

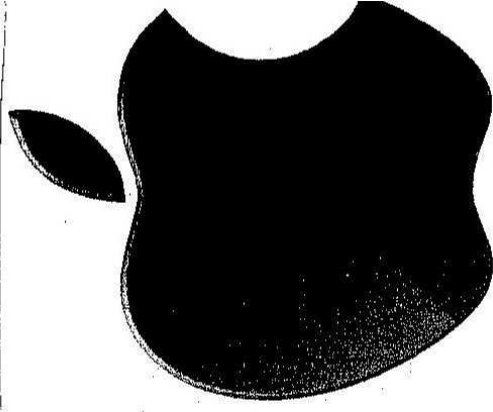
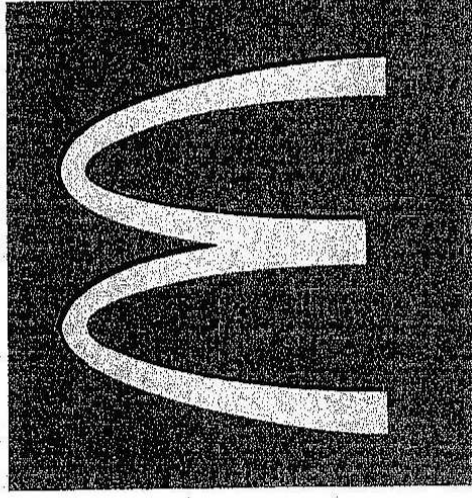
A **brand** is a type of product made by a particular company and it is a set of associations in the mind of the consumer. You use brand to talk about products that you use every day, such as food and drink or cleaning products: *They sell many different kinds of coffee, including some of the less well-known brands.*

A **make** is the name of a particular product or the company that makes it, used especially about things such as electrical equipment and cars, but not about food or drink: „*What make of car do you own?*“ „*A Mercedes.*“

A **model** is one particular type of car or machine from the various types that a company produces: *We produce a range of different computers, but this is our most popular model.*

A **label** is a name representing the company that is selling a product: *These products are manufactured overseas to a standard approved by the store and sold under their own label.*

Word Focus (Business English Dictionary, Longman, 2007, Market Leader Business Brief, 2010)



What Is a Brand?

A brand is a reputation. A brand communicates specific information about an organization, product or service, distinguishing it from others in the marketplace. A brand carries a "promise": a promise regarding the qualities and particularities that make the organization, product or service special and unique.

What is a logo?

A logo isn't a brand, but a *symbol* that represents a brand. A **logo** is designed to graphically and visually represent the identity and the core values of an organization. A logo generally consists of a symbol, words, and sometimes a motto or slogan. A logo is used to bring the brand to the "top of the mind" of the audience. This connection reinforces the communication of the unique features and characteristics of the organization that the logo represents.

Why is a brand important?

The aim of successful branding is to clearly associate the organization, product or service with an image or identity in the mind of the audience. The brand should associate this image with the quality and characteristics of the product or service. A solid brand is a quick way to show and tell the public what a company/ an organization represents and what it has to offer.

What is a positioning statement?

A **positioning statement** provides information regarding the unique characteristics that an organization offers its clientele. It helps to differentiate and create added value in relation to competitors. The positioning statement is normally brief and carries the brand message and "fit" with the overall marketing strategy. In addition to offering information to clients, the positioning statement provides a consistent direction and focus for the organization.

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In fact, generally speaking, the more a person has to say about brand, the less they probably know about it. Unless of course, if they speak in simple terms. How simple? Allow me to conduct this brief exercise. [...]

Which city in the world stands for romantic, chic and fashionable?

Which city in Asia is clean and strictly disciplined?

Now let's move on to products.

Which brand of cigarette stands for masculine and independence?

Which brand of jeans stands for American and sexy?

Which line of clothing stands for colours?

Chances are, everyone who is reading this had the same answers as everyone else. [...]

TOP 5 Global Brands 2008

1. Coca Cola
2. IBM
3. Microsoft
4. General Electric
5. Nokia

Interbrand

1. Google
2. General Electric
3. Microsoft
4. Coca Cola
5. China Mobile

BrandZ

The Big Winners

1. Google +43%
2. Apple +24%
3. Amazon +16%
4. Zara +15%
5. Nintendo +13%

BrandZ

The Big Losers

1. Merrill Lynch -21%
2. Gap -21%
3. Morgan -16%
4. Stanley -14%
5. Ford -12%

BrandZ

6 Problem-solving

Household products tend to be very similar, so product managers need to find ways of distinguishing them from the competition. Work in teams, where each team chooses a different product. Suggest ways of adapting the product in order to justify the claim "NEW AND IMPROVED". Present your ideas in class.

Example:

"Something could be added to Alpinland butter to make it spread more easily."

Other uses of the word brand

brand, noun

A brand is a mark or sign burnt onto animals such as cattle to show who owns them.
to brand, verb

To burn a mark onto an animal

"Cattle are branded when they are very young"
to brand someone

To judge someone in a negative way because of something they have done.

"The newspapers branded him a cheat after he tested positive for performance enhancing drugs"/ "He was branded a failure after his multi-million dollar company collapsed overnight"
Brand, noun

A particular style or way of doing something
"Manchester United play a very attacking brand of football"

