

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 hooks;
summarize intent

Jingles

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

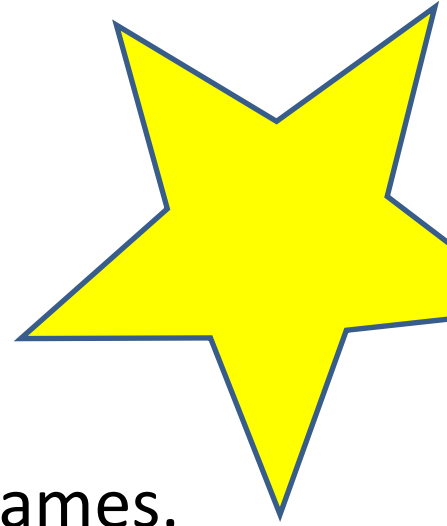
Packaging



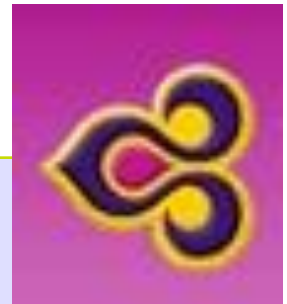
ACTIVITY:

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)

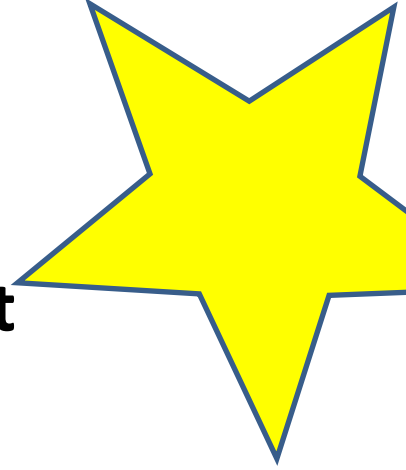


Packaging

- 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

ADDITIONAL READING

Figure 4.8 - Critique of Brand Element Options

Criterion	Brand Element				
	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

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Questions/ Comments

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