

Choosing Brand Elements to Build Brand Equity

Chapter 4



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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

Brand Elements: URL's

URLs (uniform resource locators) specify locations of pages on the web and are also commonly referred to as *domain names*.

- ▶ Every 3 letter combination and virtually all words in the typical English dictionary have been registered
- ▶ Companies change their brand name due to unavailability of simple brand names i.e. Andersen Consulting to Accenture
- ▶ Another issue faced by brands are unauthorized use of brand name in other domains or domains that are similar in nature that could mislead the consumer
 - ▶ Sue for infringement through the WIPO (an agency of UN)
- ▶ Brand recall is important when it comes to URL, if you cannot remember you cannot go onto the site
- ▶ Sheer volume of the URL gives the need of coined

Brand Elements: LOGO's & SYMBOLS

- ▶ Indicator of origin, ownership and association
- ▶ Ranging from corporates to trademarks to abstract designs
- ▶ Both words and non words, a.k.a symbols
- ▶ Some are hybrids, which are mixtures of literal meanings and abstract designs



Brand Elements: LOGO's & SYMBOLS

Benefits

- ▶ Easily Recognized
- ▶ Versatility in crossing over to different cultures and product lines especially in case of logos.
- ▶ Abstract form provides advantage when full form is difficult to pronounce
- ▶ Can easily be adapted over time to achieve a more contemporary look



Problems

- ▶ Must update over time to keep the current popularity
- ▶ Some characters are culture specific like Baboo milk

Brand Elements: CHARACTERS

A special type of brand symbol—one that takes on human or real-life characteristics.

- ▶ Improves visibility due to imagery
- ▶ Enforces human values and characteristics than other elements which makes it more attention grabbing
- ▶ Human element creates a sense of likability
- ▶ Provides licensing properties

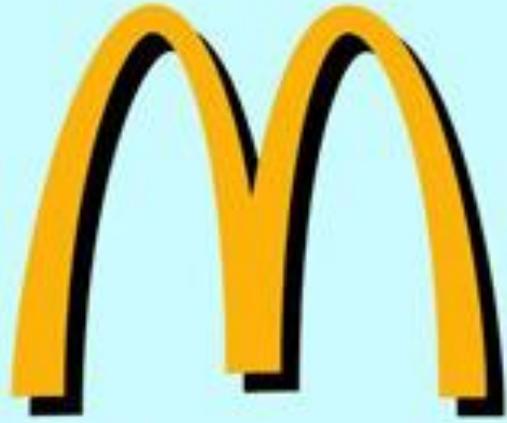


Brand Elements: SLOGANS

Slogans are short phrases that communicate descriptive or persuasive information about the brand.

- ▶ Slogans are powerful branding devices because, like brand names, they are an extremely efficient, shorthand means to build brand equity.
- ▶ Helps consumers grasp the meaning of brands





lovin' beats hatin'



WHAT CAN
BROWN
DO FOR YOU?™



IT'S NOT FOR
WOMEN.

SLOGANS: What are we ACTUALLY thinking?



Brand Elements: JINGLES

Jingles are musical messages written around the brand. Typically composed by professional songwriters, they often have enough catchy hooks and choruses to become almost permanently registered in the minds of listeners—sometimes whether they want them to or not!

Benefits

- ▶ Jingles are perhaps most valuable in enhancing brand awareness.
- ▶ Consumers mentally rehearse or repeat catchy jingles after the ad is over.
- ▶ They are extended in the form of musical, slogans

Problems

- ▶ Not nearly as transferrable as other brand elements
- ▶ Often convey product meaning in an abstract way

freecreditreport.com
Know your Score.™

Experian™

EQUIFAX™

TransUnion™



TV AS SEEN ON

You've seen the commercials... now get
America's #1 Free Online Credit Report!

See it online - print it out if you'd like!
Includes your FREE Experian® Credit Score!

