

## Module 3: Brand and Corporate Image Management

- Topics to be covered
- Rejuvenating an Image
- Changing an Image
- Selecting Corporate Name
- Corporate Logos
- Branding
- Types of brand
- Branding process

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## Rejuvenating an Image

- Sells new products
- Attracts new customers
- Retains loyal customers
- Key – Remain consistent with old and new images
- Offer timeless consumer value, authenticity, simplicity or heritage
- Help former customers rediscover the brand, (nostalgia, experience)
- Stay true to original, but contemporize
- Build a community
- Incorporate new elements to expand firm's target audience

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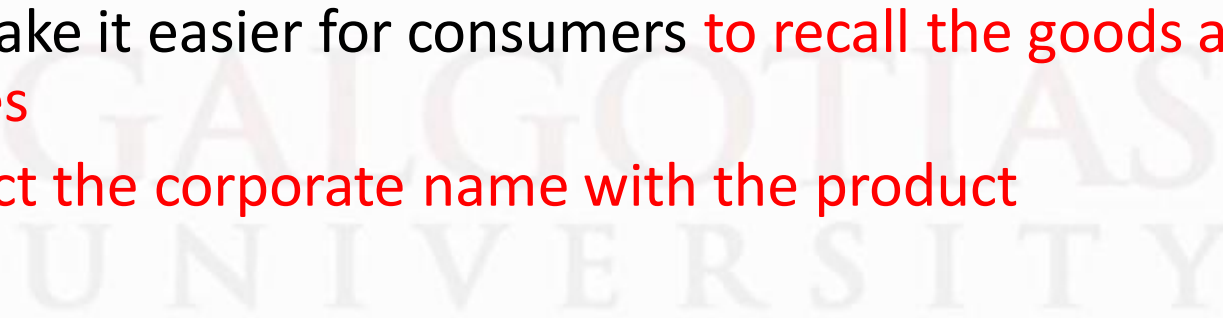
## Change an Image

- It is difficult to change the image completely
- Changing image becomes necessary **when target market begun to shrink or disappear, When image no longer matches industry trends and consumer expectations**
- Changing an image requires considerably more advertising
- It has to begin internally, and then move outward.
- Employees must see and believe the change,
- Convey change to every contact the company makes
- It is a slow, tedious process.

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## Selecting Corporate Name

- It is the over all banner under which all other operations occur.
- Choosing a corporate name is important.
- Companies spend millions on choosing just the right name
- It is corner stone of a company's relationship with its customers
- It sets an attitude and tone and is the first step towards personality.
- This make it easier for consumers to recall the goods and services
- Connect the corporate name with the product



## Corporate Logos

- It is a symbol used to identify a company and its brands
- Carefully designed to be compatible with the company's name
- The meaning should be consensual, i.e. everyone who sees the logo or hears the name has similar thoughts and ideas.
- It helps to remember company's specific brands and advertisement
- Helps to quickly identify product while purchasing
- Evokes positive feelings, reduces shopping effort
- Reduces search time and evaluation of alternatives
- Example: Nike, Pepsi, Microsoft etc.

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## What is Brand?

- The AMA definition of a **brand**:  
“A name, term, sign, symbol, or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from the competition.”

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## What exactly the brand is?

✓ **Brand = Product + image+ added value\***

\*(quality, function, promise, trust)

- It is the *emotional and psychological relationship* you have with your customers.
- Strong brands elicit thoughts, emotions, and sometimes physiological responses from customers.
- It is a *set of values, thoughts, and emotions* which are human and hence we connect with them.
- *"A brand isn't a brand to you until it develops an emotional connection with you."* - Daryl Travis – Emotional Branding

## Product Vs Brand

- You buy a product for what it does
- You choose a brand for what it means
- A product sits on retailers' shelves
- A brand exists in consumers' minds
- A product can quickly be outdated
- A brand is timeless
- A product can be copied by a competitor
- A brand is unique



## Types of Brands

- **Corporate Brand:** Sony, Colgate, Samsung
- **Family /Umbrella brands:** Tata tea , Tata salt , Gillette Mach 3, Gillete Sensor, Gillet Atra
- **Individual Brand:** Eg. Surf, Rin, Lux , Sprite, Limca, Marinda , Slice , Maaza
- **Private Labels:**
  - Eg. Stops, Tasty Treat, Knighthood, Code
- **Generic products:** general unbranded products sold at a lower price
- *Example:* rice, wheat, paper napkin, doormats etc.

## Developing Brands

- **Begins with understanding why consumers buy a brand.**
- Where does your brand stand now?
- What are your objectives?
- What are you doing in terms of building your brand and business?
- What are your brand's strengths? Weaknesses?
- Which opportunities should be pursued first?
- Where are the pitfalls?

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## Branding Process

- Branding is a continual process.
- Brand building and brand maintenance are, in fact, a core competency.
  - i. Research
  - ii. Brief
  - iii. Concept generation and development
  - iv. Product/brand Development
  - v. Rollout

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## Reference

- Textbook : Author- Kenneth, E.Clow. and Donald E.Baack., Title - Advertising, Promotion, and Marketing Communication Edition - New Delhi, Pearson, 2014
- Reference Book: Author-Kruti Shah, Title-Advertising and Integrated Marketing Communications, Edition-New Delhi, McGraw Hill Education,2014

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