

# Branding



# What is branding?

**Branding is the main way of differentiation of products and the instrument of advance of the goods on the market**



**Branding is "modern cultural language of the modern society basing on the market relations"**



# History of branding

**In early history of the United States of brand were often used for cattle identification**

**Branding was actively applied in the Middle Ages when shop handicraftsmen marked the goods with special brand**

**The real blossoming of idea of branding fell on the second half of the twentieth century**



# Branding — is the main task of any large company



Creation and advance of a brand or branding are necessary for obtaining additional benefit from a certain product at the expense of penetration into consciousness of people, formation of the attachments based on feelings and emotions



# Brand creation & Brand advance

**Reasonable creation of a brand is the joint creative work of the advertiser realizing the organizations and advertizing agency**



**Following a step is brand advance — it is activities for creation of long-term preference to the goods**





# Development of a brand

Rebranding - a complex of actions for brand change, or its components: names, a logo, visual registration of a brand with positioning change



In most cases development of a brand it not only branding of a new label in the market, but also change of an existing brand, that is rebranding

# Branding tools: Creation of a product concept

Creation of a product conception means the development of new models of goods and services

- Description of the good
- Positioning
- Pricing
- Range of products
- Corporate Identity

# Branding tools: Creation of an advertising concept

Catalogue

Light box

Media space for magazines  
and newspapers

An advertising concept - the basis of the idea of branding - is a plan, points, conditions, heroes of an advertising campaign, promotion and events.

Outdoor signs

Slogan

Poster

Sticker

Leaflet

Booklet

Shelf  
talker

Brochure



# Branding tools: Creation of marketing communications



Marketing communications mean the process of transfer of information about the target audience products

- Strategic and tactical purchases of mass-media
- Media planning
- Negotiations with owners of the mass-media

# What is brandbook?

**Brandbook** — the official description of essence and values of a brand, company self-identification, and also forms and methods of their designation for employees and consumers



**Brandbook is the integral, intracorporate edition focused on employees of the company**



# Structure

## *Elements of brandbook:*

- Detailed description of the logotype
- All cores and firm complementary colors.
- Every possible variations of the logo.
- Documentation structure.
- Firm font of the company.
- The business documentation.
- Souvenir production of firm.
- Every possible images (photos, design).



Thank you for  
attention!