*According to comScore MediaMetrix 2.0

Brand Elements: PACKAGING

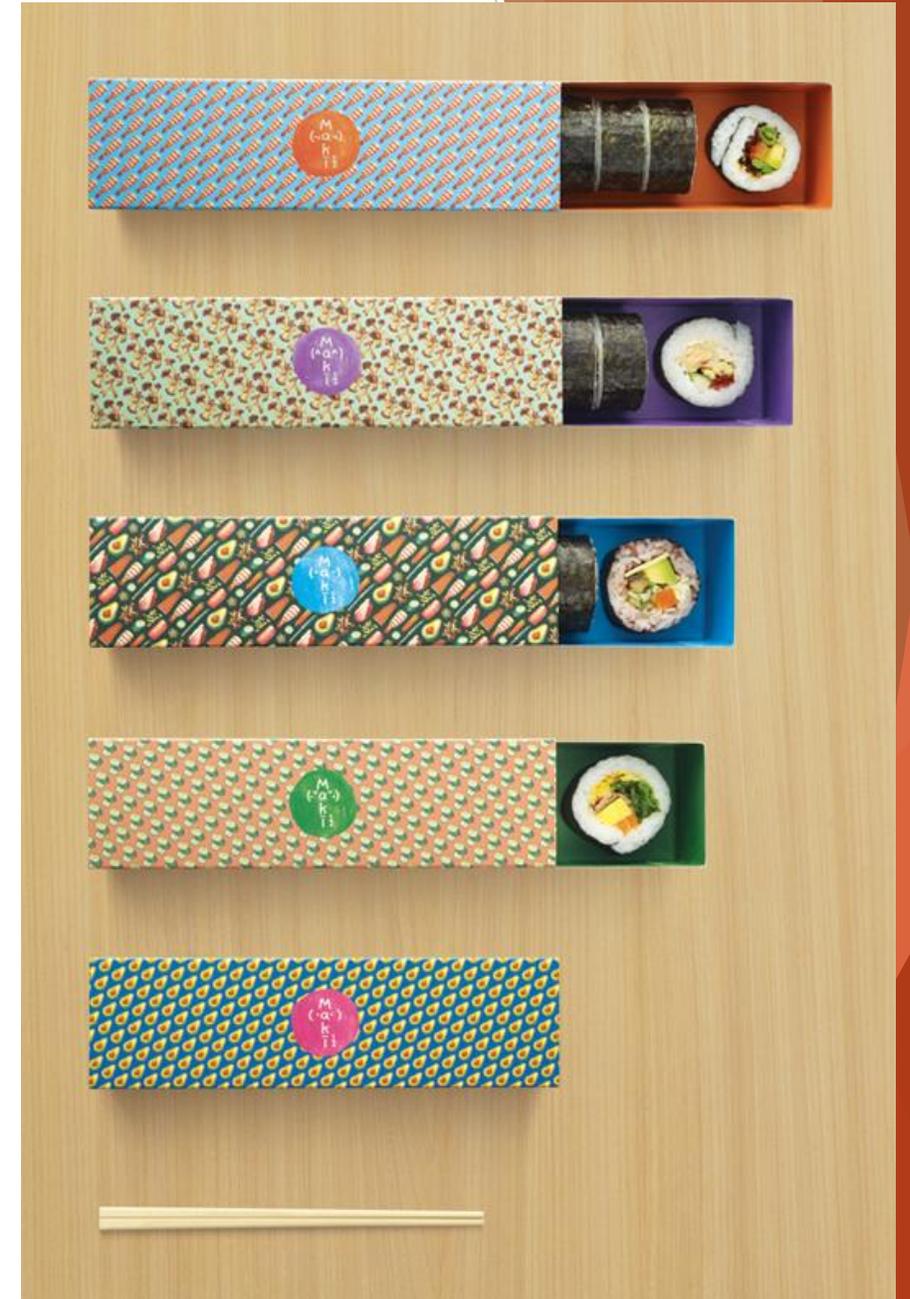
From the perspective of both the firm and consumers, packaging must achieve a number of objectives:

- ▶ Identify the brand
- ▶ Convey descriptive and persuasive information
- ▶ Facilitate product transportation and protection
- ▶ Assist at-home storage
- ▶ Aid product consumption

Brand Elements: PACKAGING

PACKAGING TO IMPROVE BRAND IMAGE

- ▶ Last 5 seconds of marketing
- ▶ Silent salesman
- ▶ Permanent media



Brand Elements: PACKAGING

PACKAGING INNOVATIONS

- ▶ Packaging innovation help to gain short term growth in sales
- ▶ Why short term, because it can be copied



Brand Elements: PACKAGING

PACKAGE DESIGN

- ▶ Need to stand out
- ▶ Need to have “shelf impact”
- ▶ There is a science that goes into packaging
 - ▶ Colours, text, design etc.
- ▶ Some products are linked with colour
- ▶ So are brands



