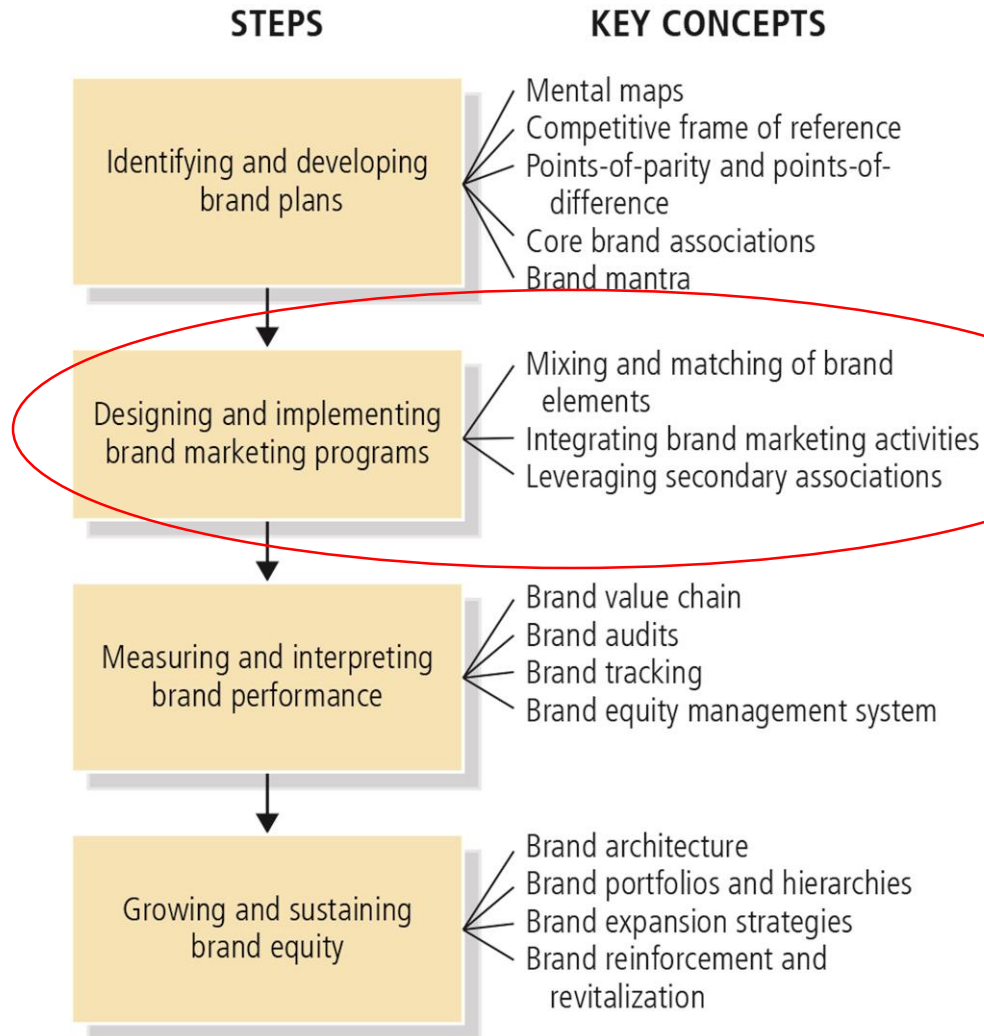




Company Name	Brand Mantra	Tagline
Nike	Authentic - Athletic - Performance	Just do it
Coca Cola	Sharing – Happiness - Tasty	Thanda matlab coca cola
BMW	Ultimate – Driving - Machine	The Ultimate Driving Machine
Apple	Smart – Technologic – Listen to Music	Think Different

Let's review

Figure 1-10: Strategic Brand Management Process



Designing and Implementing brand marketing programs> Key areas to cover...

4.1 Identify the different types of brand elements

4.2 List the general criteria for choosing brand elements

4.3 Describe key tactics in choosing different brand elements

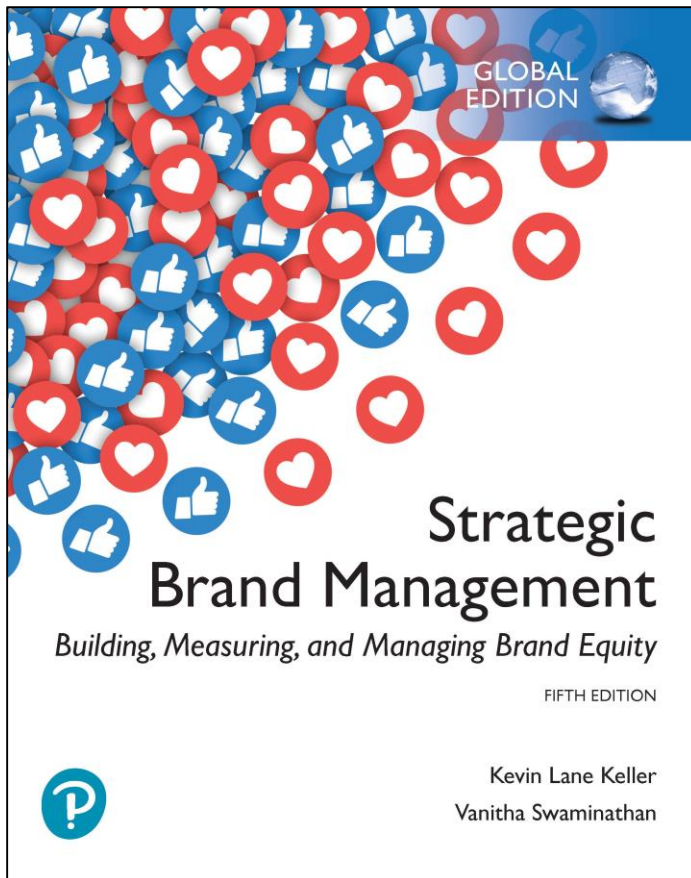
4.4 Explain the rationale for “mixing and matching” brand elements

4.5 Highlight some of the legal issues surrounding brand elements



Strategic Brand Management: Building, Measuring, and Managing Brand Equity

Fifth Edition, Global Edition



Chapter 4

Choosing Brand Elements to
Build Brand Equity

A brand identity is the cohesive look and feel of your organization. It's the “**name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers,**” as defined by the American Marketing Association.



