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Brands & Branding



IBS, 22/11/2008

Welcome to the world of brands!



Name a ...

- soft drink
- fast food chain
- energy drink
- software company
- furniture
- battery
- sports shoes



What is Marketing?

Simply put:

„Marketing is the delivery of customer satisfaction at a profit.“

It's problem-solving



Food for kids



Boiled egg



The drink you can party with



What do people always ask?

The eternal question

W.I.I.F.M.?

What's in it for me?

What is a brand?

Barbie™



What is not a brand?

- A brand is not a logo (LOGOS is Greek for word)
- A brand is not a corporate identity system
- A brand is not a product



So what is a brand?

- A brand is a person's gut feeling about a product, service or company.
- GUT FEELING: we are all emotional, intuitive beings
- A PERSON'S gut feeling: a brand is defined by individuals



With other words

„A brand is a collection of perceptions
in the mind of the consumer.”

(buildingbrands.com)



Factors that influence the perceptions of a brand



Source: Interbrand

A WHITEBOARD OVERVIEW BY MARTY NEUMEIER

HOW TO BRIDGE
THE DISTANCE
BETWEEN
BUSINESS STRATEGY
AND DESIGN

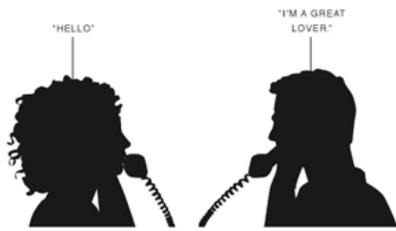
THE BRAND GAP

Marketing

"I'M A GREAT
LOVER!"



Telemarketing



Advertising



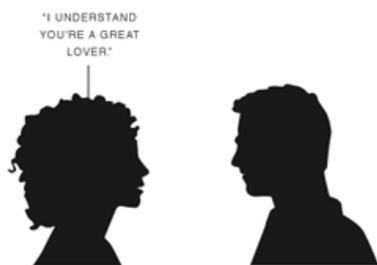
Design



Public relations



Brand



Brand and branding

- Brand is the result
- Branding is the way, the process





The origin of „branding”

- Heated irons pressed into cows



The modern branding



Fanatic brand lovers

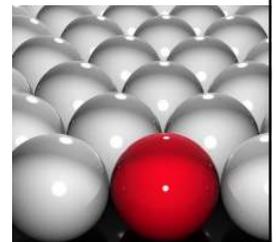


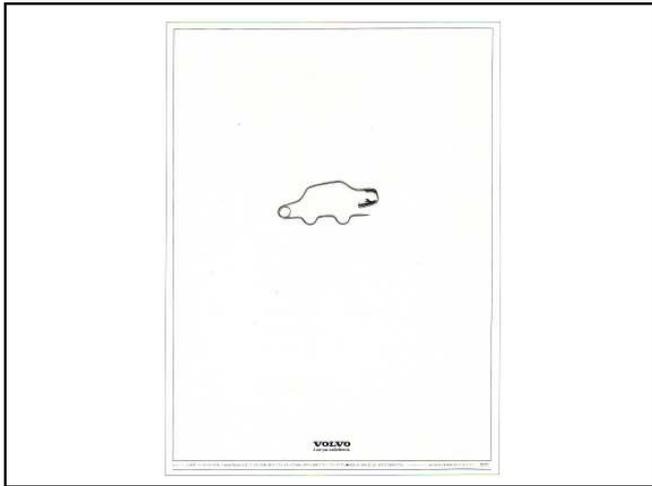
With brands we can describe a regular day

7:00	CASIO
7:00 - 7:30	Colgate Oral-B Gillette <i>Old Spice</i>
7:30 - 7:50	NESCAFÉ DANONE Orbit WISKEYS
8:00 - 8:30	TOYOTA
8:30 - 13:00	EPSON NOKIA CONNECTING PEOPLE
13:00 - 14:00	McDonald's <i>Coca-Cola</i> Orbit WISKEYS
14:00 - 17:00	EPSON NOKIA CONNECTING PEOPLE
17:00 - 17:30	TOYOTA
17:30 - 20:00	<i>Primerique</i> PRIMERIQUE <i>Primerique</i> BECHEROVNI
22:00 - 22:05	Colgate Oral-B
22:10 - 23:00	Durex Durex Durex

