BRANDING

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What is branding?

The activity of connecting a product with a particular name, symbol or with particular features or ideas, in order to make people recognize and want to buy it.

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

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

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Following a step is brand advance — these are 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 is 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

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

Media space for magazines and newspapers

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 information transfer 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)**