What are Brand Elements?

- **Elements** used to express/represent and identify/differentiate the **brand**.
- The consistent use of **Brand Elements** in all marketing programs helps communicate the **Brand** Character to the marketplace.
- The **brand** name, logo, slogan, jingle, and packaging style are all examples of **Brand Elements**.

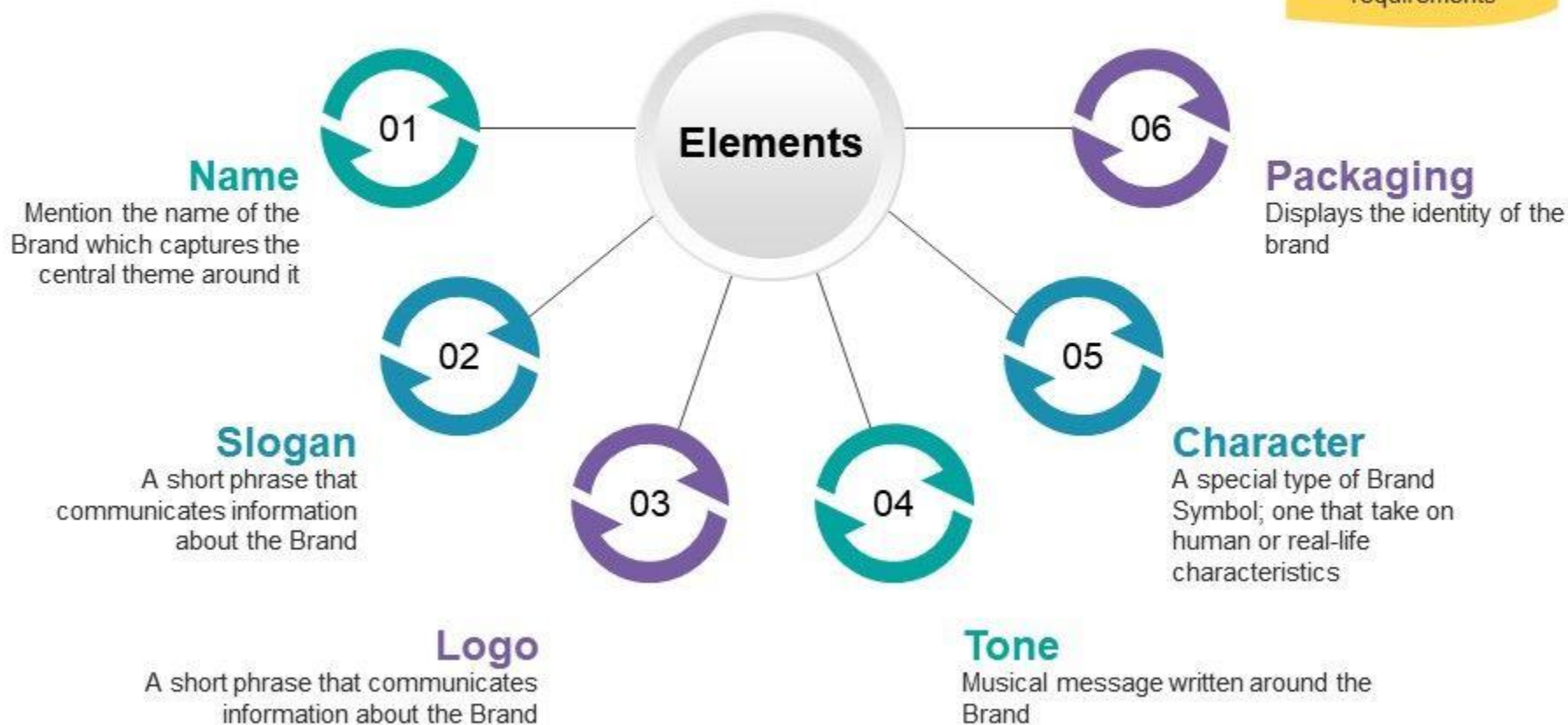
Communications via Brand Elements

- A variety of brand elements can be chosen that inherently **enhance brand awareness or facilitate the formation of strong, favorable, and unique brand associations.**
- Brand Names
- URLs
- Logos and Symbols
- Characters
- Slogan
- Packaging

Brand Elements



We have listed down the relevant elements of a Brand, you can customize it basis your requirements



Example: McDonald's

- Brand Names
- URLs
- Logos and Symbols
- Characters
- Slogans
- Packaging





The Importance of Brand Elements



Criteria for Choosing Brand Elements

- Memorability
- Meaningfulness
- Likability
- Transferability
- Adaptability
- Productability



Figure 4-1: Criteria for Choosing Brand Elements

1. Memorability

Easily recognized

Easily recalled

2. Meaningfulness

Descriptive

Persuasive

3. Likability

Fun and interesting

Rich visual and verbal imagery

Aesthetically pleasing

Transferability

Within and across product categories

Across geographic boundaries and cultures

5. Adaptability

Flexible

Updatable

6. Protectability

Legally

Competitively

The Importance of Brand Elements



Ideal Brand Elements



Options and Tactics for Brand Names

- What would an ideal brand element be like?
 - Easily remembered
 - Highly suggestive of the product class and benefits
 - Inherently fun or interesting
 - Rich with creative potential
 - Transferable to a wide variety of product and geographic settings
 - Enduring in meaning and relevant over time
 - Strongly protectable both legally and competitively

