

FINANCIAL UNIVERSITY UNDER THE GOVERNMENT OF THE RUSSIAN FEDERATION

Branding: notion, characteristics and
difficulties.

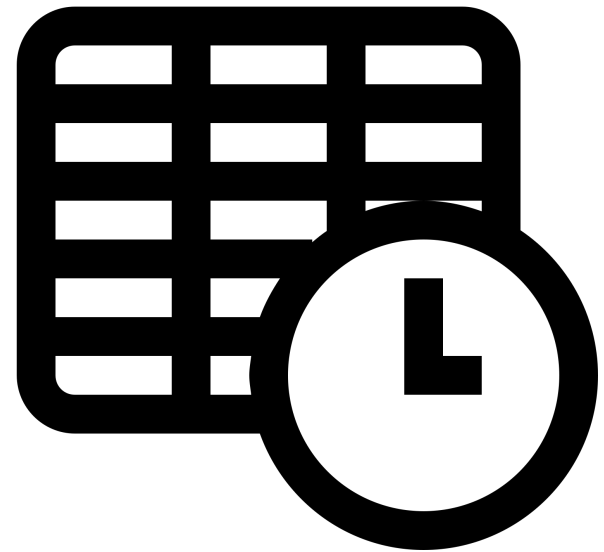
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What is the essence of branding?



1. Analysis

2. Planning

3. Brand building

4. Brand promotion

**5. Monitoring the
brand**



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- A blue Mercedes-Benz SLS AMG Electric Drive sports car is displayed on a white platform. The car is highly reflective and features a prominent Mercedes-Benz logo on the front grille. In the background, a large Mercedes-Benz logo and the word 'MERCEDES' are visible on a white wall. A license plate on the front of the car reads 'SLS AMG Electric Drive'.
- 1. Implementation difficulties**
 - 2. Limited resources**
 - 3. Time Costs**

SLS

SLS AMG Electric Drive



Examples



Reference

- 1. http://www.nazaykin.ru/_br_branding.htm
- 2. https://dic.academic.ru/dic.nsf/fin_enc/20686
- 3. <http://www.cossa.ru/155/40803/>