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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)

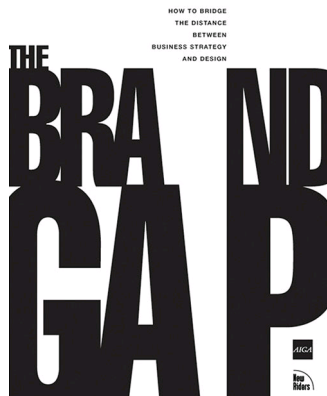


Factors that influence the perceptions of a brand



Source: Interbrand

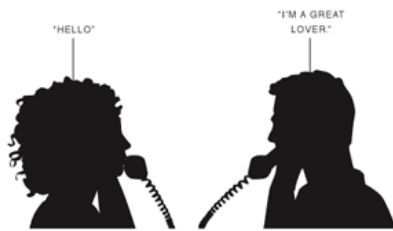
A WHITEBOARD OVERVIEW BY MARTY NEUMEIER



Marketing



Telemarketing



Advertising



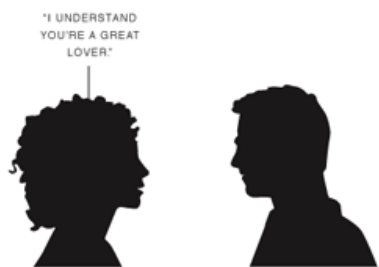
Design



Public relations



Brand



Brand and branding

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





The origin of „branding”

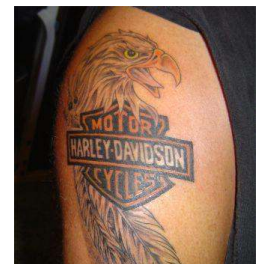
- Heated irons pressed into cows



The modern branding



Fanatic brand lovers

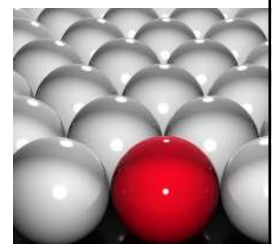


With brands we can describe a regular day

7:00	CASIO
7:00 - 7:30	Colgate Oral-B Gillette Old Spice
7:30 - 7:50	NESCAFÉ DANONE Orbit
8:00 - 8:30	TOYOTA
8:30 - 13:00	petroleum EPSON NOKIA
13:00 - 14:00	McDonald's Coca-Cola Orbit
14:00 - 17:00	petroleum EPSON NOKIA
17:00 - 17:30	TOYOTA
17:30 - 20:00	Primerique 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



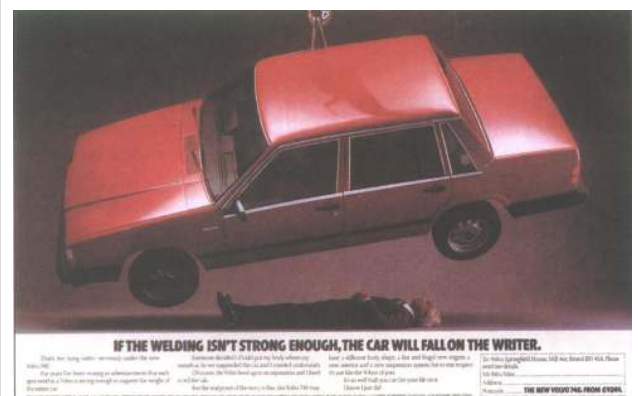
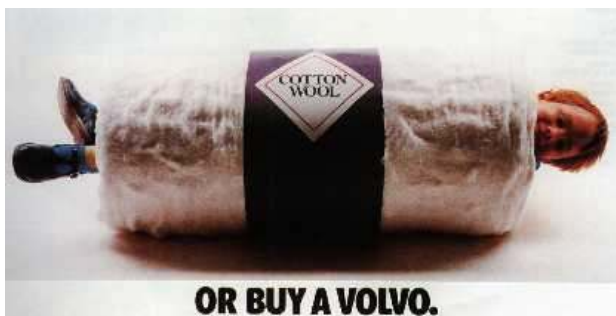
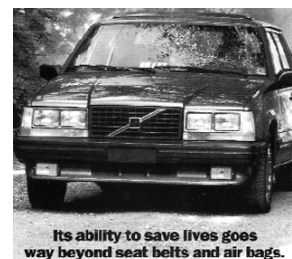
Red Bull's branding modell