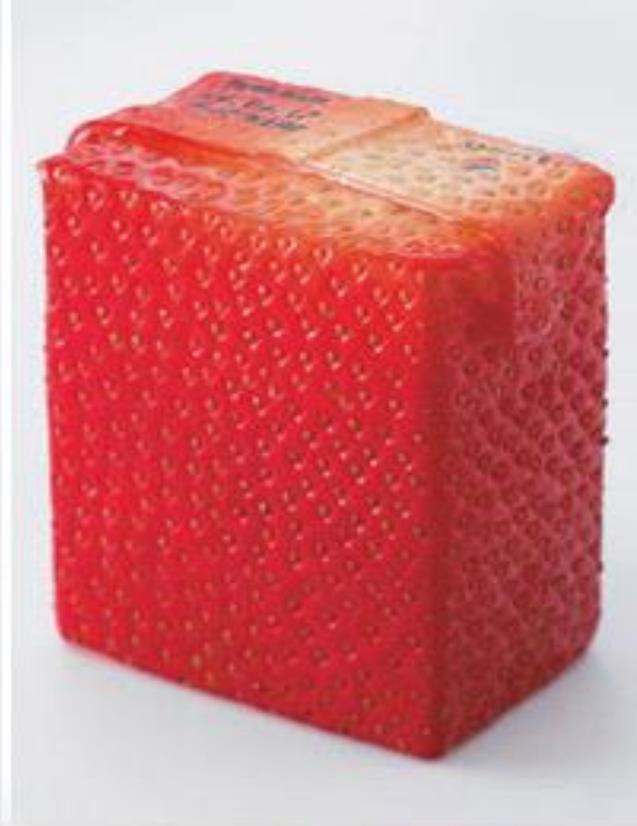




SIX FEET UNDER
The Complete Series
2001-2005

SIX FEET UNDER
The Complete Series
2001-2005























what's wrong?



16 acetaminophen caplets
(500mg each)





Brand Elements: PACKAGING

PACKAGING COLORS

White Packaging

- ▶ In color psychology, white is the blank canvas waiting to be written upon. It relates to innocence, equality and new beginnings.

Black Packaging

- ▶ Black is the color of power, authority and control. It tends to stand out when used as a packaging color as it makes products appear heavier and more expensive and transmits a higher perceived value.

Blue Packaging

- ▶ Blue relates to trust, honesty and reliability, strength and unity. When used in your packaging colors it communicates trust and reliability in the product.