Brand Names (1 of 5)

- The brand name is fundamentally important:
 - Often captures the central theme or key associations of a product in a compact, economical fashion
- Most difficult element for marketers to change:
 - Closely tied to the product in the minds of consumers

“Top of Mind”

Brand Names (2 of 5)

- Selecting a brand name for a new product is an art and a science
- Must be chosen with the six general criteria in mind:
 - Memorability
 - Meaningfulness
 - Likability
 - Transferability
 - Adaptability
 - protectability



Brand Names (3 of 5)

- Brand awareness:
 - Simple and easy to pronounce or spell
 - Familiar
 - Meaningful
 - Different, distinctive, and unusual
- Brand associations:
 - Implicit and explicit meanings of a name are important

Figure 4-3: Brand Name Taxonomy



Descriptive

Sleep Inn

Evocative

Quicken Loans

Personality

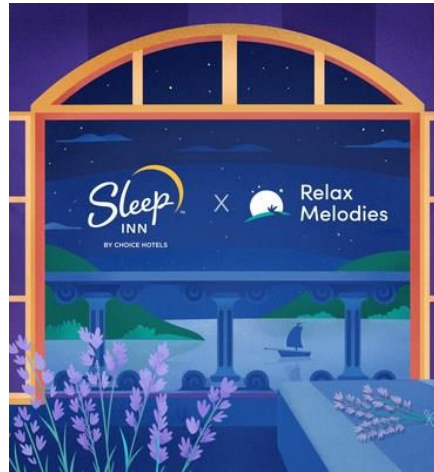
Snapple

Synthetic

Verizon

Founder

Dyson



Some more on naming....

HOW TO "NAME"

GEOGRAPHY Chose a name associated with company/product location:  	INGREDIENTS Base the name on ingredients:  	NEOLOGISM A completely new made-up word:  	PERSONIFICATION Create a character or adopt an existing personage:  
HUMOR/SLANG For a name with personality:  	NICKNAME Use a founder's nickname:  	ONOMATOPOEIA Use a sound associated with a product function or other brand idea:  	PORTMANTEAU combination of two (or more) words and their definitions, into a new one  

Some more on naming....

HOW TO "NAME"

ACRONYMS



ALLITERATION

Fun to say, and particularly memorable:



DESCRIPTIVE

Descriptive names ascribe to the product a characteristic:



EVOCATIVE

Invoke a vivid image that alludes to a brand benefit:



AMALGAM

Names created by taking parts of words and putting them together:



APPROPRIATION

Use the idea for one thing and apply it to another:



CLEVER STATEMENT

Names don't have to be just a word or two:



FOUNDERS' NAMES

Use the name of a founder or founder family member:



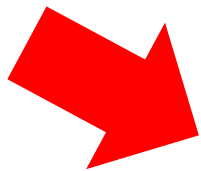
Figure 4-4: Sample Suggestive Brand Names

ColorStay lipsticks
Head & Shoulders shampoo
Close-Up toothpaste
SnackWell reduced fat snacks
DieHard auto batteries
Mop & Glo floor wax
Lean Cuisine low-calorie frozen entrees
Shake'n Bake chicken seasoning
Sub-Zero refrigerators and freezers
Cling-Free static buildup remover
Facebook social network
Dropbox cloud storage



Brand Names (4 of 5)

- Brand names can reinforce an important attribute or benefit associated that makes up its product positioning
- A **descriptive brand name** should make it easier to link the reinforced attribute or benefit



DESCRIPTIVE NAME TYPES:

clearly describes the goods and services offered

SUGGESTIVE NAME TYPES:

alludes to the features or benefits of the goods or services

FANCIFUL NAME TYPES:

better for companies that intend to be very extensible with various branches of services



Positioning

Brand Mantra

4ps+IMC

Brand Elements

Secondary Sources

Brand Resonance
Pyramid

Equity Rating

Appendix

Brand Element: Brand Name "Lay's"



	Analysis	Score
Meaningful	Name does not imply class, category or type	1
Memorable	87% of respondents recalled Lay's as a chip brand, and 96% said they were familiar with the Lay's brand	9
Appealing	Lay's is considered classic, however it is not very interesting (no meaningful root word or suffix), or fun (not a play on words, does not induce imagery)	3
Transferable	Not transferable. Frito Lay changes the name for this brand in almost all new geographical regions	1
Adaptable	Most likely will not be changed because it has brought so much equity to the brand	1
Protectable	It's trademarked so it is protectable	9

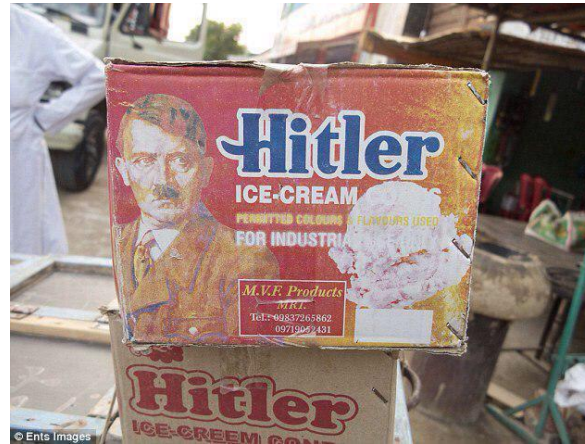
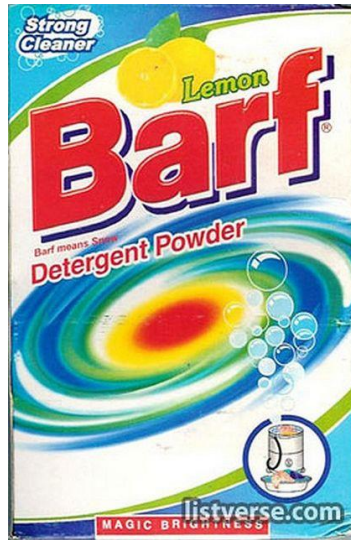


