CHOOSING BRAND ELEMENTS TO BUILD BRAND EQUITY
Brand Elements: PREVIEW

**Brand Elements** (a.k.a. Brand Identities) - are those trademark-able 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

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.
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.
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.
Big Hero 6 Bento Lunch
TRANSFERABILITY

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

- VEE-ba-ro-və
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.
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 1,000,000