Brand Elements: PACKAGING

Red Packaging

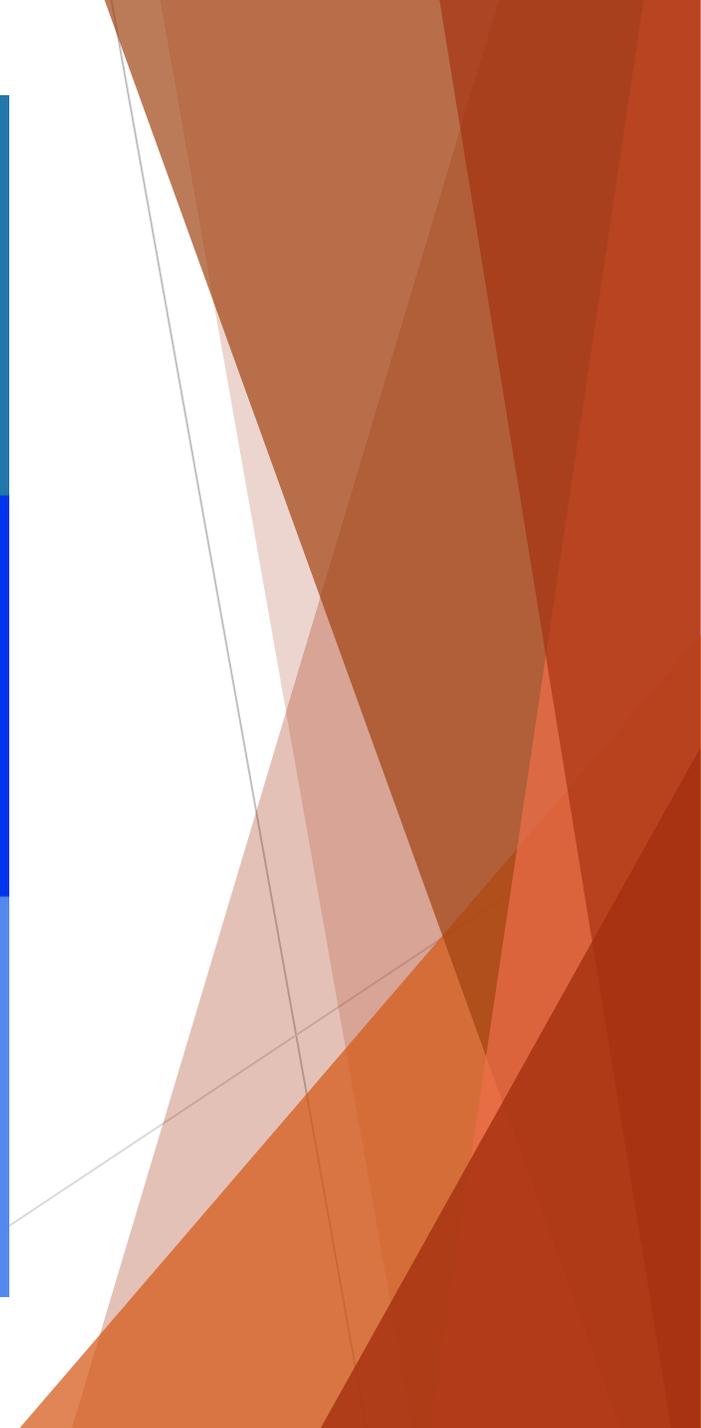
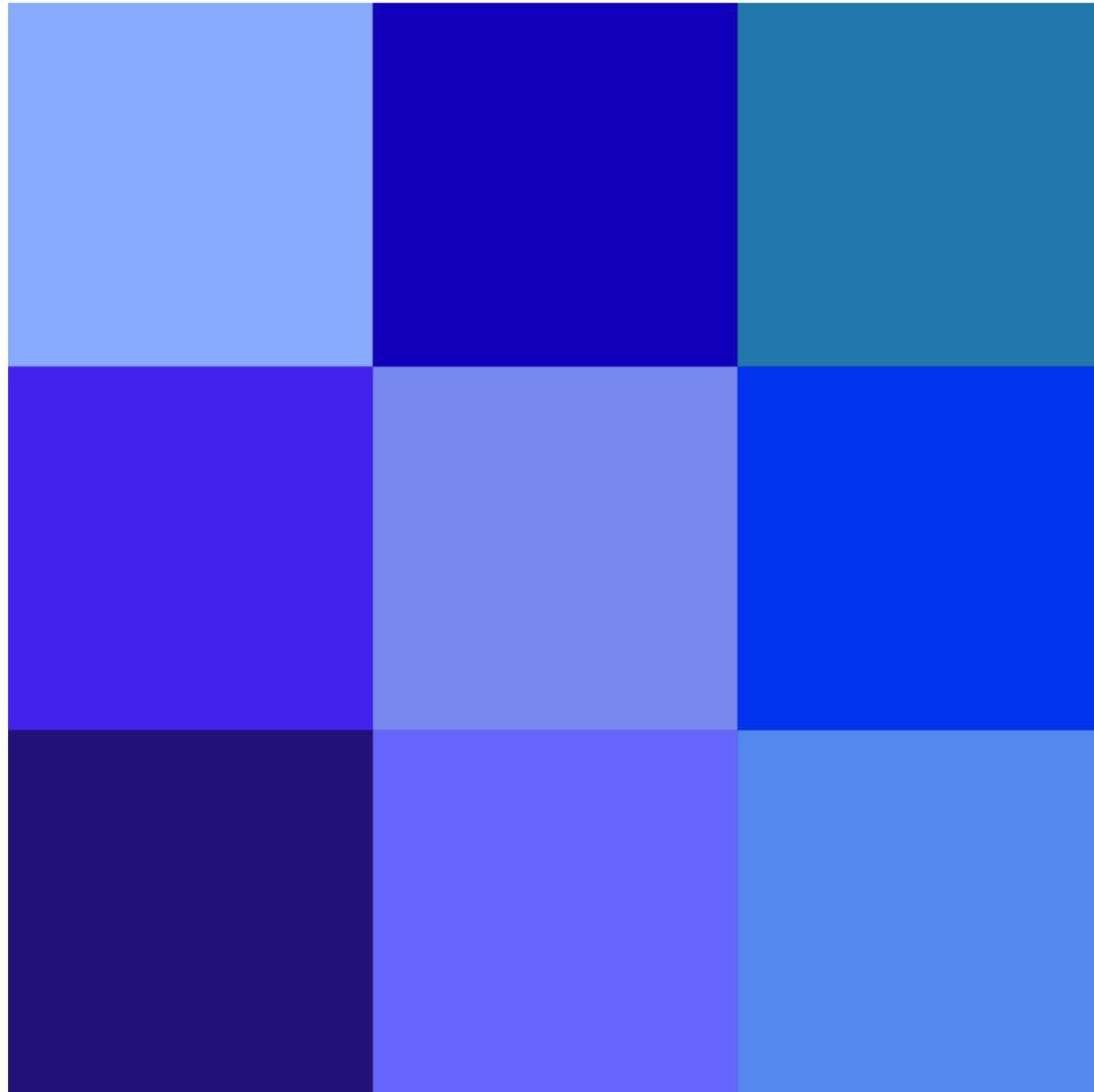
- ▶ In color psychology, red means energy, action, passion, excitement and strength.