Brand Names (5 of 5)

- Naming procedures:
 1. Define objectives
 2. Generate names
 3. Screen initial candidates
 4. Study candidate names
 5. Research the final candidates
 6. Select the final name



Brand Names gone xxxx



McDonald's logo



1940–1948



1948–1953

McDonald's

1953–1961



1961–1968

McDonald's

1968–present



1968–2006



1969–2006



1975–2006



1992–2007



1993–2007



1997–2000



2000–2003



2001–2003



2003



2003–2006



2006–2010



2006–present

Starbuck's Logo



1971-1987



1987-1992



1992-2011



2011-present

URLs (1 of 2)

- URLs (uniform resource locators) specify locations of pages on the Web:
 - Commonly referred to as domain names
 - Owner of a URL must register and pay for the name
 - Protects a brand from unauthorized use in other domain names
- Cybersquatting- Registering, trafficking in, or using a domain name with bad-faith to profit from:
 - The goodwill of a trademark belonging to someone else

URLs (2 of 2)

- A company needs to protect their brands from unauthorized use in other domain names:
 - Company can:
 - Sue current owner of the URL for copyright infringement
 - Buy the name from the current owner
 - Register all conceivable variations of its brand as domain names ahead of time
- Cybersquatting or domain squatting:
 - Registering, trafficking in, or using a domain name with bad-faith to profit from:
 - The goodwill of a trademark belonging to someone else

Before becoming famous...



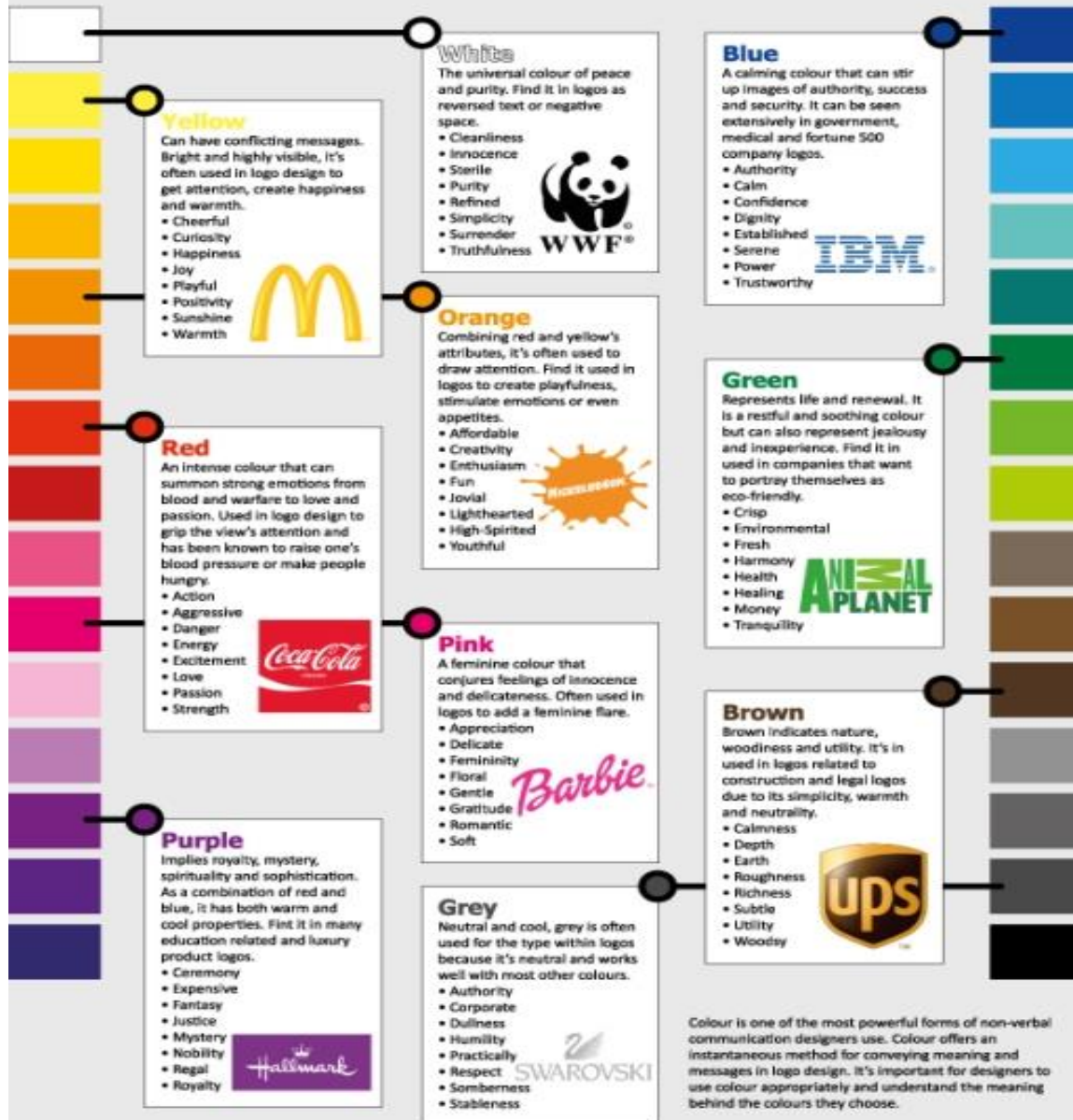
Logos and Symbols (1 of 2)

- Logos:
 - Visual elements play a critical role in building brand equity and brand awareness:
 - Indicate origin, ownership, or association
 - Range from corporate names or trademarks written in a distinctive form, to abstract designs that may:
 - Be completely unrelated to the corporate name or activities
- Symbols:
 - Nonword mark logos

Logos and Symbols (2 of 2)

- Like names, abstract logos can be distinctive and recognizable:
 - Abstract logos may lack the inherent meaning present with a more concrete logo
 - One danger is that consumers may not understand what the logo is intended to represent