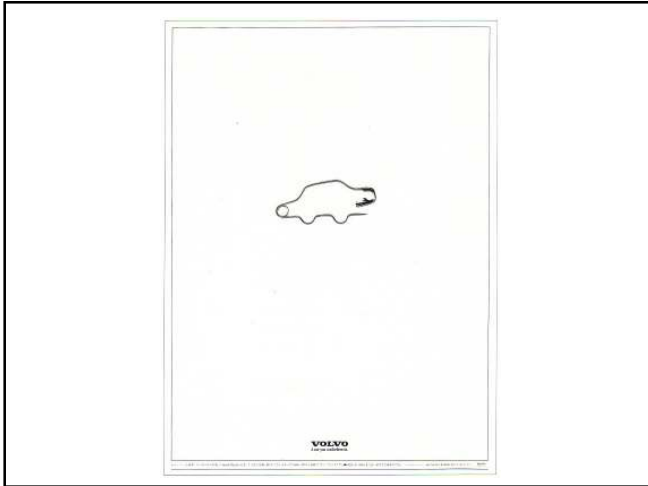


Differentiate or die

- 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”





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



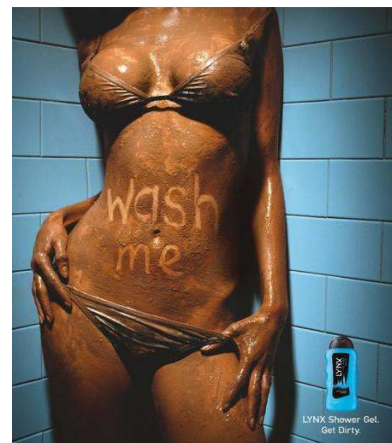
The brand is a promise
In case of Tefal ...
„non-stick surface, no worries”