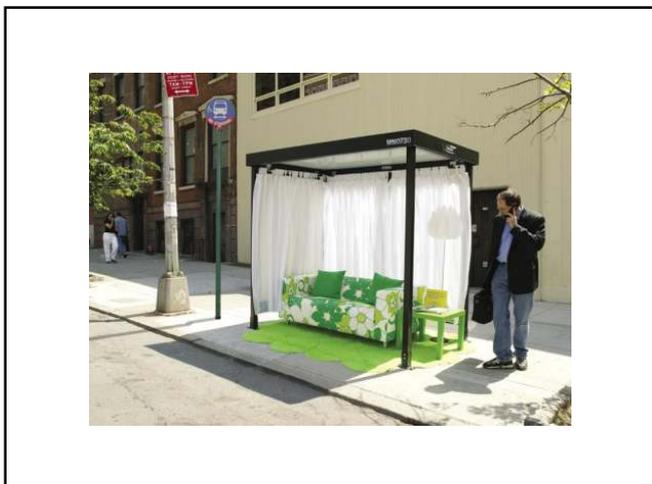
Branding in business

- Communicating the qualities that make this product different than that product
- The management of differences, not as they exist on data sheets, but as they exist in the minds of the people





The brand is a promise
In case of Ikea ...
„unböring furniture, better life”



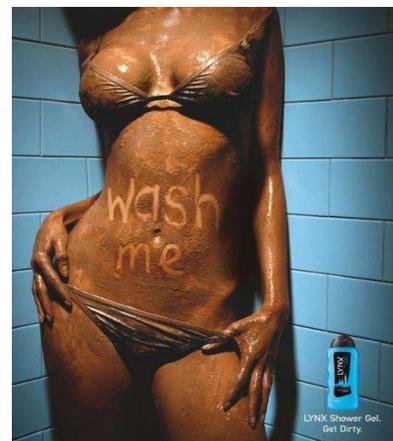
The brand is a promise
In case of Tefal ...
„non-stick surface, no worries”

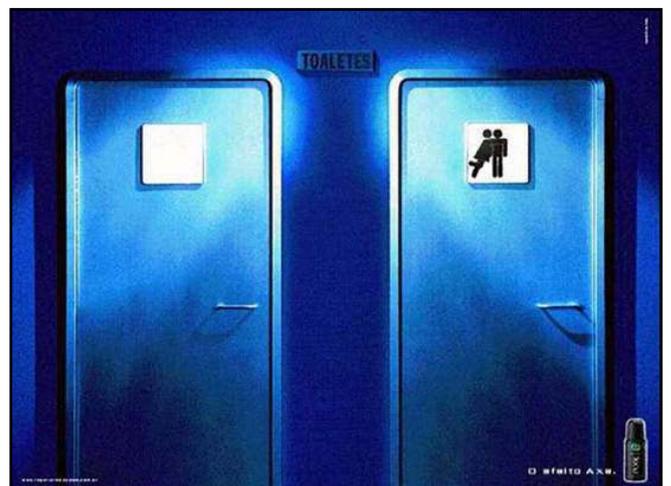
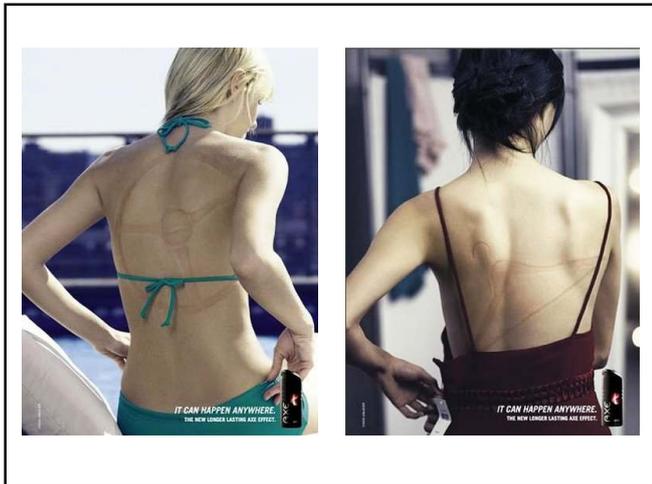
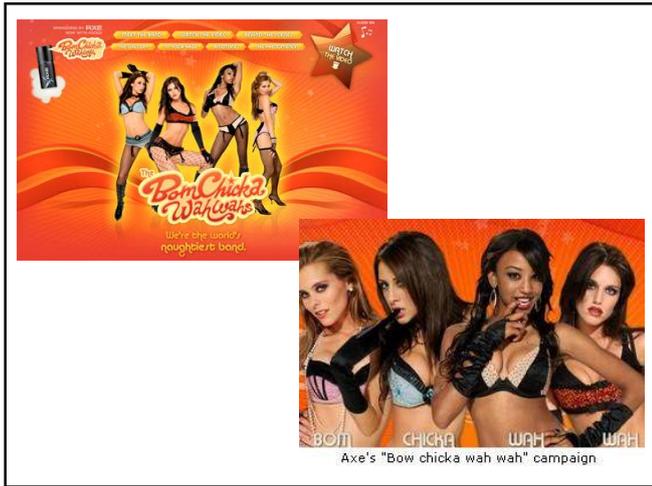


