

# Marketing Dynamics

Second Edition



Brenda Clark  
Jennie Sobel  
Cynthia Gendall Basteri

PowerPoint Presentations for

# Marketing Dynamics

Becky Lane

**G-W**  
PUBLISHER

The Goodheart-Willcox Co., Inc.  
Tinley Park, Illinois



# Part 4 Product Dynamics

## Chapter 22 Branding



# Chapter Objectives

- Explain the value of a brand.
- Distinguish between a corporate brand and a product brand.
- List three ways branding helps the customer.
- Explain how branding helps the marketer.



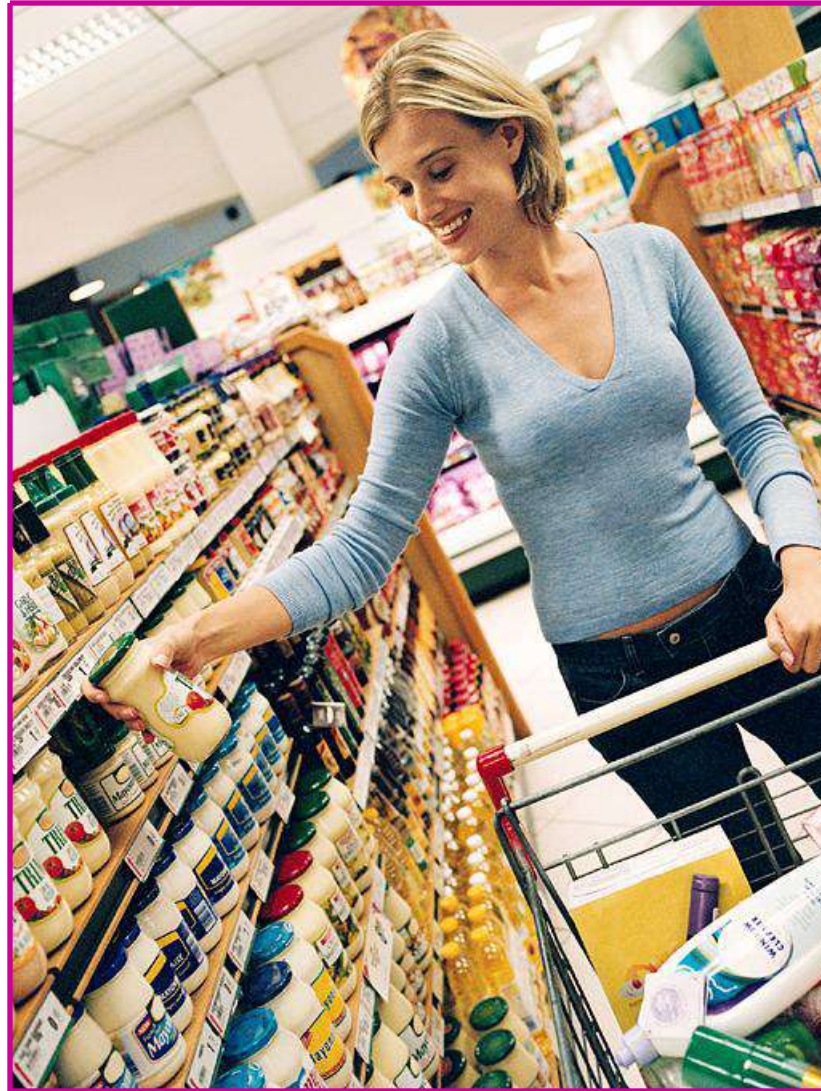
# Chapter Objectives

- Describe how marketers create a positive brand image.
- Summarize ways that brand creators can protect their brands.
- Explain the purpose of developing your own personal brand.



