

# CHOOSING BRAND ELEMENTS TO BUILD BRAND EQUITY

# Brand Elements: PREVIEW

**Brand Elements** (a.k.a. Brand Identities) - are those trademarkable devices that serve to *identify* and *differentiate* the brand.

Such Brand Elements include:

- ▶ Brand Names
- ▶ URL's
- ▶ Logos & Symbol
- ▶ Characters
- ▶ Slogans
- ▶ Jingles
- ▶ Packaging

# Criteria for Choosing Brand Elements

- ▶ **Memorable:** Easily Recognized, Easily Recalled
- ▶ **Meaningful:** Descriptive, Persuasive
- ▶ **Likable:** Fun & Interesting, Rich Visual And Verbal Imagery, Aesthetically Pleasing
- ▶ **Transferable:** Within And Across Product Categories, Across Geographic Boundaries And Cultures
- ▶ **Adaptable:** Flexible, Updatable
- ▶ **Protectable:** Legally, Competitively

Marketer's **offensive** strategy and build brand equity

**Defensive** role for leveraging and maintaining brand equity

# MEMORABILITY

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Brand elements should inherently be memorable and attention-getting, and therefore facilitate recall or recognition.

- ▶ For example, a brand of propane gas cylinders named Blue Rhino featuring a powder-blue animal mascot with a distinctive yellow flame is likely to stick in the minds of consumers.



The Coca-Cola logo is displayed in its iconic red script font, set against a white background. The logo is centered within a white rectangular area.

## MEANINGFULNESS

# SAMSUNG Galaxy S6

Brand elements may take on all kinds of meaning, with either descriptive or persuasive content.

- ▶ Two particularly important criteria
  - ▶ **General information** about the nature of the product category
  - ▶ **Specific information** about particular attributes and benefits of the brand
- ▶ The first dimension is an important determinant of brand awareness and salience; the second, of brand image and positioning.

The Toys R Us logo, featuring the words "TOYS R US" in a colorful, playful font with a blue star above the letter "R".The Nescafé logo, featuring the word "NESCAFÉ" in a bold, red, sans-serif font with a registered trademark symbol (®) to the right.The Pizza Hut logo, featuring a red silhouette of a pizza hut above the words "Pizza Hut" in a black, handwritten-style font with a yellow underline.

# LIKABILITY

In order for a brand to be likeable, you need to ask yourself two questions in specific:

- ▶ Do customers find the brand element aesthetically appealing?
- ▶ Are the brand elements likeable visually, verbally, and in other ways?

Brand elements can be rich in imagery, and inherently fun and engaging, even if not always related to the product.



Courtesy of BMW





**Big Hero 6 Bento Lunch**





# TRASFERABILITY

It measures the extent to which the brand element adds to the Brand Equity for new products or in new markets for the brand.

Two criteria:

- ▶ How useful is the brand element for line or category extension? In general, the less specific the name, the more easily it can be transferred. EX: Amazon, Bashundhara, etc.
- ▶ To what extent does the brand element add to brand equity across geographic boundaries and market segments?

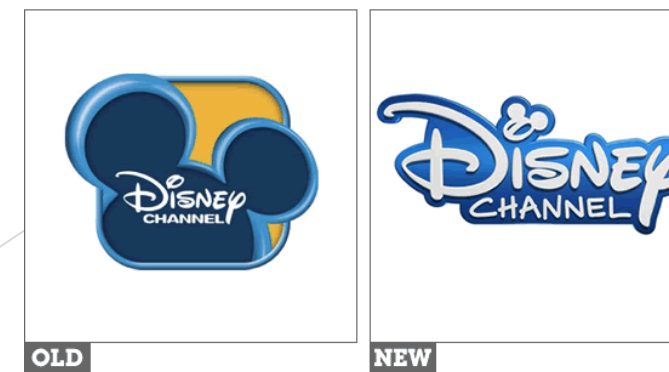
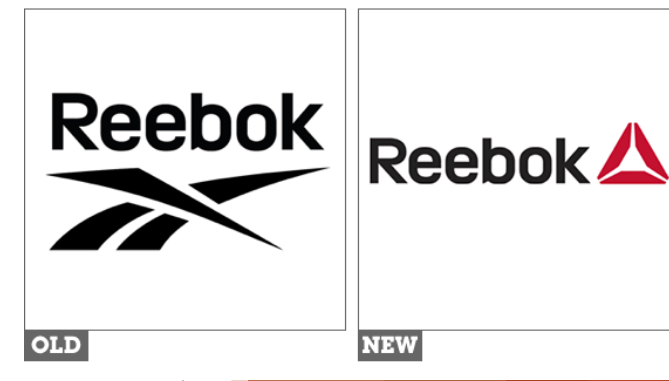