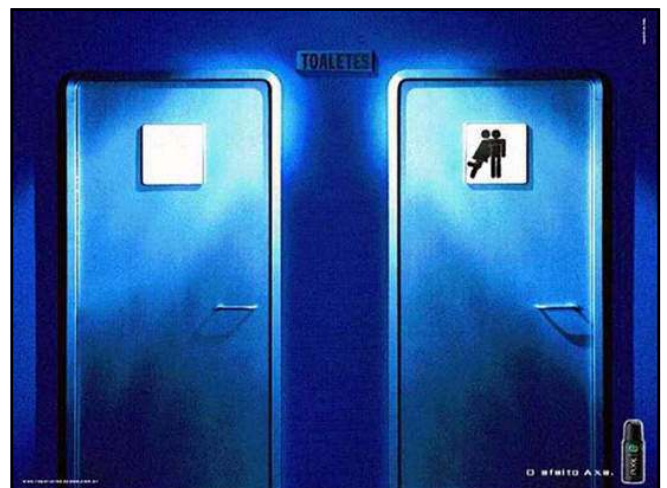
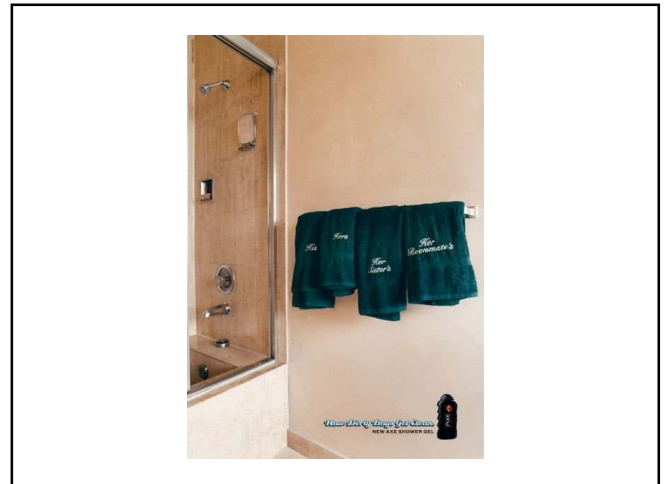
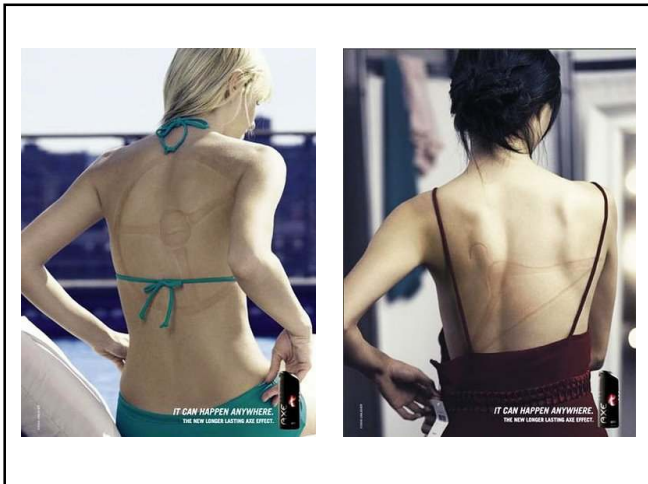
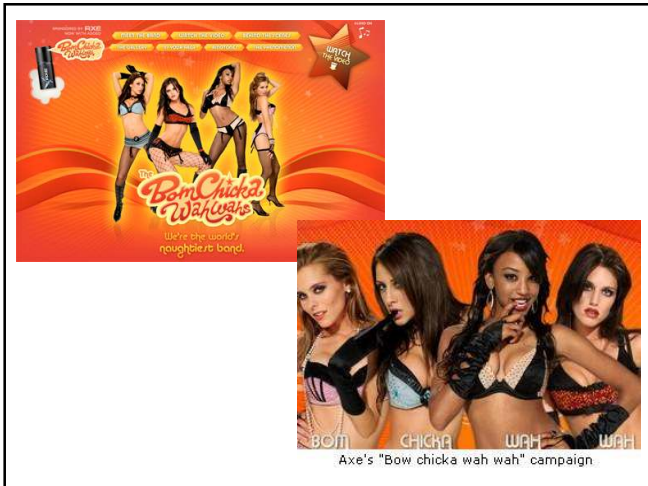