# Marketing Terms

- brand
- brand name
- logo
- slogan
- corporate brand
- product brand
- manufacturer brand
- private brand
- generic brand
- benefit
- positioning
- brand position
- brand loyalty
- trademark
- service mark



***What is a brand?  
What does it do for a product?***



# The Value of a Brand

- The value of a brand is its ability to increase sales through brand recognition and brand loyalty
- Some famous brand names
  - ▣ McDonald's, Disney, Sony, Microsoft, Starbucks, Nintendo, FedEx, and Coke

***What do you think of each of these brands?***



# What Is a Brand?

- Brand
  - mark or design used to
    - distinguish a product from others
    - identify the owner of the brand
- A brand helps communicate what the product is about

***Name some brands.***





# Parts of a Brand

- A brand has two parts
  - tangible
  - intangible
- The tangible part consists of
  - brand name
  - logo
  - slogan



Photo by Steve Olewinski



# Parts of a Brand

## ■ Brand name

- consists of words, numbers, or letters that can be spoken

## ■ Logo

- picture, design, or graphic image associated with the brand
- sometimes called a *brand mark*
- *trade character*

- a logo that has human characteristics, like the Jolly Green Giant

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# Parts of a Brand

## ■ Slogan

- phrase or sentence that summarizes some essential aspect of the product
  - example: Nike’s “Just do it”
- also called a *tag line*
- *jingle*
  - a slogan set to music

***Sing a jingle that you have heard. Why do you think marketers set slogans to music?***

*(Continued)* 11



# Parts of a Brand

- The intangible part of a brand
  - ▣ image
  - ▣ personality
  - ▣ influence on customers



***Name a brand. What is its image, personality, and influence on customers?***



# Level of Brand

- There are two levels of brands
  - ▣ corporate brand
    - represents a whole company
    - example: Nike
  - ▣ product brand
    - represents a specific product
    - example: Air Jordan is the brand of a specific Nike product



# Types of Brands

- Product brands come in three types
  - ▣ manufacturer brand
  - ▣ private brand
  - ▣ generic brand

***What do you think the difference is among these three types of brands?***

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# Types of Brands

- **Manufacturer brand**
  - ▣ created by the manufacturer for its own products
  - ▣ also called *national brand* or *regional brand*
    - examples: Levi's jeans, Diesel clothing, and Cover Girl makeup
- Most of the brands you are familiar with are manufacturer brands

***Name some manufacturer brands.***

*(Continued)* 15



# Types of Brands



- Distribution of manufacturer brands are sold through wholesalers to retailers
  - ▣ retailers then sell these brands to customers





# Types of Brands

## ■ Private brand

- owned by a reseller
- also called *store brand*, *distributor brand*, *dealer brand*, or *private label brand*
  - example: Abercrombie & Fitch

## ■ Distribution

- through stores that own the brand
  - example: only Abercrombie & Fitch carries private brand jeans

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# Types of Brands

## ■ Generic brand

- product is not branded
- lower in price because money is not spent on advertising
- plain packaging with only product category, such as “facial tissue”



# Branding and the Customer

- Branding helps customers by providing information on
  - identity
  - quality
  - consistency

***Name a brand. What do you know about the quality of that brand?***



# Identity

- Branding gives a product identity
- The brand name, logo, slogan, and packaging of a brand make a product look different from its competitor





# Quality



- Assurance of quality is one of the main benefits of buying brands
- Customers vary in the level of quality they want in various products



# Consistency

- Branding implies consistency
  - the product is the same whenever and wherever you buy it
    - example: no matter where or when you buy a McDonald's hamburger, you expect it to be the same

***Give an example of how you use branding to find consistent goods or services.***



# Goals of Branding



- The power of a brand is its ability to influence purchasing behavior

***Describe a situation in which you wanted something of a particular brand.***

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# Goals of Branding

- Three goals of branding
  - create a unique brand identity
  - create a positive image of the brand
  - develop brand loyalty
- Marketers try to create a unique brand identity by
  - promoting unique product benefits
  - developing unique visual symbols





# Unique Brand Identity

## ■ Benefit

- need-satisfying ability of a product
- A benefit is different from a product feature
  - a product feature is easily copied
    - but unique product benefits can be developed
    - marketers often promote unique product benefits

