

Online Course Report

BRAND IDENTITY AND STRATEGY

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COURSE DESCRIPTION

The course is delivered by Rhodes Scholar winning Professor, Dr Maria Eizaguirre, a member of IE Business School's faculty. This course is very helpful to adopt creative approach and empowering brand.

The journey of that course starts with the understanding What actually the brand is and how can we build it effectively, simultaneously it explores segmenting appropriate customers. This course beautifully explains, A brand is consumer experience which creates fundamental to long term growth and starts with promise of a brand. The author explicated the different types of Brand Pillars and key components of brand health. It determined the strategy for introducing a brand with Rational positioning and Emotional touch of branding to design a brand with expressions of company strategy.

The course explores positioning and its importance to successful brands looking at perceptual maps and the well-known iceberg model. It culminates in development of real brand houses, which can be applied to the working world, and how picking the right name, colors and logo can be instrumental to a brand's success. This course found creative and interesting as well due to in depth knowledge of branding in simple ways.

OBJECTIVES

To understand a brand and how it built

To identify consumer insight as the future brand strategy.

To understand elements of segmentation and positioning of a brand.

COURSE CONTENT

BASIC TERMINOLOGIES

- Brand identity – a name, symbol or design identifies a product, service or entity from others.
- Brand image – a set of associations attached to a brand identity in the minds of its stakeholders.
- Brand promise – the customer value proposition or benefits communicated by the brand to the customer and/or consumer.
- Brand purpose – this answers the question of why a brand exists with respect to the positive difference it aims to make in people's lives.
- Brand value – the incremental Net Present Value (NPV) of future cash flows stemming from a branded compared an unbranded business and product via its effect on all stakeholders (e.g., customers, employees, suppliers, financiers, channel partners, etc.). In simpler terms, what deploying the brand is worth to management, the bottom line, and shareholders.
- Branding – the creation of names, symbols, characters, and slogans that (1) help identify a product (2) create unique positive associations that differentiate it from the competition by (3) creating additional meaning (value) in consumers' minds.

Introduction to branding: Segmentation.

Brands themselves behave as people, and learning to decode their language, and shift from the most rational exercises like building a brand to the most emotional ones like summarizing the brand in symbols and identarian elements, is a constant source of wonder. They find their way into people's lives, become a part of them, and are able to elicit love and hate. That brands are like people that our relationship with brands is emotional, and key aspects of brand-building include relevance, experience, perceived quality, and liking.

The process by which brands reach this person is called segmentation. There are basically four types of segmentation: demographic, geographic sometimes comes in there as well, behavioral, psychographic, and motivational. The market segment to which brand address their value proposition is called their target.

ICEBERG MODEL- The value of recognizing the unseen parts of the iceberg is a critical role in helping to make the right decisions. In branding we focus on two big words; needs and motivation. A need is a state of deprivation and can be both physical and psychological. Motivations are the internal drivers that push people to resolve a problem or reduce a need.

CONSUMER BASED POSITIONING

The Positioning of the brand creates differentiated value for target consumers and segments and what positions it wants to occupy in those segments. Consumers will rarely re-assess products and brands each time they need to buy. A product's position is this, it's the complex set of perceptions, and impressions, and feelings the consumer has for the product when compared to competing products.

A positioning statement is a statement that summarizes the brand positioning decided by the organization. It belongs inside the organization, and it is made evident to consumers in many different ways, not exclusively using marketing tools.

Positioning statements take four key elements into account are target, frame of reference, point of difference, reasons to believe.

Understanding what consumers are substituting your brand or products with is critical for reframing your frame of reference. The competitive frame of reference provides the context for positioning. This makes it more difficult to introduce new products that are not in line with the original set. For example, if a product is a creamy cheese you might want to establish your position within the cream cheese category.

How Consumer views the market

The realities that consumers will compare new products to other products that they know or have experienced with. The points of parity are those elements that are considered mandatory for a brand to be considered a legitimate competitor in specific category. All those associations that are shared with other brands, but we should determine your capacity as a brand to compete well.

There are two main approaches to constructing a perceptual map. The first is used it is where management of the organization utilizes their collective the knowledge and experience of the

market to construct a perceptual map, and the second approach is where you have access to the results of a suitable market research study.

The determinant attribute are those attributes that the consumer relies upon in their purchase decision. In other words, determinant attributes are quite important to them and the consumer uses them to help differentiate competitive offerings.

As a rough guide, some likely determinant attributes in different product categories are shown in the following table:

Product Category	Likely Determinant Attributes
Shoes	Comfort, design/style, quality, functionality
Instant coffee	Flavor/taste, country of origin, variety, quality
Breakfast cereal	Healthiness, sugar level, variety, fun/boring factor
Holiday destination	Temperature, travel distance, culture difference, facilities

BRAND HOUSE

A brand house puts art into brand strategy. It is a blueprint for communicate about the brand The purpose of a brand house is to articulate what the brand aspires to stand for in the hearts and minds of consumers. It defines the enduring foundation that delivers on that aspiration, informing how the brand is brought to life over time. It captures the business ambition of the brand and combines it with the brand's most salient truth, making it resonate with consumers.

This powerful combination helps assure future success in maxing all stakeholders' connections to the brand in what we call brand love. It also provides an ongoing foundational touchstone for everyone who interacts with the brand and inspires and shapes the creation of meaningful brand experiences. The centerpiece of all brand houses brings in three core elements: targets ,core insight and competitive environment

Consumer insights are points of deep emotional leverage that brands can connect to in order to drive action. Insights will tend to be psychological, empathetic, and explanatory. Consumer

insight, a category insight is explanatory and distills a deep understanding of why a brand picks up certain market dynamics beyond its market indicators like market share. Category insights should be based on behavior and trends as to where the market is going and implicit in any good category insight. In order to get to a proper category insight, brands will focus on the implications behind market trends and market dynamics. The category insight highlights the customer's motivational relationship.