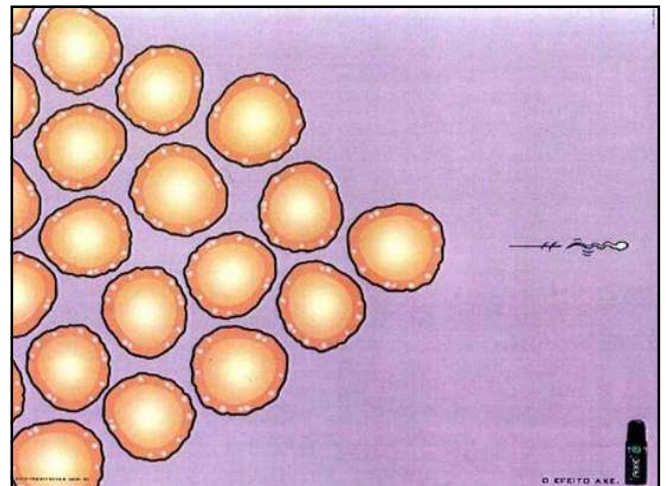
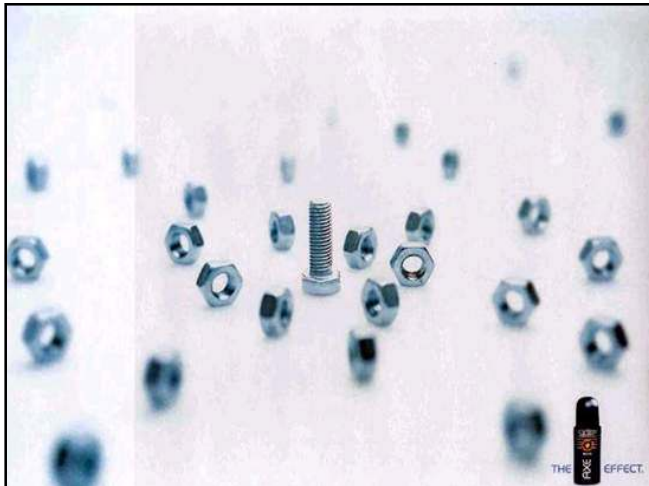
The brand is a promise
In case of Fedex ...
„overnight delivery”



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.

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 O.K."

The No.2 attitude is: "Do the right thing. Look for new ways. Try harder."

No.2ism is the Avis doctrine. And it works.

The Avis customer rents a clean, new Opel Rekord, with wipers wiping, ashtrays empty, gas tank full, from an Avis girl with smile firmly in place.

And Avis itself has come out of the red into the black. Avis didn't invent No.2ism. Anyone is free to use it.

No.2's of the world, arise!

Congratulations to Audi for winning South African Car of the Year 2006.



From the Winner of World Car of the Year 2006.

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Congratulations to BMW for Winning
World Car of the Year 2006



From the Winner of Six Consecutive
Le Mans 24 Hour Races
2000-2006



Vorsprung durch Technik audi.co.za

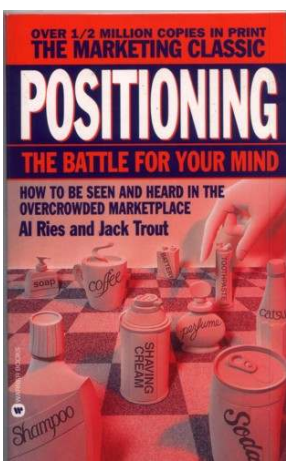
-Viktor-

Well done to Audi and BMW for winning the beauty contest.
From the winner of the 2006 International Engine of the Year.



SUBARU
THE ULTIMATE ALL-WEATHER DRIVE

-Viktor-



The 22 Immutable Laws of MARKETING

Violate Them at Your
Own Risk!

**AL RIES &
JACK TROUT**

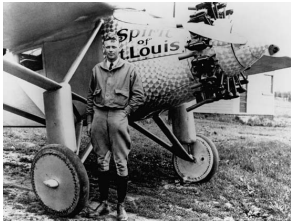
Authors of the bestseller POSITIONING
"Ries and Trout have done it again. Straight talk. Strong medicine. A 'must-read' for every CEO." —Kay Koplovitz, President and CEO, USA Network

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 ...?

cola

Coca-Cola

American university

Harvard

plain paper copier

Xerox

energy drink

Red Bull

2. The law of the category

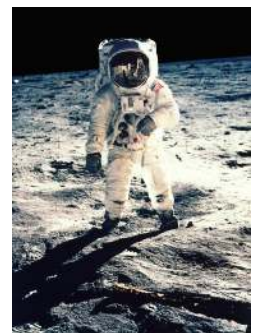
*„If you can't be first in a category,
set up a new category you can be first in.”*

First man on the moon



Neil Armstrong

2nd man on the moon?