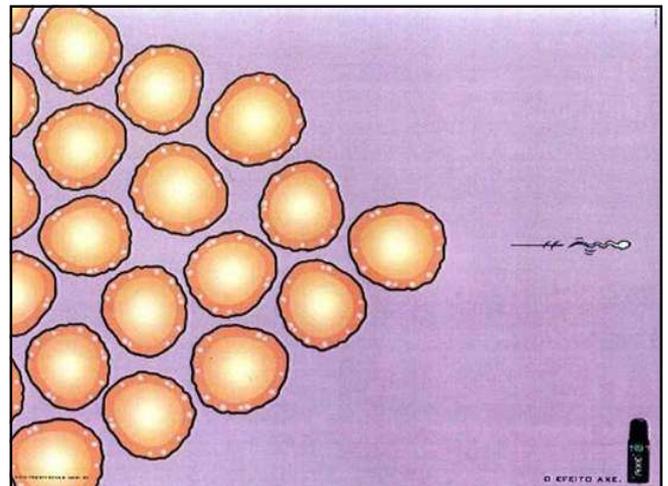
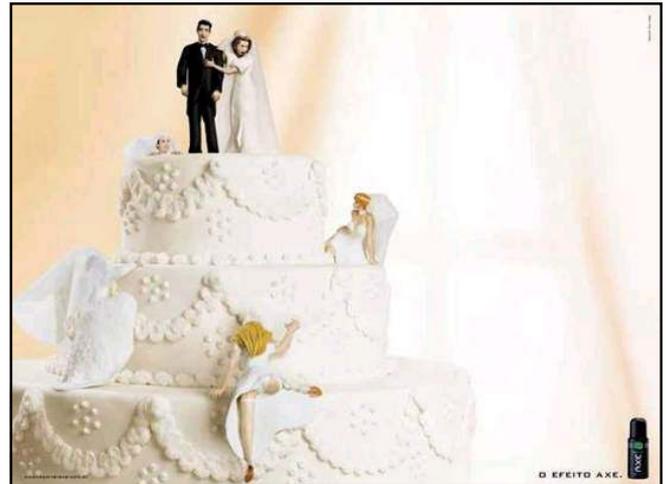
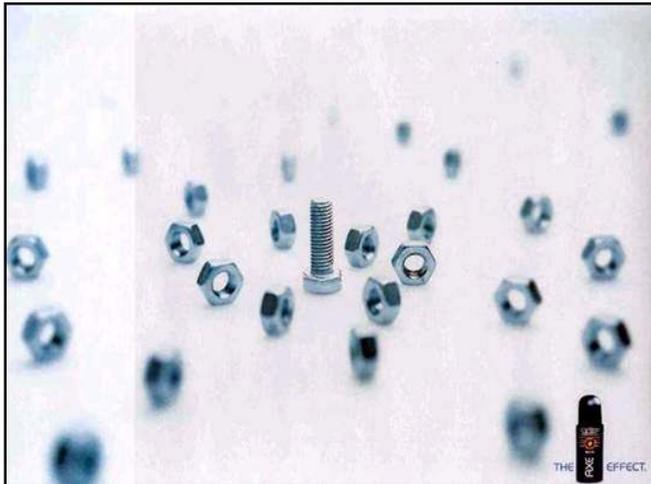
The brand is a promise
In case of Fedex ...
„overnight delivery”



The brand is a promise
In case of Axe (Lynx) ...
„you can get the ladies”







Positioning is the key

- Determining the place a product should occupy in a given market (and in the consumers' mind)
- Combining tangible and intangible attributes to create a relative picture of the product

How to sell Japanese beer?



