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# IMC & Brand Management

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# **Topic: Brand Elements & Brand Association**

## **Learning objectives:**

To understand various brand associations.

# These Brand Elements are as below

- Brand Name
- Brand Awareness
- Brand associations
- Logos and symbols
- Slogans & Jingles
- Characters
- Packaging

# Brand Names

- Captures the central theme or key associations of a product in a very compact and economical fashion
- Most difficult element for marketers to change
  - Closely tied to the product in the minds of consumers
- Naming guidelines
- Naming procedures

# Uniform Resource Locators (URLs)

- Specify locations of pages on the Web
- Known as domain names
- Protect the brands from unauthorized use in other domain names
- Cybersquatting- Registering, trafficking in, or using a domain name with bad-faith to profit from:
  - The goodwill of a trademark belonging to someone else

# Logos and Symbols

- Indicate origin, ownership, or association
- Range from corporate names or trademarks written in a distinctive form, to abstract designs that may:
  - Be completely unrelated to the corporate name or activities

# Characters

- Special type of brand symbol
  - One that takes on human or real-life characteristics
- Introduced through advertising and can play a central role in ad campaigns and package designs

# Slogans

- Short phrases that communicate descriptive or persuasive information about the brand
- Function as useful “hooks” or “handles” to help consumers grasp the meaning of a brand
- Indispensable means of summarizing and translating the intent of a marketing program



# Jingles


- Musical messages written around the brand
- Have catchy hooks and choruses that become permanently registered in the minds of listeners
- Enhance brand awareness by repeating the brand name in clever and amusing ways

# Packaging

- Activity of designing and producing containers or wrappers
- From the perspective of both the firm and consumers, packaging must:
  - Identify the brand
  - Convey descriptive and persuasive information
  - Facilitate product transportation and protection
  - Assist in at-home storage
  - Aid product consumption

## Brand Element

| Criterion       | Brand Names and URLs   | Logos and Symbols  | Characters  | Slogans and Jingles                                   | Packaging and Signage                                |
|-----------------|--|--|---|---|--|
| Memorability    | Can be chosen to enhance brand recall and recognition                            | Generally more useful for brand recognition                                      | Generally more useful for brand recognition                                 | Can be chosen to enhance brand recall and recognition | Generally more useful for brand recognition          |
| Meaningfulness  | Can reinforce almost any type of association, although sometimes only indirectly | Can reinforce almost any type of association, although sometimes only indirectly | Generally more useful for non-product-related imagery and brand personality | Can convey almost any type of association explicitly  | Can convey almost any type of association explicitly |
| Likability      | Can evoke much verbal imagery  | Can provoke visual appeal  | Can generate human qualities  | Can evoke much verbal imagery                         | Can combine visual and verbal appeal                 |
| Transferability | Can be somewhat limited  | Excellent  | Can be somewhat limited   | Can be somewhat limited                               | Good   |
| Adaptability    | Difficult  | Can typically be redesigned  | Can sometimes be redesigned   | Can be modified                                       | Can typically be redesigned                          |
| Protectability  | Generally good, but with limits  | Excellent  | Excellent   | Excellent   | Can be closely copied                                |

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- **Assessment questions:**
  - Asking students to find out the brand image and association of the brand of their own choice

# Reference Books

- Integrated Marketing Communication ; Tom Duncan; Tata McGraw
- Strategic Brand Management; Kevin Lane Keller; PHI