COLOUR PSYCHOLOGY IN LOGO DESIGN



HOW BRANDS USE COLOR

 **ogilvydo**



Yellow

to show that they're fun, friendly, optimistic, confident and to grab attention, but also to warn



Brown

to show warmth and dependability



Green

to show youthfulness, refreshment, care for the environment, organic, growth and as a call to action



Purple

to seem rich, luxurious, creative and nostalgic



Red

when they want to be seen as powerful, passionate, exciting or to create urgency



Orange

to energise, seem playful, rejuvenate, to create a sense of haste and to seem affordable



Black

To signify luxury, exclusivity, sophistication, authority and to encourage impulse purchases



Blue

to appear calm, honest, logical, caring and trustworthy



Pink

to signify sweetness or sexiness depending on the shade



White

To signify purity, cleanliness, simplicity and freedom





Positioning

Brand Mantra

4ps+IMC

Brand Elements

Secondary Sources

Brand Resonance
Pyramid

Equity Rating

Appendix

Brand Element: Logo



	Analysis	Score
Meaningful	100% of respondents were able to tell that this logo belonged to a chip company	9
Memorable	Facilitates recognition and recall, all respondents knew the logo and 72% said it was recognizable as a chip brand	10
Appealing	Increased burden on IMC because only 28% of respondents found it inviting and only 35% of respondents perceived it as happy	4
Transferable	Very transferable. Logo is used in many circumstances and is kept constant globally	8
Adaptable	It is adaptable. Has changed seamlessly through time with major and minor stylistic changes; periods of different logos = 1965–1986, 1986–1996, 1996–2003, 2003–2007	8
Protectable	It is trademarked so it is protectable.	8



Characters

- Special type of brand symbol:
 - One that takes on human or real-life characteristics
- Introduced through advertising:
 - Can play a central role in ad campaigns and package designs

Characters...change overtime



Characters...change overtime

Micky Through The Years 1928 - 1990



1928

1932

1940

1941

1947

1955

1990

Slogans (1 of 2)

- Short phrases that communicate descriptive or persuasive information about the brand
- Function as useful “hooks” or “handles” to help consumers grasp the meaning of a brand
- Indispensable means of summarizing and translating the intent of a marketing program

Slogans (2 of 2)

- Designing slogans:
 - Designed so they contribute to brand equity in multiple ways
 - Can contain product-related messages and other meanings
- Updating slogans:
 - Recognize how it contributes to brand equity:
 - Through enhanced awareness or image
 - Decide how much of this equity enhancement, if any, is still needed
 - Retain needed or desired equities still residing in the slogan
 - While providing whatever new twists of meaning are necessary to contribute to equity in other ways

Most Famous Company Taglines And Slogans

01

facebook

Helps you connect and share with the people in your life

02

Google

Don't be evil

03

McDonald's

I'm lovin' it

04

Microsoft

Where do you want to go today?

05

NIKE

Just do it

06

You Tube

Broadcast yourself

Familiar Slogans?



"Just do it"



"Impossible
is Nothing"



"I'm lovin' it"



"Reassuringly
Expensive"



"The Ultimate
Driving Machine"



"Vorsprung
durch Technik"

L'ORÉAL

"Because
I'm worth it"

Gillette

"The Best
A Man Can Get"



"Every Little Helps"

John Lewis

"Never Knowingly
Undersold"



"The World's
Local Bank"



"Always Coca-Cola"



"A Diamond Is
Forever"



"For Successful
Living"



"The Totally Tropical
Taste"



"Does exactly what
it says on the tin"

Figure 4-7: Famous Slogans Quiz (1 of 2)

1. _____ Reach Out and Touch Someone
2. _____ Have It Your Way
3. _____ Just Do It
4. _____ When It Absolutely, Positively Has to Be There Overnight
5. _____ Drivers Wanted
6. _____ Don't Leave Home Without It
7. _____ Like a Rock
8. _____ Because I'm Worth It
9. _____ The Ultimate Driving Machine
10. _____ When You Care Enough to Send the Very Best
11. _____ Capitalist Tool

Figure 4-7: Famous Slogans Quiz (2 of 2)

12. _____ The Wonder Drug That Works Wonders
13. _____ No More Tears
14. _____ Melts in Your Mouth, Not in Your Hands
15. _____ We Try Harder
16. _____ The Antidote for Civilization
17. _____ Where Do You Want to Go Today?
18. _____ Let Your Fingers Do the Walking
19. _____ Breakfast of Champions
20. _____ Fly the Friendly Skies

Answers: (1) Bell Telephone; (2) Burger King; (3) Nike; (4) Federal Express; (5) Volkswagen; (6) American Express; (7) Chevrolet; (8) L'Oreal; (9) BMW; (10) Hallmark; (11) Forbes magazine; (12) Bayer aspirin; (13) Johnson's Baby Shampoo; (14) M&M's (15) Avis; (16) Club Med; (17) Microsoft; (18) Yellow Pages; (19) Wheaties; and (20) United Airlines.

