

UNIT 5

BRAND

A BRAND IS A NAME, TERM, SYMBOL, DESIGN OR A COMBINATION OF THESE THAT IS USED BY A COMPANY TO DISTINGUISH A PRODUCT, EITHER IN THE FORM OF GOODS OR SERVICES, FROM THAT OF ANOTHER.

- IT HELPS IN DIFFERENTIATING ONE FROM THOSE OF THEIR COMPETITORS
- SOME EXAMPLES OF WELL-KNOWN BRANDS ARE LIBERTY, LUX, AND MAGGI.
- THE TERM BRAND COVERS MAINLY TWO COMPONENTS: BRAND NAME AND BRAND MARK.

BRAND

BRAND MARK

- THE BRAND MARK IS THE PART OF A BRAND THAT CANNOT BE SPOKEN BUT CAN BE RECOGNISED IN THE FORM OF SYMBOL, DESIGN, DESIGN, SPECIFIC COLOUR SCHEME OR CERTAIN LETTERS—FOR EXAMPLE, THE HALF APPLE OF THE BRAND APPLE.

BRAND NAME

- THE BRAND NAME IS THAT COMPONENT OF A BRAND THAT CAN BE SPOKEN. EXAMPLES INCLUDE ASIAN PAINTS, UNCLE CHIPS, MAGGI, AND LIFEBOUY.

ADVANTAGES OF BRANDING

1. ADVANTAGES FOR MANUFACTURERS:

- ENABLE MARKING PRODUCT DIFFERENTIATION
- BUILDS BETTER ADVERTISING
- INTRODUCTION OF NEW PRODUCTS

BRANDING

2. ADVANTAGES FOR CUSTOMERS:

- HELPS IN PRODUCT IDENTIFICATION
- ENSURES QUALITY
- STATUS SYMBOL

CHARACTERISTICS OF A BRAND NAME

- IT SHOULD BE SHORT AND EASY TO PRONOUNCE AND REMEMBER, FOR EXAMPLE, RIN, MAGGIE, ECLAIRS
- IT SHOULD SUGGEST THE PRODUCT'S QUALITIES
- IT SHOULD REPRESENT THE PRODUCT'S FUNCTION
- IT SHOULD BE DISTINCTIVE
- IT SHOULD BE VERSATILE AND IN SYNC WITH THE NEW PRODUCT LINE AS WELL
- IT SHOULD BE SUCH THAT IT CAN BE REGISTERED AND LEGAL
- IT SHOULD HAVE A GOOD SHELF LIFE, I.E. IT SHOULD NOT GET OUT OF DATE IN A SHORT SPAN OF TIME

BRANDING

FEATURES OF BRANDING

COMPETITIVENESS

DISTINCTIVENESS

CONSISTENCY

LEADERSHIP

FUNCTIONS OF BRANDING

- THE FUNCTIONS DONE BY BRANDING ARE AS FOLLOWS –
- DIFFERENTIATION.
- AUTHENTICITY.
- VALUE SETTING AND CENTERING.
- UNIFICATION.

PACKAGING

- THE EXERCISE OF SHIELDING, STORING, ENFOLDING OR BINDING GOODS IN BAGS, FABRIC, PAPER, CONTAINERS, CANS, BOTTLES, AND SO ON, WHICH IS BEST SUITED FOR THE PRODUCT IS TERMED AS PACKING.

FUNCTIONS OF PACKING

THE MAIN PURPOSES OF PACKING ARE:

- TO PROTECT THE PRODUCT DURING TRANSPORTATION AND STORAGE.
- TO ENABLE EASY HANDLING AND DISTRIBUTION OF THE PRODUCT.
- TO PROTECT THE PRODUCT FROM INJURY DURING STORAGE AND TRANSPORTING AND PREVENT THE PRODUCT FROM BEING TAMPERED WITH OR PILFERED DURING THESE STAGES.
- TO KEEP THE PRODUCT DUST FREE AND CLEAN.
- TO AID PACKED PRODUCTS TO BE CONVENIENTLY DISPLAYED BY THE RETAILERS AND STORED EASILY TILL THEY ARE SOLD.

