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# **IMC & Brand Management**



# **Topic: Introduction to Brands**

## **Learning objectives:**

To understand the concept of brand.

To understand the branding process.

# Identify the Logo

1.



2.



3.



4.



5.



# Identify the Logo

6.



7.



8.



9.



10.



# Identify the Logo

11.



12.



13.



14.



15.

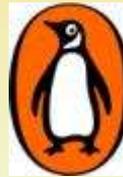


# Identify the Logo

16.



17.



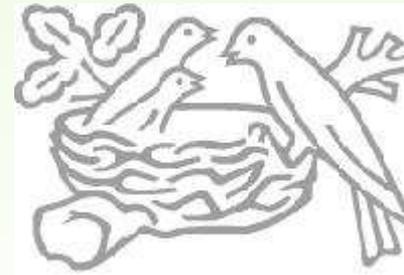
18.



19.



20.



# Identify the Logo

21.



22.



23.



24.



25.



# Identify the Logo

26.



27.



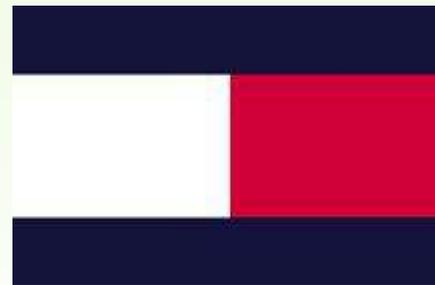
28.



29.



30.



# Identify the Logo

31.



32.



33.



34.



35.

36



# Answers:

1.



**British Telecom**

2.



**Adidas**

3.



**Apple Mac**

4.



**Crazy Frog Ringtone**

5.



**Direct Line Insurance**

# Answers:

6.



**Lion Quality Eggs**

7.



**Disney**

8.



**Hennes and Mauritz**

9.



**Kentucky Fried Chicken**

10.



**Hewlett Packard**

# Answers:

11.



**McDonalds**

12.



**Michelin Tyres**

13.



**The National Lottery**

14.



**Music Television**

15.



**Microsoft Windows**

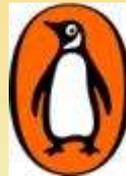
# Answers:

16.



**Orange Mobiles**

17.



**Penguin Books**

18.



**Nike**

19.



**New Musical Express**

20.



**Nestlé**

# Answers:

21.



**Playstation**

22.



**Quicksilver**

23.



**Pepsi**

24.



**Rimmel London Make-up**

25.



**Royal Society for the  
Prevention of cruelty to  
Animals**

# Answers:

26.



**Volkswagen**

27.



**Vodafone**

28.



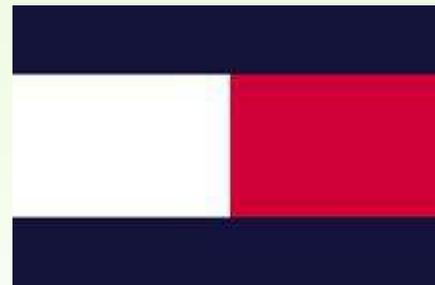
**Shell**

29.



**Toyota**

30.



**Tommy Hilfiger**

# Answers:

31.



**Converse Shoes**

32.



**Walls Ice Cream**

33.



**Walkman**

34.



**World Wildlife Fund**

35.



**Little Chef**

36



**Thakur  
Publications**



**Why do brands matter?**

# **Why is it important to have a logo/ name/ trade mark etc.?**

- **Helps to identify the organization.**

**Can be easily recognised, even by those who cannot read.**

**An established logo can attract more customers.**

**A logo can be used to locate Place of business activity.**

# What is a brand ???

*A Brand is a  
mindset of the  
consumer.*

## **Brand Contd...**

*A brand is a collection of various thoughts which comes to your mind when you see a particular product.*

