

# Branding



# What is branding?

**Branding is the main way of differentiation of products and the instrument of advance of the goods on the market**



**Branding is "modern cultural language of the modern society basing on the market relations"**



# History of branding

In early history of the United States of brand were often used for cattle identification

Branding was actively applied in the Middle Ages when shop handicraftsmen marked the goods with special brand

The real blossoming of idea of branding fell on the second half of the twentieth century



# Branding — is the main task of any large company



Creation and advance of a brand or branding are necessary for obtaining additional benefit from a certain product at the expense of penetration into consciousness of people, formation of the attachments based on feelings and emotions



# Brand creation & Brand advance

Reasonable creation of a brand is the joint creative work of the advertiser realizing the organizations and advertizing agency



Following a step is brand advance — it is activities for creation of long-term preference to the goods



# Development of a brand

Rebranding - a complex of actions for brand change, or its components: names, a logo, visual registration of a brand with positioning change



In most cases development of a brand it not only branding of a new label in the market, but also change of an existing brand, that is rebranding

# Branding tools: Creation of a product concept

Creation of a product conception means the development of new models of goods and services

- Description of the good
- Positioning
- Pricing
- Range of products
- Corporate Identity

# Branding tools: Creation of an advertising concept

Catalogue

Light box

Media space for magazines  
and newspapers

An advertising concept - the basis of the idea of branding - is a plan, points, conditions, heroes of an advertising campaign, promotion and events.

Outdoor signs

Slogan

Poster

Sticker

Leaflet

Booklet

Shelf talker

Brochure



# Branding tools: Creation of marketing communications



- Strategic and tactical purchases of mass-media
- Media planning
- Negotiations with owners of the mass-media

Marketing communications mean the process of transfer of information about the target audience products

# What is brandbook?

**Brandbook** — the official description of essence and values of a brand, company self-identification, and also forms and methods of their designation for employees and consumers



**Brandbook is the integral, intracorporate edition focused on employees of the company**



# Structure

## *Elements of brandbook:*

- Detailed description of the logotype
- All cores and firm complementary colors.
- Every possible variations of the logo.
- Documentation structure.
- Firm font of the company.
- The business documentation.
- Souvenir production of firm.
- Every possible images (photos, design).



Thank you for  
attention!

