

The Brand

OBJECTIVE



- Define** the concept of the brand
- Identify** the different type of brand
- Identify** elements to protect your brand

Your mission

You are a trainee at HARRODS located in the Accessories area of the city of London.
Today, your manager is asking you to learn what is a brand because you'll sell different brands.



87-135 Brompton Road Knightsbridge
London, SW1X 7XL United Kingdom

A brand is often associated with one product, a range of products, a service, an organisation, a person or events.











Activity n°1: What is a brand?

1.1 What are your favourite brands?










<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

When you create a brand, you create various elements: name, logo, distinctive shape, colours, scents, a tagline... These elements allow to stand out from competitors and give the average consumer the possibility to recognize a brand immediately.

1.2 Look at the logo and fill in the grid.

Logo	Company	Logo	Company
			
			
			
			

1.3 Origins of the brand. Match each picture with its corresponding definition.

	•	•	Family Name
	•	•	Common name
	•	•	Letters
	•	•	Figures
	•	•	Location
	•	•	Words
	•	•	Catchphrase or tagline
	•	•	Logo
	•	•	Created name

Document 1

Producer brand or National brand

It is the brand name of a product that is distributed nationally under a brand name owned by the producer, as opposed to local brands (products distributed only in some areas of the country). This is the most common form of the brand.

Retailer brand label or premium

They are often positioned as lower-cost alternatives to regional, national or international brands, although recently some private label brands have been positioned as "premium" brands to compete with existing "name" brands.



1.4 Look at the document and fill in the grid.

Categories	Products
<p>Producer brand National Brand</p>	
<p>Distributor brand label</p>	
<p>Premium brand</p>	

Activity n°2: the role of the brand

2.1 In order to be accepted by all customers, a brand must have certain qualities. Determine these essential qualities: **Evocative-Euphonious-Readable-Available-Memorable-Available-Declinable**

Quality	Description
	The brand evokes the product and generates a positive image. A well-chosen name or symbol should be suggestive of quality, or may be associated with superiority or a great personality.
	The brand is nice and easy to pronounce.
	The brand consists of a harmonious sequence of letters, numbers...
	The brand is easy to remember.
	The brand is copyright free.
	A brand can be a range of products.

Activity n°3: The brand image

Document 2: THE BRAND IMAGE

The impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. See also corporate image.

Like brand personality, brand image is not something you have or you don't! A brand is unlikely to have one brand image, but several, though one or two may predominate. The key in brand image research is to identify or develop the most powerful images and reinforce them through subsequent brand communications. The term "brand image" gained popularity as evidence began to grow that the feelings and images associated with a brand were powerful purchase influencers, though brand recognition, recall and brand identity. It is based on the proposition that consumers buy not only a product (commodity), but also the image associations of the product, such as power, wealth, sophistication, and most importantly identification and association with other users of the brand. In a consumer led world, people tend to define themselves and their Jungian "persona" by their possessions. According to Sigmund Freud, the *ego* and *superego* control to a large extent the image and personality that people would like others to have of them.

Good brand images are instantly evoked, are positive, and are almost always unique among competitive brands. Brand image can be reinforced by brand communications such as packaging, advertising, promotion, customer service, word-of-mouth and other aspects of the brand experience.

Brand images are usually evoked by asking consumers the first words/images that come to their mind when a certain brand is mentioned (sometimes called "top of mind"). When responses are highly variable, non-forthcoming, or refer to non-image attributes such as cost, it is an indicator of a weak brand image.

3.1 Say what is the brand for which you have a good opinion?

.....

3.2 Why do you have a good opinion for this brand?

.....

.....

3.3 What is the brand image?

.....

.....

.....

3.4 What do people finally buy?

.....

.....

Activity n°4: How to protect the brand

A brand should be registerable under the laws of the country.

Document 3 How Can Businesses Protect Their Brand?

by Jason Gillikin, Demand Media

Businesses work hard to establish a unique identity that resonates with consumers and adds value to the company's portfolio of goods and services. Unfortunately, some companies--deliberately or accidentally--can infringe on another firm's brand and trademark, potentially leading to actual loss or confusion among consumers. However, with careful preparation and diligent monitoring, company owners can protect their brand and their business from harm.

Build Brand

Perhaps the best way to protect your brand is to make sure you aren't stealing someone else's. Although certain visual elements wax and wane in popularity--for example the rounded ovals in logos from the early 2000s--in general, a unique brand consists of a specific tagline or a logo with a consistent set of colors, fonts and graphics. So before building equity in a brand, perform due diligence to make sure you aren't accidentally stepping on someone else's toes. Some very large companies have been known to fire both legal barrels at very small companies on the mere allegation of brand infringement. Upfront research is the best defense against being accused of infringement.

Register Mark

Register trademarks and service marks with the U.S. Patent and Trademark Office. Registration brings a degree of legal cover against infringement claims and it gives extra weight to your efforts to protect your brand from attack by others. Registration is quick, easy and cheap--but the legal benefits are substantial.

Registration allows use of the ® symbol, provides substantial benefits and savings if you ever have to go to court to stop an infringement, and may help stop cybersquatters from registering new domain names.

In France, INPI vows to protect brand names. On INPI's website, it is possible to easily search for trademarks. Although the database is vast and growing, there are a few tools that facilitate the whole process

4.1 How can the creators of a brand protect their Brand?

.....

.....

4.2 What does the acronym INPI mean?

.....

.....

Summary sheet



.....

.....

The different types of brands

.....

.....



Registration with the....., a federal agency and part of the Department of Commerce, or with.....in France.