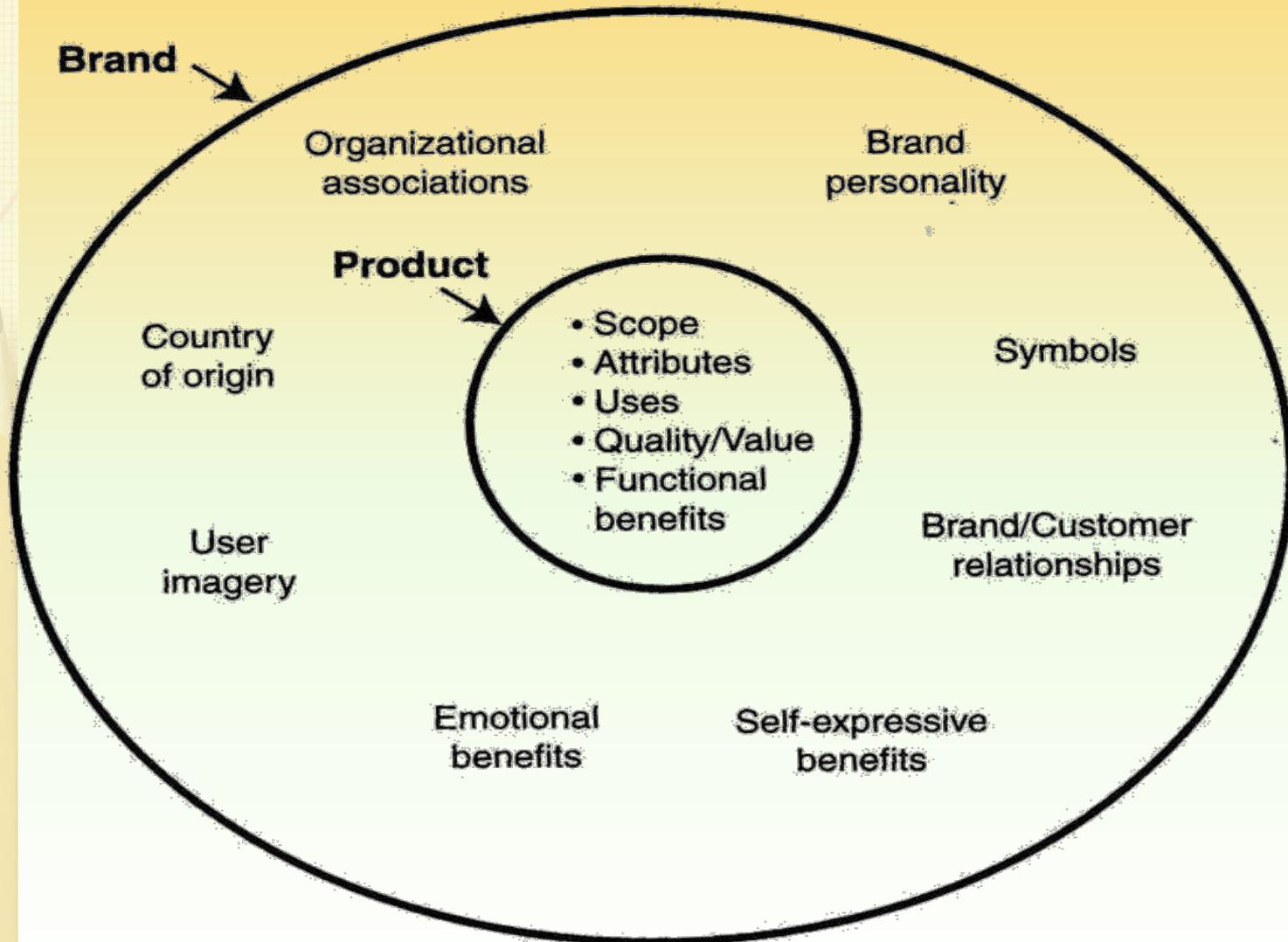
# Brand

- A product/service becomes a brand when
- consumers associate it with a set of *tangible(Visible) and intangible(Experiential)* benefits that they obtain from the product or service
- It is the seller's promise to deliver the same bundle of benefits/services consistently to buyers
  - *Thus brand is a name given to a bond of trust and goodwill developed between the manufacturer/service provider & the consumer.*

# Advantages of branding

- Easy for the seller to track down problems and process orders
- Provide legal protection of unique product features
- Branding gives an opportunity to attract loyal and profitable set of customers
- It helps to give a product category at different segments, having separate bundle of benefits
- It helps build corporate image
- It minimises harm to company reputation if the brand fails

# Product Vs Brand



# What a Brand Means To Management?

- A connecting platform for products, services and customers with management.
- A communication message about what's there for each of customer.
- An opportunity to generate a conversation.
- A means to change perceptions, diagnose expectations of the consumers.
- To build true relationships between management and the consumer.

# What a Brand Means To Consumer?

- Identification of source of manufacturer.
- Assignment of responsibility to product maker
- Risk reducer
- Search cost reducer
- Promise, bond or pact with maker of product
- Symbolic device
- Signal of quality

# What a Brand Means To Manufacturers?

- Means to identification to simplify handling or tracing
- Means of legally protecting unique features
- Signal of quality level to satisfied customers
- Means of endowing products with unique association
- Source of competitive advantage
- Source of financial returns



# Can anything be branded ?



*No !!!!!*

Though every thing on this earth  
has a potential to get branded.  
But every thing can not be branded  
!!!

# Because a brand should have --

- A proven track record of consistent deliverables.
- It should be represented by a name or a symbol.
- It should have been present at the market place for quite a long time.
- It should be able to satisfy certain wants or desires of the consumers.
- It should be marketable.

# Can Anything Be Branded

Physical Goods

Services

# Physical Goods

Business-to-Business  
Products

High-tech Products

# Services

General Services

Professional Services

# Can Anything Be Branded

Retailers and Distributors

Online Products and Services

People and Organizations

# Role of Branding

Sports , Arts, and Entertainment

Geographic Locations

Ideas and Causes

# Reference Books

- Integrated Marketing Communication ; Tom Duncan; Tata McGraw
- Strategic Brand Management; Kevin Lane Keller; PHI