BRAND

DEFINITION

A brand identifies the product with the seller.

A name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors. (AMA, 1960)

THE BRAND NAME SPECTRUM

Abstract\Arbitrary Associative\Semi-descriptive Descriptive

<table>
<thead>
<tr>
<th>Kodak</th>
<th>Marlboro</th>
<th>Nescafe</th>
<th>Motorola</th>
<th>Microsoft</th>
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<tr>
<th>Advantages</th>
<th>Disadvantages</th>
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<td>Abstract\Arbitrary</td>
<td>powerful differentiators</td>
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<td>blank canvas</td>
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<td>strong protection</td>
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<td>good protection</td>
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<td>Descriptive</td>
<td>great communicators</td>
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<td>less costly to build</td>
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DEVELOPING BRAND NAMES

Broad issues

- Is the product\service unique?
- Will it become international?
- Will it be extended?
- Are other forms of protection available?

Specific issues

- What is the target market?
- With whom will we compete?
- What is the customer proposition?
- How will the new product\service be positioned?
The name creation process

- Draw up the brief
- commence name creation
  - creative panels (key countries)
  - linguists
  - copy writers
  - desk research
  - NameBank™
  - name generation software
- review 30-40 ideas
- further name development
- linguistic screening
- legal availability testing
- review and shortlist

Shortlisting

- in-depth language tests
- full legal searches
- consumer research

In-depth language tests (shortlisted names)

- pronounceability (1-3 scale)
- memorability (1-3 scale)
- attractiveness (1-3 scale)
- associations (good and bad)
- overall fit to concept (0-3 scale)

... with residents in all countries of interest

**USING RESEARCH TO IDENTIFY THE CORE VALUES**

- establishing the brand personality

**CONSUMER RESEARCH**

If seeking to reduce long list of candidate names PRIOR to legal searches, use quantitative testing

- 50 target consumers
- spontaneous associations
- likes/dislikes
- product/service expectations
- fit to concept
- overall performance
- day-after recall
If seeking to choose from 2 to 3 names **FOLLOWING** legal searches, use qualitative testing.

- focus groups
- test names with other “mix” elements
- “invite” consumers into your strategy
- test against competitors
- overall assessment/preference
- day-after recall

**WHAT MAKES A WORLD-CLASS BRAND**

Establishing an international brand that has the right synthesis of emotional and actual benefits which are simply and clearly communicated to the target audience.

- Whatever the mix of elements the brand name is the one dominating and constant factor; it is the core of the brand’s personality
- It is also the one element of the mix that **has** to be right first time: there is little or no margin for error.

**DIFFERENTIATION**

Differentiate means ...

- to create consumer preference and awareness
- to provide the basis of an attractive distinctive brand personality
- to create a strong and enduring legal property

**BRAND AND PRICE-PREMIUM**

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A/R/M/I-Marketing  
Brand: Definition, Development, Research