PACKAGING

PACKAGING:

PACKAGING INVOLVES THE PROCEDURE OF DEVELOPING, ESTIMATING AND CREATING A PACKAGE.

PURPOSE OF PACKAGING

SAFETY OF THE PRODUCT

CLEARLY IDENTIFIABLE

HELPS IN PRESERVING AND EASY HANDLING

FUNCTIONS OF PACKAGING

A RESTRAINT FUNCTION

A PRESERVATION FUNCTION

A STORING FUNCTION

AN ASSISTANCE FUNCTION

AN ADVERTISING FUNCTION

PACKAGING PROVIDES PHYSICAL PROTECTION

PROVIDES BARRIERS:

CONTAINMENT OR CLUSTER

HELPS TO CONVEY THE INFORMATION AND FACTS ABOUT THE PRODUCT

PACKAGING MAKES THE PRODUCT CONSUMER FRIENDLY

LABELLING

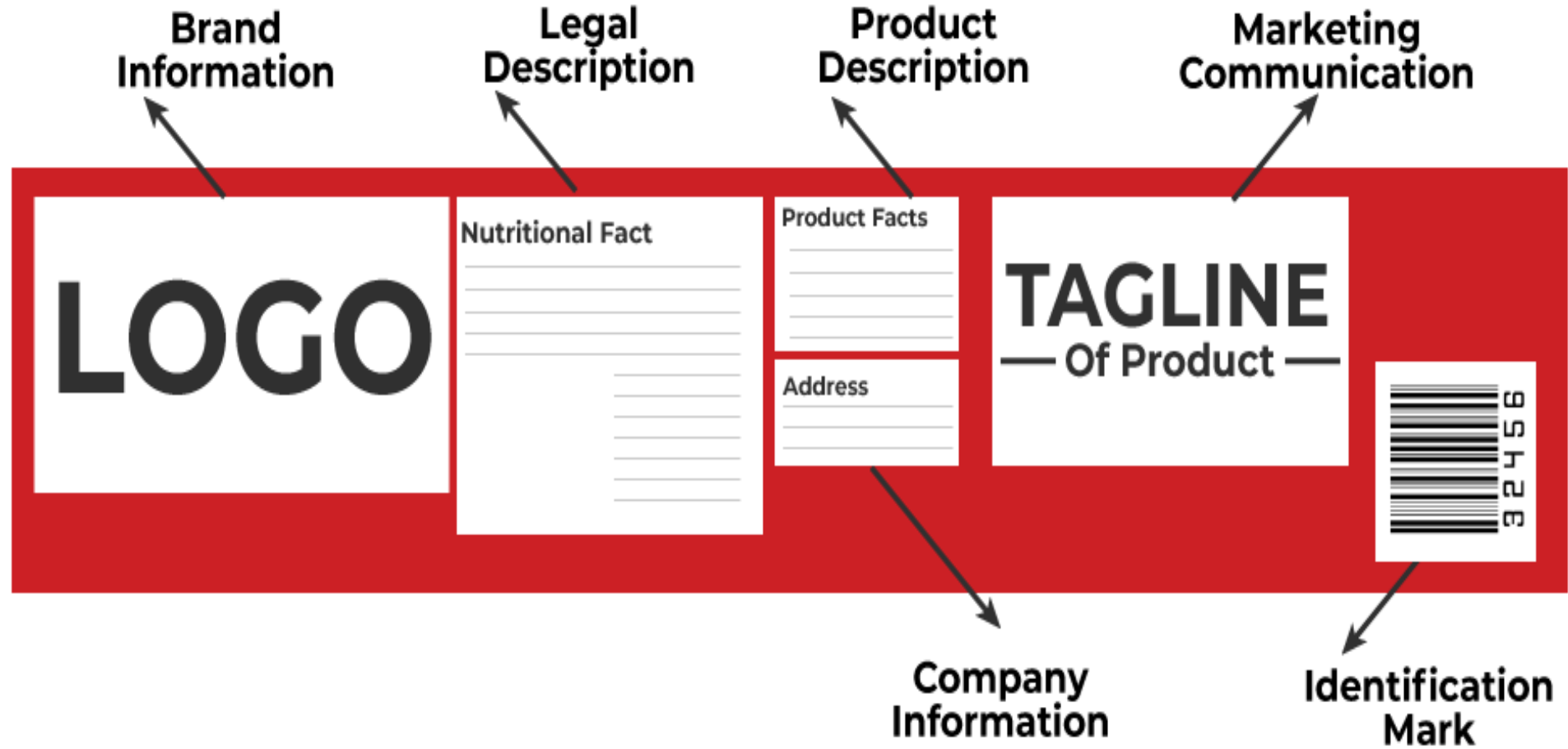
LABELLING IS THE DISPLAY OF LABEL IN A PRODUCT. A LABEL CONTAINS INFORMATION ABOUT A PRODUCT ON ITS CONTAINER, PACKAGING, OR THE PRODUCT ITSELF. IT ALSO HAS WARNINGS IN IT.

