

Branding, Packaging and Labeling

Thursday, October 15th

Branding

- A brand is a name, design, symbol or combination of these that identifies a business, product or service.
- Sets one business apart from others.
- **Identifies:**
 - One product
 - A range of products
 - All products of a company

<https://www.youtube.com/watch?v=JKIA0ZZritk>



Elements of Branding

- Brand name
- Trade name
- Brand mark
- Trade character
- Trademark

Importance of Brands in Planning

- Building product recognition and customer loyalty
- Ensure quality and consistency
- Exposure
- Change company or product image

Types of Brands

- National brands
- Private distributor brands
- Generic brands

Top Global Brands

- Coca-cola
- Microsoft
- Apple
- Google
- McDonald's
- Disney

Why are these
top global
brands?

Branding Strategies

- Brand extensions
- Brand licensing
- Mixed brands
- Co-branding
