

**BRAND**

# BRAND



# What is Brand?

➤ **A name, term, sign, symbol, or design used to identify the products of one firm and to differentiate them from competitive offerings.**



➤ **Something used to show customers that one product is different than the products of another manufacturer.**



## What a brand means to common person ?



**In 'blind' taste tests, people prefer the taste of Pepsi over the taste of Coke. However, if the test is not 'blind' and the tasters know which beverage is which, they prefer the taste of Coke over Pepsi! That is the emotional power of a brand.**

**The first shape that was registered is the coca cola bottle.**

## Brand Name



**Words, letters, or symbols that make up a name used to identify and distinguish the firm's offerings from those of its competitors.**

# Brand Strategy

- **Co-Branding**
  - **Manufacturer's/ National**
  - **Private**
- 4. Generic**

## Co-Branding

**Two companies join to create a new product carrying both their brands.**

**Examples:**

- Pizza Hut & Pepsi**
- McDonalds & movie Mulan**

## **National Brand**

**products that carry the name of the manufacturer**

**ie. Amul**

**ie. Haldiram**



## **Private Brand**

**products that carry the name of the seller, not the manufacturer**

**ie. Shopper's Stop**

**ie. Westside**

## Generic Name Brand

**A brand name over which the original owner has lost exclusive claim because all offerings in the associated class of products have become generally known by the brand name (usually that of the first or leading brand in that product class).**

- ie. **Velcro** is the brand -  
“hooked fabric fastener” is the generic name
- ie. **Xerox** is the company  
“photocopy” is the generic name,