LABELING IS ALSO AN IMPORTANT PART OF THE BRAND OF THE PRODUCT AND THE COMPANY. IT HELPS THE PRODUCT STAND OUT IN THE MARKET, AND IDENTIFIES IT AS A PART OF A PARTICULAR BRAND.

- **MEANING OF LABELLING**

- THE PART OF THE PRODUCT OR A TAG WHICH IS ATTACHED DIRECTLY OR INDIRECTLY AND CARRIES INFORMATION ABOUT THE PRODUCT OR THE SELLER IS KNOWN AS A **LABEL**.
- LABELS PROVIDE INFORMATION TO THE CUSTOMER. THE PROCESS OF PUTTING IDENTIFICATION MARKS ON THE PACKAGE IS KNOWN AS **LABELLING**.
- LABELLING INCLUDES INFORMATION LIKE NAME OF THE PRODUCTS, EXPIRY AND MANUFACTURING DATE, INSTRUCTION FOR USE, WEIGHT, PRICE, ETC.

LABELLING



LABELLING

- **FUNCTIONS OF LABELS:**

- DESCRIBE THE PRODUCT AND SPECIFY ITS CONTENTS
- IDENTIFY THE PRODUCTS AND BRANDS
- HELPS IN GRADING
- PROMOTES SALES
- PROVIDES INFORMATION REQUIRED BY LAW/ LEGAL REQUIREMENTS

LABELLING

CONTENTS OF A GOOD LABEL

A GOOD LABEL IS THE ONE WHICH HELPS THE POTENTIAL BUYER TO MAKE HIS DECISION AND PROVIDES THE FOLLOWING INFORMATION.

- BRAND NAME OF THE PRODUCT
- TRADE MARK OF THE COMPANY
- NAME AND ADDRESS OF MANUFACTURER
- INGREDIENTS OF THE PRODUCT
- WEIGHT, MEASURE, COUNT, ETC.
- DIRECTIONS FOR THE USE OF PRODUCT.
- PRECAUTIONARY MEASURES OF THE PRODUCT
- DATE OF MANUFACTURING AND DATE OF EXPIRY
- MAXIMUM RETAIL PRICE
- STATUTORY WARNING, IF ANY.

LABELLING

METHODS OF LABELLING INFORMATION

THERE ARE THREE METHODS OF LABELLING INFORMATION:

GRADE LABELLING: WHEN THE PRODUCT IS GRADED ACCORDING TO ITS STANDARD QUALITY THEN THE GRADE LABELLING IS USED. THIS POLICY IS POPULAR IN CANNED FRUITS AND VEGETABLES INDUSTRIES.

A GRADE LABEL SPECIFIES THE QUALITY OR STANDARD OF THE PRODUCT. SUCH AS A-GRADE, FANCY, LARGE, MEDIUM, SMALL, ETC.

DESCRIPTIVE LABELLING: THESE LABELS ARE DESCRIPTIVE IN NATURE. THESE LABELS PROVIDE FULL INFORMATION TO CONSUMERS ABOUT THE PRODUCT AND THE PRODUCER.

IT INDICATES OBJECTIVE INFORMATION REGARDING CONTENTS, USES, PRECAUTIONS, QUANTITY, QUALITY, DATE OF MANUFACTURING, ETC.