# ADAPTABILITY

The more adaptable and flexible the brand element, the easier it is to update it to changes in consumer values and opinions.

- ▶ For example, logos and characters can be given a new look or a new design to make them appear more modern and relevant.



# PROTECTABILITY

Marketers should:

- ▶ Choose brand elements that can be legally protected internationally.
- ▶ Formally register chosen brand elements with the appropriate legal bodies.
- ▶ Vigorously defend trademarks from unauthorized competitive infringement.







# Brand Elements: Concept behind the name

- ▶ Brand Awareness
  - ▶ Simplicity and ease of pronunciation and spelling



**CHEVY™**

- ▶ VEE-ba-ro-va



# Naming a Brand – Landor's Brand Name Taxonomy

- Descriptive – Describes function literally
- Suggestive – Benefit or function
- Compounds – Combination of two or more unexpected words
- Classical – Based on Latin, Greek, Sanskrit
- Arbitrary – Real words with no apparent tie
- Fanciful - Coined words with no obvious meaning



# Brand Elements: Concept behind the name

## Lippincott's Brand Name Taxonomy

- ▶ **Surname:** Dell, Siemens, Gillette
- ▶ **Descriptive:** Pizza Hut, General motors
- ▶ **Invented:** Kodak, Xerox
- ▶ **Conative:** Duracell, Infinity
- ▶ **Bridge:** ExxonMobil, DaimlerChrysler
- ▶ **Arbitrary:** Yahoo, Apple, Google etc.



# Brand Elements: Concepts behind the name

## ▶ Brand Awareness

### ▶ Familiarity and Meaningfulness

- ▶ Tapping into the knowledge structure
  - ▶ Fiesta, Juicy Juice 100% fruit juices

### ▶ Differentiated, distinctive and unique

- ▶ Inherently unique or it is unique in the context of other brands in the category
  - ▶ Toys R Us, Apple



# Brand Elements: Concepts behind the name

## ► Brand Association

- Skype formed from the original “Skyper” according to the description of “Sky peer-to-peer”
- Obsession perfume
- Fair & Lovely



# Brand Elements: Concepts behind the name

▶ Is a descriptive brand name always good?

▶ Blossom detergent powder

▶ Wheel detergent powder

▶ However, it can be overcome sometimes

▶ Marketers generally use ‘morphemes’ and combinations to come up with brand names.

The Southwest logo, featuring the word "Southwest" in a blue sans-serif font with a small red and blue flag icon to the right.The Closeup logo, featuring the word "Closeup" in a blue, italicized, sans-serif font with a white outline.

# Brand Elements: Concepts behind the name

## ▶ Linguistics

- ▶ The letter 'X' became popular because 'X' represents "extreme" to the youth.
  - ▶ X-Games
  - ▶ X-Series
- ▶ Research shows that people prefer brand names bearing some of the letters of their own name
  - ▶ Jonathan Vs Jonoki

# Brand Elements: BRAND NAMES

## NAMING PROCEDURES

1. Define objective
2. Generate names
3. Screen initial candidates i.e. cannot pronounce, double meaning, already in use, against the positioning
4. Study the candidates names i.e. international legal search
5. Research the final candidates i.e. consumer research
6. Select the final names



thanks<sup>1,000,000</sup>