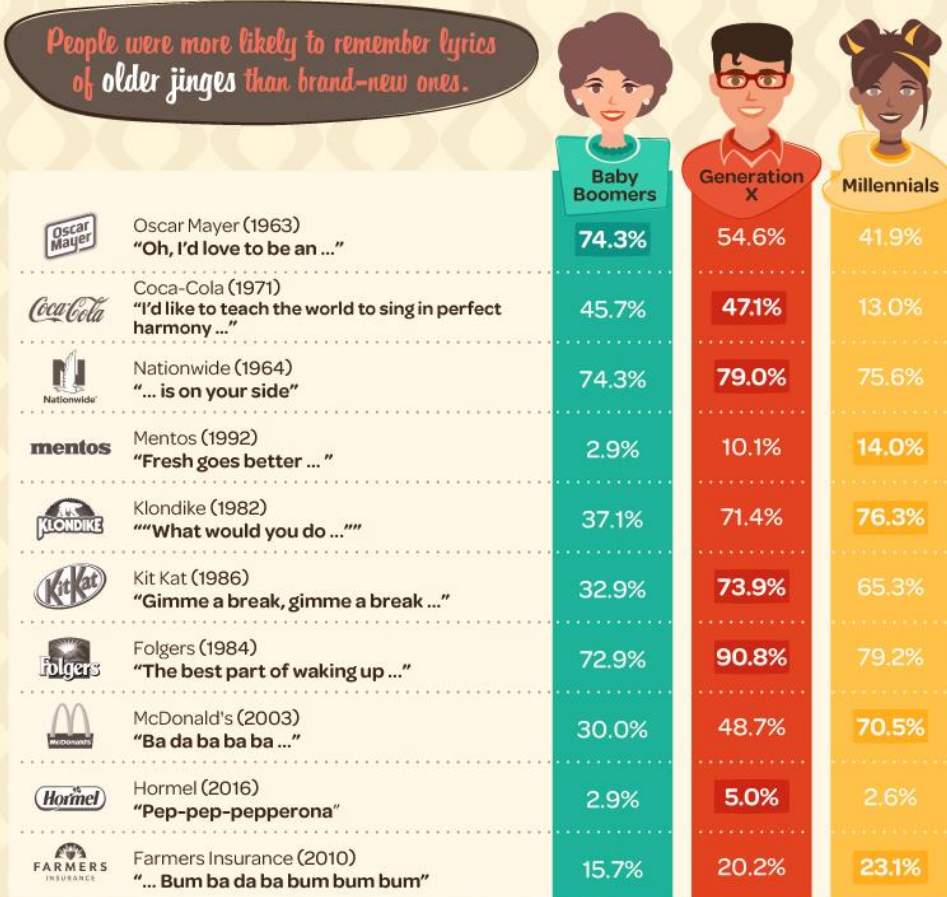
Jingles

- Musical messages written around the brand
- Catchy hooks and choruses:
 - Become permanently registered in the minds of listeners
- Enhance brand awareness by repeating the brand name in clever and amusing ways

Sayings and Singalongs

Percentage Correctly Recalling the Words of Each Advertisement Jingle*, by Generation

People were more likely to remember lyrics of older jingles than brand-new ones.



* Respondents were shown a part of the song in either audio or text format and asked to fill in the blank words.

Source: Survey of 504 people



Jingles



Packaging (1 of 4)

- Activity of designing and producing containers or wrappers
- From the perspective of both the firm and consumers, packaging must:
 - Identify the brand
 - Convey descriptive and persuasive information
 - Facilitate product transportation and protection
 - Assist in at-home storage
 - Aid product consumption

Evaluating Packaging

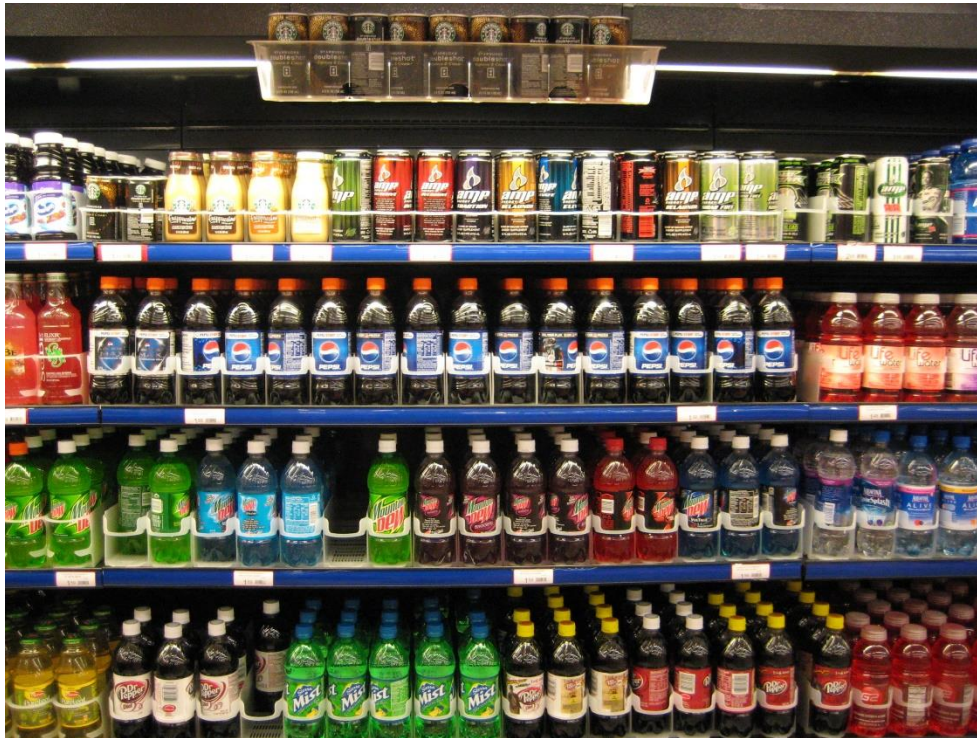


*** VIEW Model (Visibility, Information, Emotional appeal, Workability)**

Packaging (2 of 4)

- Packaging at the point of purchase:
 - The right packaging can create strong appeal:
 - On the store shelf
 - Help products stand out from the clutter
 - Can provide at least a temporary edge on competition
- Packaging innovations:
 - Can lower costs
 - Can improve demand for a product

Shelf Impact



Packaging (3 of 4)

- Package design:
 - Has become a more sophisticated process:
 - Specialized package designers bring artistic techniques and scientific skills
 - Refers to “shelf impact” of a package



Lay's on shelf



Packaging (4 of 4)



- Packaging changes:
 - Can be expensive:
 - But can be cost-effective compared with other marketing communication costs:
 - Signal a higher price, or to more effectively sell products through new or shifting distribution channels
 - When a significant product line expansion would benefit from a common look
 - To accompany a new product innovation to signal changes to consumers
 - When old package looks outdated

100
YEARS
OF THE
Coca-Cola
CONTOUR
BOTTLE



1900



1910



1915



CONTOUR



1955



1957



1969



2005



2015





1905



1940



1950



1962



1973



1991



1998



2003



2009

Creative Packaging Ideas



Top 5 Innovative Packaging Ideas -
Custom Packaging Done Right [2021]



Bizongo · 10K views · 10 months ago



Putting It All Together

- The entire set of brand elements makes up the **brand identity**, the contribution of all brand elements to awareness and image.
- The cohesiveness of the brand identity depends on the extent to which the brand elements are **consistent**.