Edwin Aldrin

First dog into space

Laika

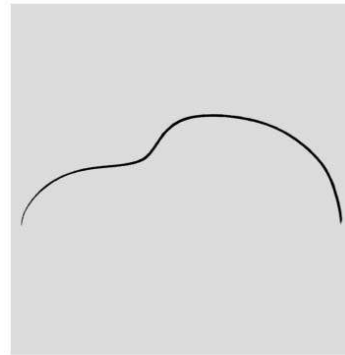


First small car in the US

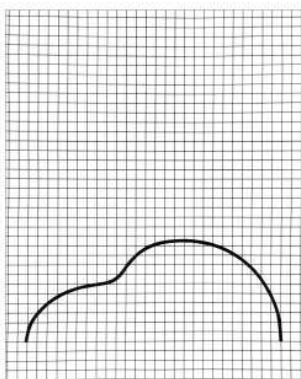
Think small.

[illegible]

It makes your house look bigger.

[illegible]

How much longer can we hand you this line?

[illegible]

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



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

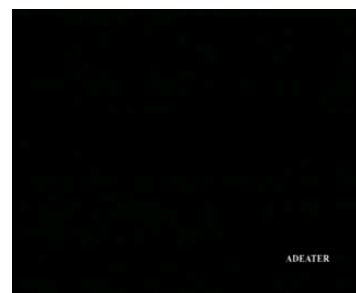
- Find a unique point
- What makes it different than the competitors (especially Coca-Cola)?



Positioning: Lower (lowest) price



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





Positioning: Other target group
(female and male)



Positioning: Natural cola





WHY A COLA FROM RED BULL?

Why not? 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 secrets. 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 flavors from plant extracts and natural caffeine from coffee beans.

Positioning: Special flavour



Positioning: Better taste



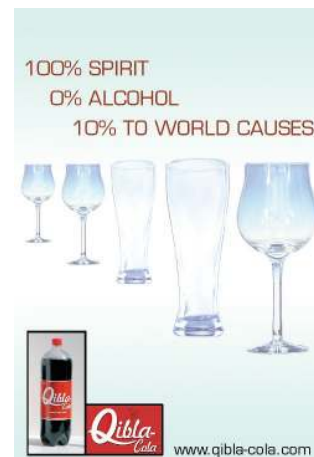
Positioning: Special colour



Positioning: More coffeein

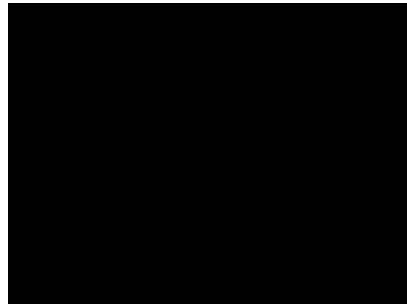


Positioning: Religious cola





Positioning: national drink



Focus, focus, focus

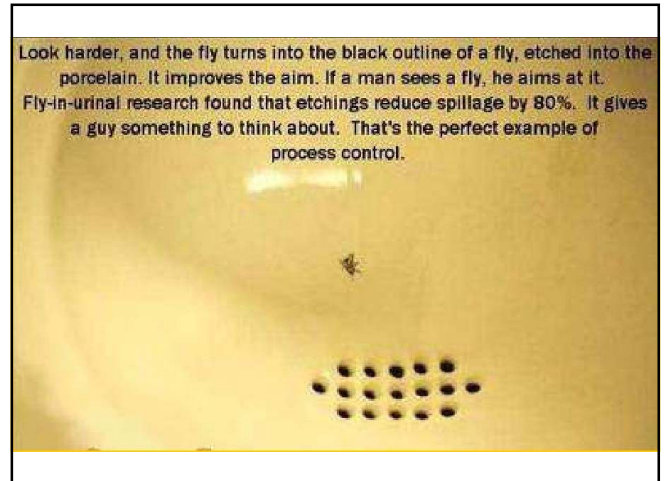


<http://go.to/funpic>

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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