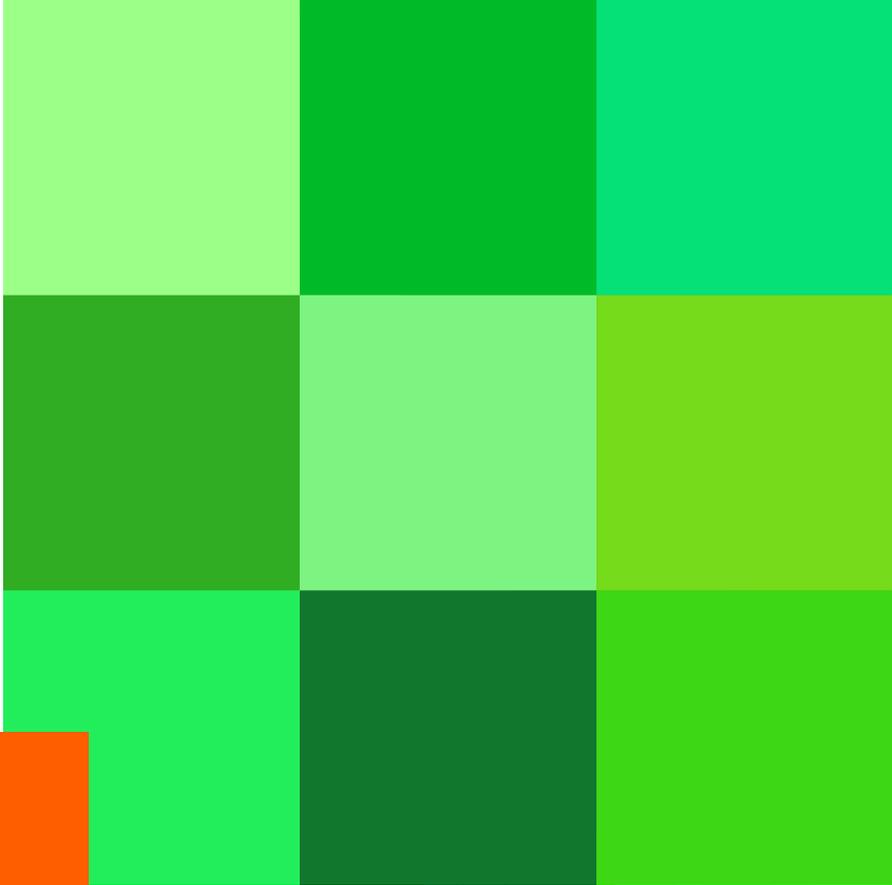
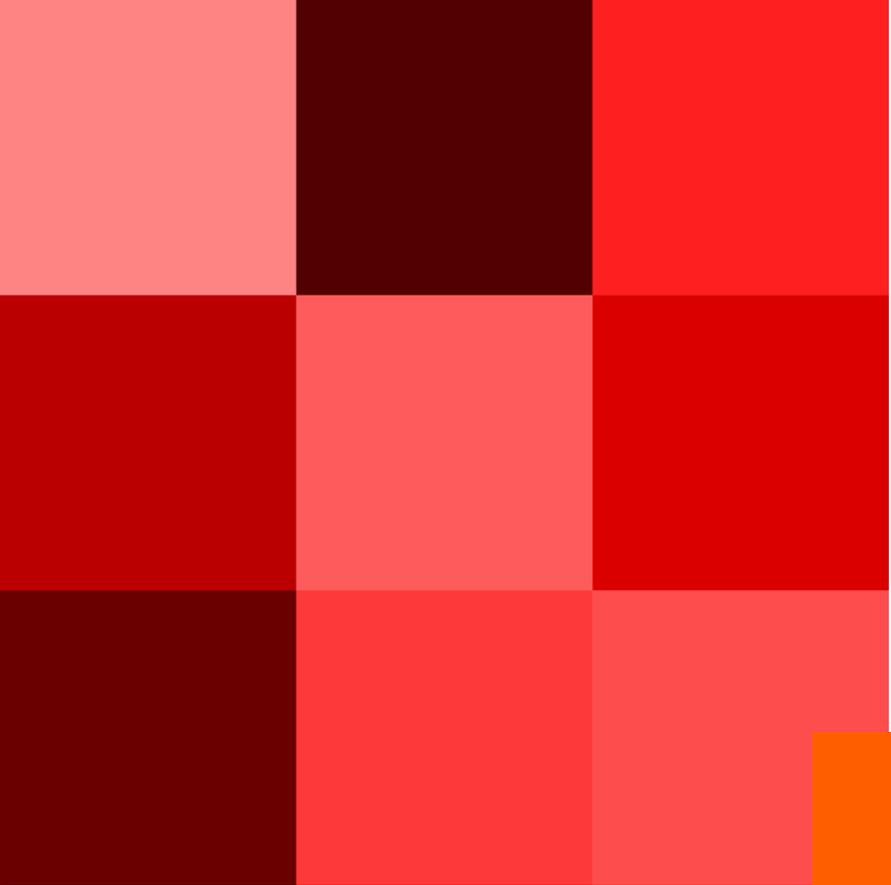
Green Packaging