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# Unique Brand Identity

- Customers buy a product for its benefits
  - ▣ functional benefits meet physical and safety needs
  - ▣ emotional benefits meet acceptance and esteem needs
  - ▣ self-expressive benefits meet esteem and self-actualization needs

***Name a brand of product that you use. What benefits do you get from this product?***

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# Unique Brand Identity

- Unique benefits are conveyed through advertising
  - ▣ example: Apple products convey the image of creativity and individualism



Photo by Amy J. Berk



# Positive Brand Image

- Positive brand image develops over time by
  - promotion
  - customer experience with the product
- Two activities help build a positive brand image
  - positioning
  - social responsibility



# Positioning

## ■ Positioning

- ▣ actions marketers take to create a specific image

## ■ Positioning is different from the brand position

## ■ Brand position

- ▣ the image that the brand has in the customer's mind



# Social Responsibility



- Social responsibility can create a positive image for a company and its products
- For this reason, companies often support a variety of charitable causes



# Brand Loyalty

- **Brand loyalty** exists when
  - ▣ customers will buy only a certain brand of a product
  - ▣ customers buy the product again
- Brand loyalty leads to
  - ▣ repeat purchases
  - ▣ more profits

*Are you loyal to any brands?*



# Protecting a Brand

- To protect brands from being copied, the brand creator can register the brand with the U.S. Patent and Trademark Office (USPTO)
- *Patent* gives the owner the right to use, make, or sell an invention
- Trademark is another term for brand
- Service mark is the term for a trademark, except it identifies the source of a service

*(Continued)*





# Protecting a Brand

- By registering for a patent, trademark, or service mark, the creator has
  - exclusive rights to sell, make, or use the good or service
  - exclusive rights to use the trademark (brand name) or service mark
  - the legal ability to sue someone who tries to make, sell, or use a registered patent, trademark, or service mark



# You as a Brand

- Some of the most famous brand names are the names of the people who invented the brands
  - examples: Ford, Ritz-Carlton, and Hershey



Photo by Steve Olewinski



# You as a Brand

- Branding is the hot new approach to job searching
  - ▣ job candidates develop themselves as a brand
- Purpose of a personal brand is the same as a product brand
  - ▣ to distinguish yourself from competition

***How could you use personal branding?***



# Review

- *What is the value of a brand?*
- *Explain the difference between a corporate brand and a product brand.*
- *How does branding benefit consumers? marketers?*
- *How do marketers create a positive brand image?*



# Glossary



Back

- **benefit.** Need-satisfying ability of a product.
- **brand.** Mark or design placed on a product to distinguish it from other products and to identify the owner of the brand.
- **brand loyalty.** Situation in which the customer will buy only a certain brand of a product.

*(Continued)* 37



# Glossary



Back

- **brand name.** Part of a brand that consists of words, numbers, or letters that can be spoken.
- **brand position.** Image that a brand has in the mind of the customer.
- **corporate brand.** Brand that represents the whole company.

*(Continued)* 38



# Glossary



Back

- **generic brand.** Product that is not branded.
- **logo.** Picture, design, or graphic image that is associated with a brand; can include the brand name.
- **manufacturer brand.** Brand created by a manufacturer for its own products; also called *national brand* or *regional brand*.

(Continued) 39



# Glossary



Back

- **positioning.** Actions marketers take to create a certain image of a product in the minds of customers.
- **private brand.** Brand owned by a reseller; also called *store brand*, *distributor brand*, *dealer brand*, or *private label brand*.
- **product brand.** Brand of a specific product, in contrast to a corporate brand.

(Continued) 40





# Glossary



Back

- **service mark.** Same as a trademark, except that it identifies and distinguishes the source of a service.
- **slogan.** Phrase or sentence that summarizes some essential aspect of the product; also called *tag line*.

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# Glossary



Back

- **trademark.** Another term for brand, and refers to the word, phrase, symbol, or design, or a combination of words, phrases, symbols, and designs that identifies and distinguishes the source of goods.