A DESCRIPTIVE LABEL IS GENERALLY IN THE PRINTED FORM AND PROVIDES FULL INFORMATION ABOUT THE PRODUCT. THE PHARMACEUTICAL AND COSMETICS COMPANIES USE DESCRIPTIVE LABELS.

COMBINATION LABELS: THESE ARE THE COMBINATION OF ABOVE TWO LABELS. THE USE OF SUCH LABELS IS RAPIDLY INCREASING.

DIRECT MARKETING

IT IS A SET OF MARKETING ACTIVITIES AIMED AT BUILDING CONTACT AND INTERACTION WITH A SPECIFIC CATEGORY OF POTENTIAL OR REAL CUSTOMERS OF A COMPANY.

DIRECT MARKETING TECHNIQUES

DIRECT MAIL: SENDING OF EMAILS TO A PRECISE TARGET OF SUITABLY PERSONALIZED ADVERTISING OR PROMOTIONAL MATERIAL, BY MAIL, FAX, EMAIL, SMS, ETC;

E-MAIL MARKETING: IT IS ONE OF THE MOST EFFECTIVE WEB MARKETING TOOLS AVAILABLE TO THOSE WHO WANT TO PROMOTE THEIR COMPANY OR ITS PRODUCTS AND SERVICES ONLINE.

TELEMARKETING: IS A MARKETING TECHNIQUE CARRIED OUT BY TELEPHONE. IT IS BASED ON A TELEPHONE INTERVIEW, CARRIED OUT ON LISTS OF NAMES.

DIRECT SALE: IT PROVIDES FACE-TO-FACE CONTACT AS A PRIVILEGED MEANS OF COMMUNICATION WITH POTENTIAL CUSTOMERS.

MULTIMEDIA DIRECT MESSAGES: IT IS A RATHER RECENT DIRECT MARKETING TECHNIQUE, WHICH EXPLOITS THE SO-CALLED NEW MEDIA FOR PROMOTIONAL AND COMMERCIAL COMMUNICATIONS.

DIRECT MARKETING

- **ADVANTAGES OF DIRECT MARKETING**
- FOCUS ON THE CUSTOMER RATHER THAN THE PRODUCT;
- SEGMENT ACCORDING TO THE VALUE THAT THE CUSTOMER HAS FOR THE COMPANY;
- DEVELOP THE RELATIONSHIP WITH CUSTOMERS;
- IDENTIFY WHICH PEOPLE ARE MOST LIKELY TO RESPOND;
- ESTABLISH THE BEST OFFERS TO OFFER TO CUSTOMERS;
- TEST NEW IDEAS ON THE MARKET WITH VARIOUS TESTS;
- CUSTOMIZE THE CAMPAIGN ACCORDING TO EACH CUSTOMER.

INTERNET MARKETING

INTERNET MARKETING, ALSO KNOWN AS ONLINE MARKETING, IS THE PRACTICE OF USING ONLINE CHANNELS TO SPREAD A MESSAGE ABOUT A BRAND, PRODUCT, OR SERVICE TO A TARGET AUDIENCE. IT ENCOMPASSES VARIOUS TECHNIQUES DESIGNED TO ATTRACT, ENGAGE, AND CONVERT POTENTIAL CUSTOMERS.

INTERNET MARKETING STRATEGIES:

1. SEARCH ENGINE OPTIMIZATION (SEO)
2. CONTENT MARKETING
3. PAY-PER-CLICK (PPC) ADVERTISING
4. SOCIAL MEDIA ADVERTISING
5. SOCIAL MEDIA MARKETING
6. EMAIL MARKETING
7. WEB DESIGN

INTERNET MARKETING

BENEFITS OF INTERNET MARKETING

- IT DRIVES A BETTER RETURN ON INVESTMENT (ROI)
- IT ALLOWS YOU TO REACH MORE INTERESTED AUDIENCES
- IT ALLOWS YOU TO INTERACT WITH AUDIENCES REGARDLESS OF THE TIME
- IT CAN BE TAILORED TO ANY INDUSTRY AND ANY BUSINESS SIZE
- IT PROVIDES CONVENIENT WAYS FOR AUDIENCES TO CONVERT