- ▶ Green is a color of balance and harmony of the mind, the body and the emotions. In color psychology it relates to security, wealth and growth.

Orange Packaging

- ▶ In color psychology, orange means adventure, optimism, self-confidence and sociability. It is enthusiastic, extroverted and uninhibited.





Brand Elements: PACKAGING

Yellow Packaging

- ▶ Yellow is cheerful, optimistic and uplifting to the spirits. It inspires original ideas and creativity. Stimulating to mental abilities, it aids in decision making.

Turquoise Packaging

- ▶ Turquoise, in color psychology, means clarity of thought and communication. It calms the emotions and recharges the spirit, invigorating depleted energy levels and inspiring positive thought.

Purple Packaging

- ▶ Purple relates to high ideals, imagination and spirituality. Using purple in your packaging colors implies luxury, extravagance, premium quality or uniqueness, particularly if used with gold or silver printing or decoration.

Brand Elements: PACKAGING

Magenta Packaging

- ▶ Magenta is a strong and inspiring color which can appear outrageous and shocking on one hand or innovative and imaginative on the other.

Pink Packaging

- ▶ Pink is inspiring, warm, compassionate and comforting, suggesting hope for the future. It is calming and non-threatening.

Gold Packaging

- ▶ Gold packaging suggests expensive, luxurious and high quality. However your product should reflect this high standard or you will lose credibility - a poor quality product inside gold packaging will appear cheap and have the same effect as fake gold!

Brand Elements: PACKAGING

Silver Packaging

- ▶ Silver packaging implies elegance and sophistication. It is more gentle than gold and it combines well with almost all other colors illuminating anything printing or decorating on the packaging.

Gray Packaging

- ▶ Gray is a conservative color signifying neutrality, indifference and reserve. It lacks energy but serves well as a background color, allowing other colors with it to take prominence.

Brown Packaging

- ▶ Psychologically, brown is associated with strength and solidarity, comfort and earthiness, maturity and reliability.

Brand Elements: PACKAGING

PACKAGE CHANGES

- ▶ Do you think packaging changes are expensive?
- ▶ Reasons firms change their packaging?
 - ▶ To signal a higher price
 - ▶ To sell effectively through new or shifting distribution channels
 - ▶ Product line expansion
 - ▶ To introduce new product innovations
 - ▶ The old package looks outdated
- ▶ Do not change the packaging to confuse the customer. The customer will not recognize the brand
- ▶ Packaging is considered to be the 5th P of the marketing mix

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.

thanks^{1,000,000}