150 YEARS AGO WE DIDN'T HAVE A BREWING INDUSTRY.
WE DIDN'T MAKE CARS EITHER.

Asahi
Japanese and proud of it.



150 YEARS AGO WE DIDN'T HAVE A BREWING INDUSTRY.
WE DIDN'T MAKE CARS EITHER.



Asahi
Japanese and proud of it.

The shoe is dead.
Long live the muscle-toning,
posture-improving, calorie-burning,
joint-protecting, back-relieving multilateral system that you
happen to wear on your feet. If they weren't so radically different,
if their only purpose was to look good with your jeans, if they only protected your feet
instead of your entire body, we might have been able to find a simpler word for them. Something like shoes.



MBT
The anti-shoe.

Shoes: another inconvenient truth.
Wearing them on hard surfaces can destroy your most precious resource. Your spine. But it's not too late. You can still make a choice that will save your back. A choice that will tone your muscles. A choice that will burn extra calories and protect your joints. A choice that will preserve your body for future generations.



MBT
The anti-shoe.

MBT is proud to be a sponsor of the all-walkable Festival Village.
To find out more about the anti-shoe, drop by one of our demonstration tents.

Shoes are weapons of mass destruction.
Wearing them on hard surfaces is like taking a direct hit to the spine. That's why we make something that protects your back instead of undermining it. Something that tones your muscles. Something that improves your posture and burns extra calories. Because shoes don't belong on your feet. They belong in a box. About six-feet under.



MBT
The anti-shoe.

Avis is only No.2 in rent a cars. So why go with us?



We try harder. (When you're not the biggest, you have to.)
We just can't afford dirty ashtrays. Or half-empty gas tanks. Or worn wipers. Or unwashed cars. Or low tires. Or anything less than seat-adjusters that adjust. Heaters that heat. Defrosters that defrost.
Obviously, the thing we try hardest for is just to be nice. To start you out right with a new car, like a lively, super-torque Ford, and a pleasant smile. To know, say, where you get a good pastrami sandwich in Duluth.
Why?
Because we can't afford to take you for granted. Go with us next time. The line at our counter is shorter.

When you're only No.2, you try harder. Or else.



Little fish have to keep moving all of the time. The big ones never stop picking on them.
Avis knows all about the problems of little fish.
We're only No.2 in rent a cars. We'd be swallowed up if we didn't try harder.
There's no rest for us.
We're always emptying ashtrays. Making sure gas tanks are full before we rent our cars. Seeing that the batteries are full of life. Checking our windshield wipers.
And the cars we rent out can't be anything less than lively new super-torque Fords.
And since we're not the big fish, you won't feel like a sardine when you come to our counter.
We're not jammed with customers.

First man to fly across the Atlantic non-stop

Charles Lindbergh



2nd: Bert Hinkler



First man into space

Yuri Gagarin



2nd: Alan Shepard



Which was the first ...?

cola

Coca-Cola

American university

Harvard

plain paper copier

Xerox

energy drink

Red Bull

2. The law of the category

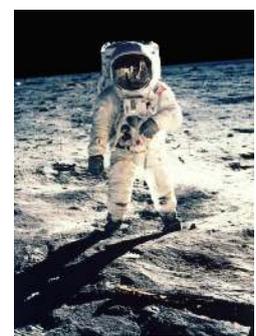
„If you can't be first in a category, set up a new category you can be first in.”

First man on the moon



Neil Armstrong

2nd man on the moon?



Edwin Aldrin

Make a twist with the help of the 4Ps!

Reduce the size



Increase the size

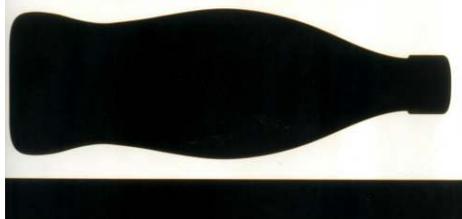


Increase the size



Have a special form/shape

Quick. Name a soft drink.