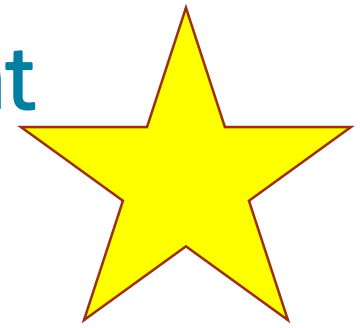
Putting It All Together

- Each brand element can play a different role in building brand equity:
 - Marketers “mix and match” to maximize brand equity
- Brand identity:
 - Entire set of brand elements
 - Contribution of all brand elements to awareness and image

A brand identity is the cohesive look and feel of your organization. It's the “**name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers,**” as defined by the American Marketing Association.



Figure 4-8: Critique of Brand Element Options



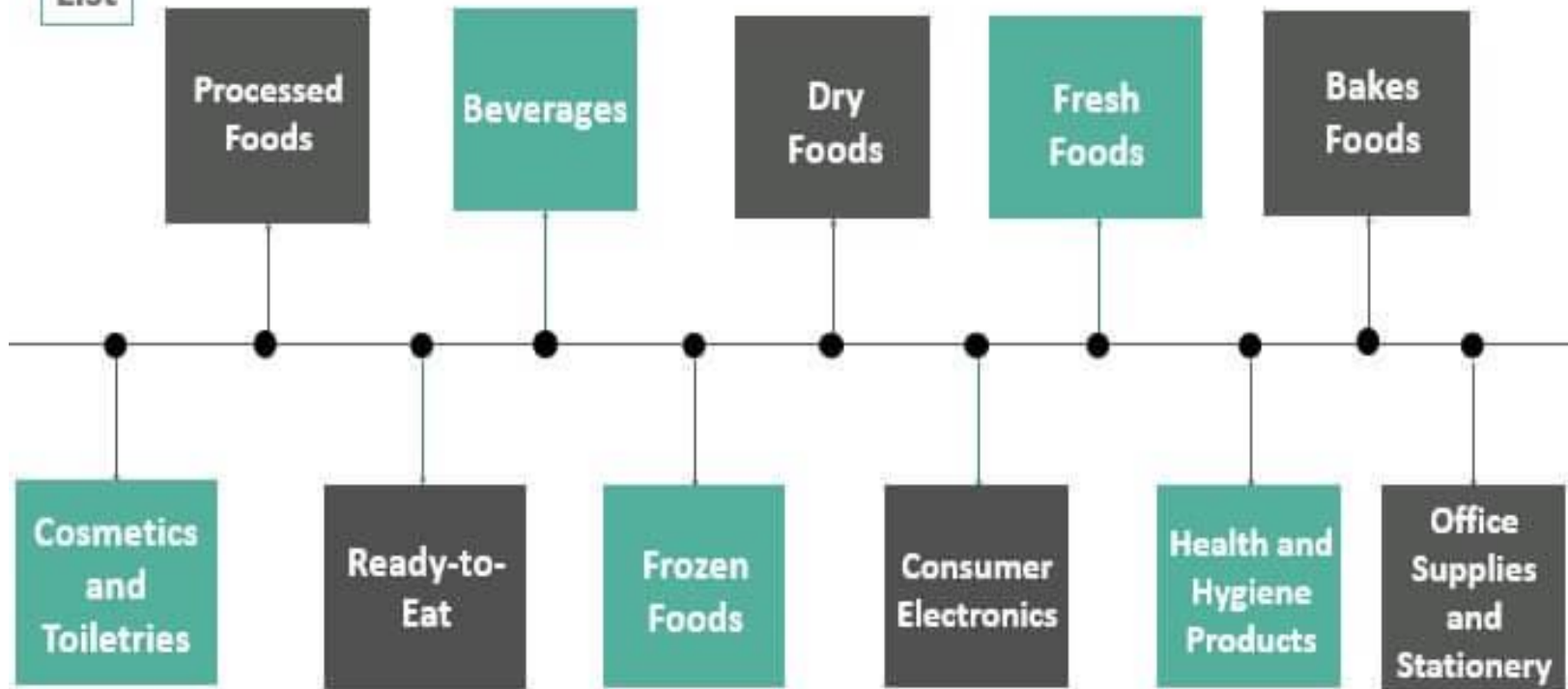
Brand Element

Criterion	Brand Names and URLs	Logos and Symbols	Characters	Slogans and Jingles	Packaging and Signage
Memorability	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition	Generally more useful for brand recognition	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition
Meaningfulness	Can reinforce almost any type of association, although sometimes only indirectly	Can reinforce almost any type of association, although sometimes only indirectly	Generally more useful for non-product-related imagery and brand personality	Can convey almost any type of association explicitly	Can convey almost any type of association explicitly
Likability	Can evoke much verbal imagery	Can provoke visual appeal	Can generate human qualities	Can evoke much verbal imagery	Can combine visual and verbal appeal
Transferability	Can be somewhat limited	Excellent	Can be somewhat limited	Can be somewhat limited	Good
Adaptability	Difficult	Can typically be redesigned	Can sometimes be redesigned	Can be modified	Can typically be redesigned
Protectability	Generally good, but with limits	Excellent	Excellent	Excellent	Can be closely copied



