

FINANCIAL UNIVERSITY UNDER THE GOVERNMENT OF THE RUSSIAN FEDERATION

Branding: notion, characteristics and
difficulties.

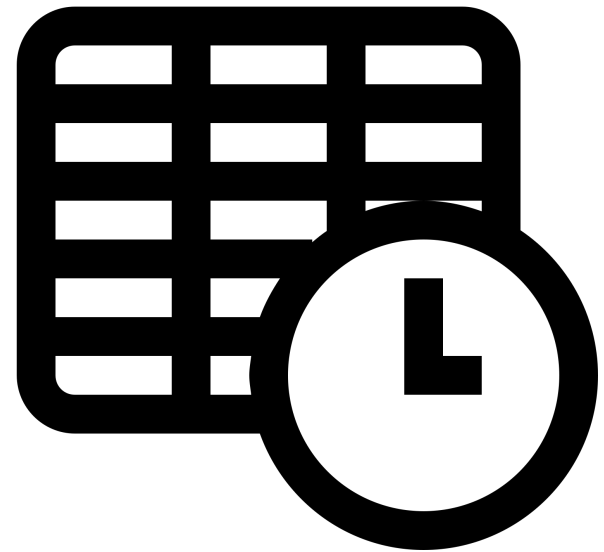
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A magnifying glass with a grey frame and a black handle is positioned over a word cloud. The word 'BRAND' is the largest and most prominent, rendered in a bold, red, sans-serif font. It is surrounded by various other words in different sizes and orientations, all in a grey, sans-serif font. The background is a light blue gradient. The magnifying glass's lens is centered on the word 'BRAND', making it the focal point of the image. The handle of the magnifying glass extends from the bottom right corner towards the center.

BRAND

COMMUNICATIONS

MARKETING

ADVERTISING

CREATIVE

CLIENT

IDENTITY

MARK

TECHNOLOGY

BRANDING

PRODUCT

BRAND

IDENTIFICATION

INTERBRAND

STAMP

IDENTIFICATION

FORM

IMAGE

TECHNOLOGY

FAS

MARK

IDENTIFICATION

TECHNOLOGY

CON

MARKER

ME

NA

FORM

INTERBRAND

STRAT

MIX

IDENTIFICATION

TECHNOLOGY

ADVERTISING

MARK

STAMP

MIX

IDENTIFICATION

MING

IDENTIFICATION



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 AMG Electric Drive

SLS



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/>