Have a special package



Use a secret ingredient



The formula in case of FMCG (fast moving consumer goods)

- 1) This product is better because it contains x (secret, magic, new miracle): the ingredient that will make a radical difference to your life.
- 2) If (when) you use it, your home will look more beautiful, or your food will taste better, or your clothes will be brighter and whiter, or you yourself will look even more glamorous than ever before.
- 3) All this will happen with less effort from you.
- 4) Leaving you more time to make yourself even more desirable and loving for your husband and wonderful family.

- **bifidobacterium animalis, DN-173010**
- Danone trade mark
- United Kingdom: bifidus digestivum
- USA, Mexico: bifidus regularis
- Germany, Austria: bifidus essensis
- „Bifidus essen Sie es?”
- Today in most of the countries: *bifidus actiregularis*



Have a good name

Cialis	Viagra
Eukanuba	Whiskas
Anextec SP230	Blackberry
United Artists	Dreamworks
Alta Vista	Google
Coffee Bean & Tea Leaf	Starbucks
Thermador	Sub-Zero
Noxzema	Olay

Have you ever heard of ... ?

Issur Danielovitch Kirk Douglas
Marion Morrison John Wayne
Walter Matuschanskayasky Walter Matthau
Allan Konigsberg Woody Allen
Margaret Hyra Meg Ryan

A good name is ...

- Short (2-4 syllables)
- Easy to remember
- Easy to pronounce
- Distinctive
- Not too general

Use the country of origin wisely



Launching a new cola brand

- Find a unique point
- What makes it different than the competitors (especially Coca-Cola)?



Positioning: Lower (lowest) price



Positioning: Other target group
(choice of a new generation)







WHY A COLA FROM RED BULL?

Why wait? And we simply believe that a cola can also be made from natural ingredients. Just like back in the old days. Red Bull Cola can do without any sugars. On the contrary, all of our ingredients are listed on the back of the can. Thanks to its formulation, Red Bull Cola is not only a cola, but a special kind of cola: strong and natural.

STRONG AND NATURAL.

Red Bull Cola is a special composition of ingredients, all from 100% natural sources. In addition, it contains flavors derived from both the kola nut and coca leaf, ingredients in the original cola. So, it is a very special recipe. What else would you expect from Red Bull?

The result is a classic, not too sweet cola taste, which comes from using the right plant extracts.

Natural (Sweet) from plant extracts and natural caffeine from coffee beans.

Positioning: Special flavour



Positioning: Better taste



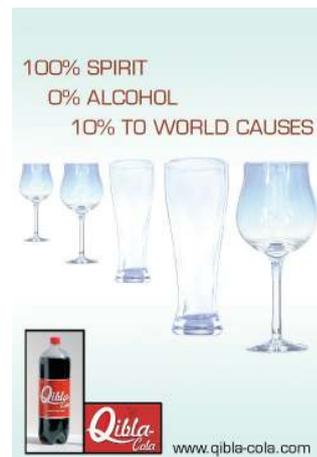
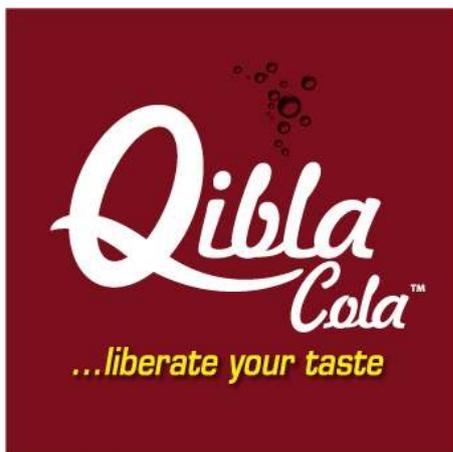
Positioning: Special colour



Positioning: More coffeein



Positioning: Religious cola





Positioning: national drink



Focus, focus, focus



In Amsterdam, the tile under Schiphol's urinals would pass inspection in an operating room. But nobody notices. What everybody does notice is that each urinal has a fly in it.



Look harder, and the fly turns into the black outline of a fly, etched into the porcelain. It improves the aim. If a man sees a fly, he aims at it. Fly-in-urinal research found that etchings reduce spillage by 80%. It gives a guy something to think about. That's the perfect example of process control.



that's for today, thank you



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