Fast-Moving Consumer Goods (FMCG)

List



Let's Practice – Group Assignment

Brand Elements – FMCG Snacks

- Each group will have the remaining of the class to work on your group mini-presentations on **brand elements snacks FMCG (No Lays)**
Choose 2 brands from same product category. CEOs please confirm, no duplicates.
- **Choose 1 Brand that has a strong Brand Elements**
- **Choose 1 Brand that has weak Brand Elements**
- Analyze each brand and give details of each. Then you are to recommend how each brand could develop stronger brand elements to build brand equity. (Up to your team to create, design the brand elements...remember, creativity is Key...)
- Please submit maximum 7 ppt slide (excluding cover page) by next class before midnight one day before class. We will discuss ka. I will choose best team for next week presentation ka...assignment scores will be scaled...
- Have fun... ☺

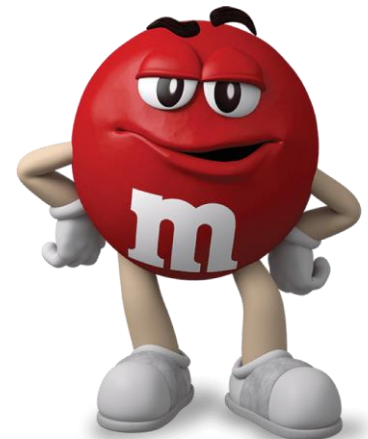
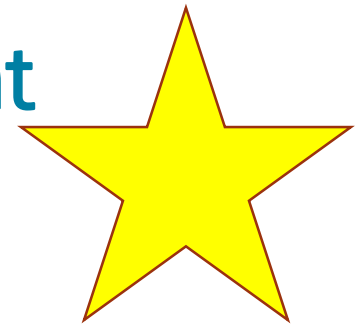


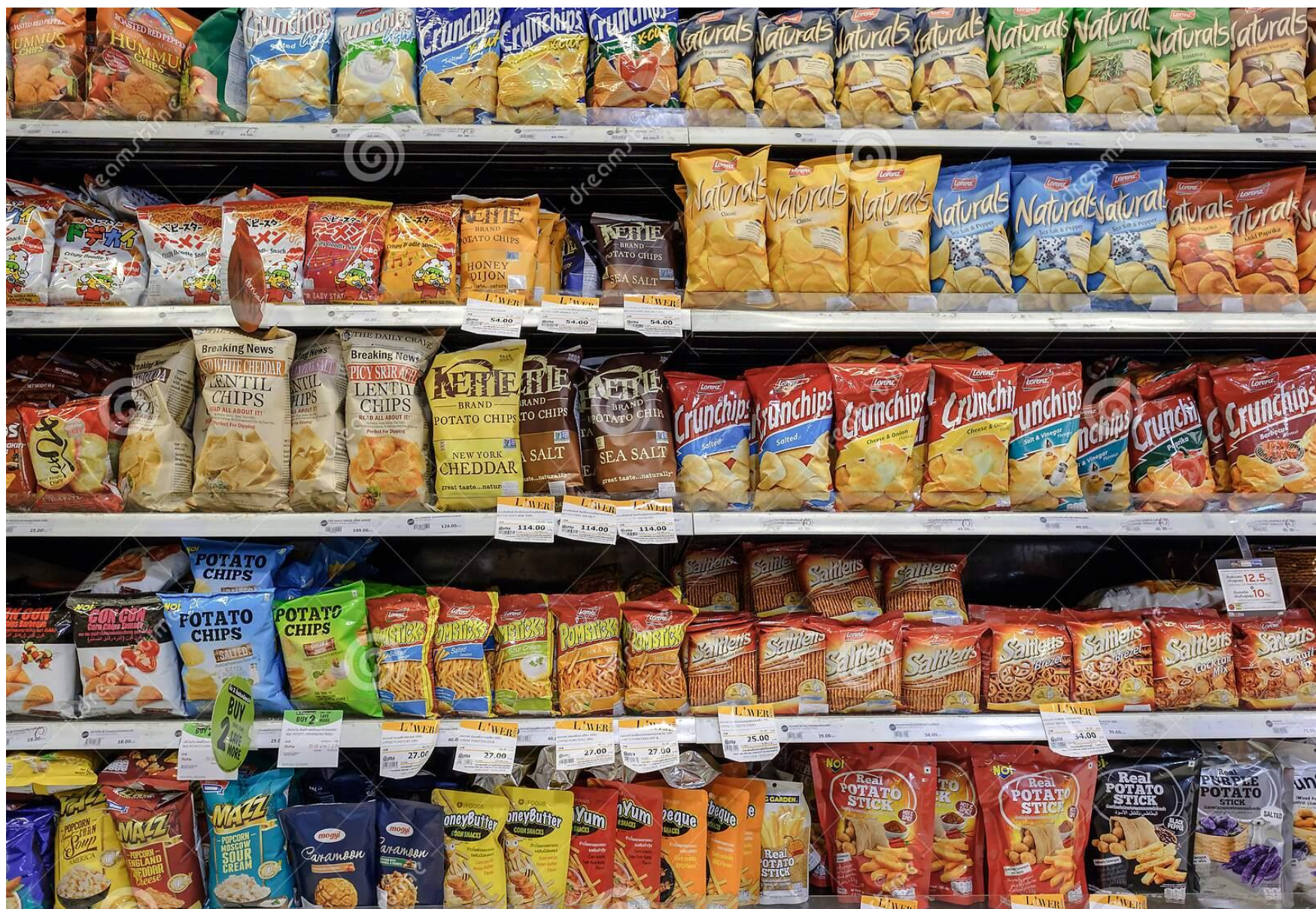
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