

DISCUSSION 1:

WHAT IS BRANDING



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Brands

- Psychology and science brought together
- Brands convey a uniform quality, credibility and experience
- An effective brand strategy gives you a major edge in increasingly competitive markets

Brand Identity

- How a business wants to be perceived by its customers
 - Name, logo, tone, tagline, typeface are all created by the company to reflect desired persona
- Brand Identity differs from brand image
 - Brand image is the term that reflects how the customers actually see the brand
- Ex. Coca Cola, Nike, Starbucks, Apple
 - Refreshing, Fast, Morning Coffee, Sleek

Brand Tagline

- A word, phrase, or sentence used to represent a company as a whole
 - Impossible is Nothing (Adidas), Open Happiness (Coke)

- Taglines and Slogans are not the same
 - Slogans go with a company's current battle, often used for one product or campaign.
 - Slogans can change regularly and accordingly
 - Taglines are used consistently to represent the company
 - The brand with the 3 stripes (Adidas NMD), Make any moment sparkle (Dasani Sparkling)

**What is a
brand matrix**





ACTIVITY



**What is an
archetype**



THE HERO

COURAGEOUS

POWER

STRENGTH

HONOR





*Based on Duracell Ultra Power AA vs leading Zinc batteries tested in Furby

THE SAGE

THOUGHTFULNESS

WISDOM

TRUTH

INDEPENDENCE



WIKIPEDIA
The Free Encyclopedia



The
Economist



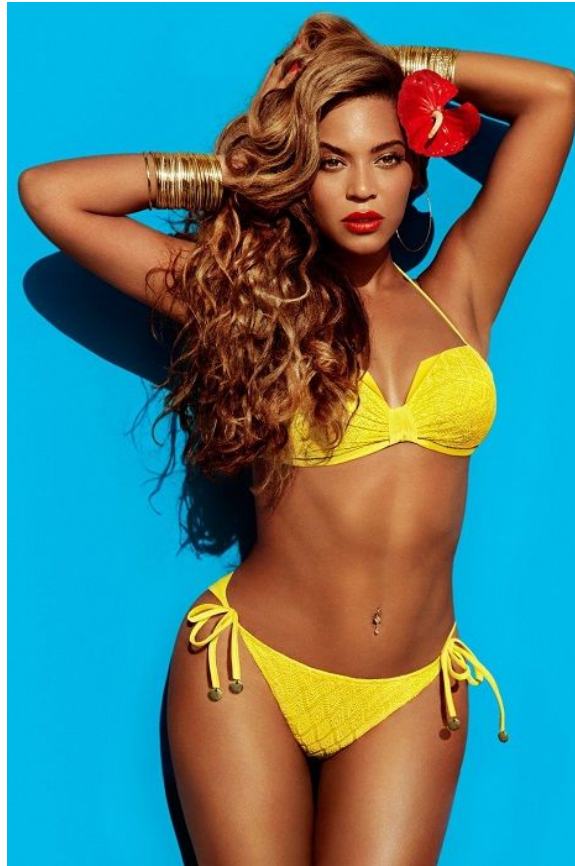
THE LOVER

ROMANCE

GLAMOR

DESIRE

SENSUALITY





THE CAREGIVER

RESPECT

TRUST

SECURITY

COMPASSION



HUGGIES



Campbell's





THE CREATOR

SELF EXPRESSION

INNOVATION

VISION

NON CONFORMITY



Adobe



i n v e n t



THE INNOCENT

PURITY

OPTIMISM

FREEDOM

BEAUTY





THE JESTER

FUN

MISCHIEF

ORIGINALITY

POSSIBILITY



Skittles™



pepsi

Cheetos



Leaving an Impression

- Repeated use of certain visual aspects and brand imagery can leave a surprisingly strong impression on your audience
- Specific shapes, colours, words, and phrases can be easily tied to individual brands
- Used to provoke emotions, and create connections to the product based on individuals preferences

**How well do you
recognize brands**





Coca-Cola







WHAT'S THE SECRET?

It's the potatoes. Only the best potatoes make it into our World Famous FriesSM











Potato Chips



Lay's
BRAND

Classic



Potato Chips





TIFFANY & Co.

NEW YORK SINCE 1837









Colour is Important.

Blue

- **Communication**
 - Self expression and one to one verbal communication
- **Intelligence**
 - Enhances feeling of wisdom and intellect
- **Calming**
 - Induces calming emotional response, moreso with deeper shades



TWEETS
1,759

PHOTOS/VIDEOS
35

FOLLOWING
131

FOLLOWERS
30.1M

FAVORITES
26

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Yellow

- **Happiness and Joy**
 - Uplifting colour, increases excitement
 - Associated with the sun and sunshine

- **Quick Decision Making and New Ideas**
 - Connected to the expression of new thoughts, can be impulsive



Red

- **Energy**
 - Boosts energy levels, prompts the release of adrenalin
- **Desire**
 - Physical desire in all forms
- **Action**
 - Helps promote the need for action and quick movement



**How will you
brand yourself**



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