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
What is a brand?

Boiled egg

W.I.I.F.M.?
What’s in it for me?

The drink you can party with

Food for kids
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

Marketing

"I'M A GREAT LOVER!"
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

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
Red Bull's branding model

Differentiate or die
- How to make your product different?
- USP (Unique selling proposition)
- Finding a benefit, a promise

The brand is a promise
In case of Volvo ...
„safety“

OR BUY A VOLVO.
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”
• 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

Positioning is the key
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.

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 way for them. Something like shoes.

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 numbing it. Something that tones your muscles. Something that improves your posture and human aesthetics. Because shoes don't belong on your feet. They belong on your feet. They belong on your feet.

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 keep extra calories and protect your joints. A choice that will preserve your body for future generations.

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

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

We try harder. (When you're not the biggest, you have to.)

We just can't afford dirty ash traps. Or half empty gas tanks. Or worn-out wipers. Or worn-out cars. Or lost keys. Or anything less than seat adjustments that adjust. Heaters that heat. Defrosters that defrost.

Obviously, the thing we try hardest for is just to be nice. So start you next trip with a new car, like a lively, super-quick, kind, and pleasant smile. (To know, only, where you get a good pulled pork sandwich in Detroit.)

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. We know all about the problem of little fish. We're only No.2 in rent cars. We'll be phased out if we didn't try harder. There's no rest for us.

We're always surprising someone. Shaking new gas tanks are left before we rent our cars. Seeing that the batteries are full of life. Checking our windshield wipers. And the cars we rent can't be anything less than lively new super-torque forks.

And since we're not the big fish, you won't feel like a sardine when you come to our counter. We're not priced with customers.
No. 2ism.
The Avis Manifesto.

We are in the rent-a-car business, playing second fiddle to a giant. Above all, we've had to learn how to stay alive.
In the struggle, we've also learned the basic difference between the No. 1's and No. 2's of the world.
The No. 1 attitude is: "Don't do the wrong thing. Don't make mistakes and you'll be OK."
The No. 2 attitude is: "Do the right thing. Look for new ways. Try harder."
No. 2ism is the Avis doctrine. And it works.
Avis introduction rents a clean, new Opal Astra with wipers wiped, air bags inserted, gas tank full, from an Avis girl with smile already in place.
And Avis itself has come out of the red into the black.
Avis didn't become No. 1 here. Anyone's free to use it.
No. 2's of the world, arise!

1. The law of leadership

„It is better to be first than it is to be better”
**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 …?**

<table>
<thead>
<tr>
<th>cola</th>
<th>Coca-Cola</th>
</tr>
</thead>
<tbody>
<tr>
<td>American university</td>
<td>Harvard</td>
</tr>
<tr>
<td>plain paper copier</td>
<td>Xerox</td>
</tr>
<tr>
<td>energy drink</td>
<td>Red Bull</td>
</tr>
</tbody>
</table>

**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
**First dog into space**

Laika

**First small car in the US**

Think small.

It makes your face look bigger.

How much longer can we stand this life?

Is the economy trying to tell you something?
Make a twist with the help of the 4Ps!

Reduce the size

Increase the size

Increase the size

Have a special form/shape
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)
Positioning: Other target group (female and male)

Positioning: Natural cola
Positioning: Special flavour

Positioning: Better taste

Positioning: Special colour

Positioning: More coffee
Positioning: Religious cola

Mecca Cola

Qibla Cola

100% SPIRIT
0% ALCOHOL
10% TO WORLD CAUSES

Qibla Cola

Árpád Papp-Váry Ph.D.
Brands and Branding, IBS, 22/11/2008
apappvary@bkf.hu, www.papp-vary.hu
Positioning: national drink
Focus, focus, focus

In Amsterdam, the fly 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 90%. It gives a guy something to think about. That’s the perfect example of process control.

that’s for today, thank you

arpad@papp-vary.hu