Brand personality is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate. This personality is a qualitative value added that a brand gains in addition to its functional benefits. Brand personality provides a unique collection of emotional triggers that people can connect with. It is a framework that helps a company, or an organization shape the way people feel about its product, service or mission. On dimensions, there are five dimensions to brand personality. These are: excitement sincerity, ruggedness, competence, and sophistication.

Brand values are so important to a brand. They are at the center from which everything radiates, and these includes communications, design, voice, tone and feel, and customer service amongst others. Most practitioners argue, brand values help to capture the three P's of a brand.

The three P's of a brand are: proposition, personality, and purpose.

BRAND MARKS AND VISUAL EXPRESSION

Brand identity refers to the physical form of the brand's personality. Brand identity standards are an ongoing commitment by a brand to maintain authenticity of the brand and help build and sustain its equity through time.

It provides consistency and quality, which ultimately revert not only brand knowledge but also brand esteem. It is the process involved in creating a unique image for a brand in consumers' minds. And if the brand is new, it helps also create a unique name.

Overall, it is important to remember the brand identity ensures the brand design encompasses just so much more than a logo. It is intended to present the core idea of a brand with impact, brevity

and immediacy. As such, it expresses the values and the ambitions of the brand that it encapsulates its very DNA.

There are, however, other touchpoints that brands cannot afford to overlook when they are looking at the brand identity system. These touch points include typography, colors, layout, photography and illustrations, tone of voice, and sounds. All of these different touch points together, they should work together to increase brand recognition, and build what Byron Sharp has eloquently named mental availability. The way to increase mental availability is to create distinctive assets in all of these, brand identity played a huge role.

Typography is very valuable. It adds differentiation from competitors and it's central not just to the logo, but any corporate communication element including visiting cards. Color is important, and it tend to focus on a corporate color. A good way to establish a strong brand vocabulary, and brand system is through layout. This ensures flexibility, consistency, and coherence for a brand. Through photography and illustrations, consumers learn about the brand essence in a context. The tone of voice is the way the brand expresses itself verbally. And how brand personality is brought to life

A good logo should protect those values that are most relevant to the target audience, and that should always aim to maintain three fundamental pillars. In order to keep with the above, a logo must be: One, simple and very easily described. Two, memorable and unique. Three, timeless for it will need to stand the test of time even if it can evolve., it must be versatile, which means scalable and effective without color.

The logo is central to the brand identity system, and requires that we spend some time going over all the different elements that one need to take into account when designing a logo, that encompasses the necessary meaning for a brand and fully leverages its brand essence. There are three elements you need to consider when designing a logo. Typography, color, and symbol. Essentially, there are three different categories of typefaces script, serif, and sans serif. Script fonts typically appear with join letters and are often looked as they are handwritten or calligraphic in nature, like a signature.

Good examples of script fonts include Coca-Cola, Ford, Johnson and Johnson, Kellogg's, Budweiser, and social media brands like Pinterest or Instagram.

Serif font are denoted by small feet at the bottom of individual characters. This makes them easier for the human eye to read and tend to refer to formal, established brands that are also classical and elegant like IBM or Tiffany & Co, Giorgio Armani, or Vogue, even Zara.

Sans serif fonts lack the feet at the bottom of the individual characters. They are typically blocky in nature, and work to put across clean, minimal, friendly, modern, sometimes even innovative values.

Selecting a color palette is one of the most impactful choices you can make while developing your brand aesthetic generally. Choosing the right logo colors can highlight your business strengths and help grow your brand. Color is used to evoke emotion and express personality. It stimulates brand association and accelerates differentiation. Choosing a color for a new identity requires a good understanding of color theory, a clear vision of how the brand needs to be perceived and differentiated and a big ability to master consistency and meaning over a broad range of media, and colors will change in different media.

Some key points to remember. Use color to facilitate recognition and build brand equity. Colors have different connotations and different cultures, and you need to be careful of this.

Yellow- transmits clarity and warmth.

Orange -The color for challengers.

Red- The color of excitement, passion, and boldness. It is the color most associated to daring and pioneer brands

Example- CNN or The Rolling Stone on Lego or Nintendo.

Purple- The color of power and status. It brings wisdom to a brand, certain superiority versus other brands in the market.

Example-Capri or Barbie, or New York University.

Blue – The color of trustworthy, dependable, strong brands

Example-Volvo.

Green- Associated with peace and it is used by brands who focus on growth, be it personal growth or otherwise, or health

Example-Tropicana or Starbucks or the petroleum brand VP.

Black- Balance and control.

Example Honda, New York Times, Nike, even Apple.

Symbols are powerful elements of a brand identity system that extend beyond the logo.

They are a way to create a visual shorthand to connect and engage with customers, very much in line with icons for apps in your iPhone. Their job is to connect with the consumer and convey meaning in the shortest possible time.

LEARNING METHODOLOGY

Video lecture

Assignments

Reading material

Key learning from the course

From the course we understood the

- Brand building and its components with the help of Iceberg model.
- Customer insights for the need.
- Brand positioning with their key elements and segmentation process
- Brand strategy as per future aspects

- Understands the consumer prospects towards market as well as on brand