

Branding Basics

Brand

a business, product or service which is identifiable through names, symbols, phrases and/or qualities

Branding

the process through which a business differentiates itself from its competitors and manages consumer perceptions concerning its identity and value

AIDA Model

a marketing model consisting of four phases which marketers use to lead potential customers to a purchase; steps consist of A: awareness, I: interest, D: desire, A: action

Branding Process

the process through which a company makes decisions regarding its brand; consists of these five steps: review company, determine unique perspective, create branding plan, consistently implement, monitor brand

Brand Identifier

any word, phrase, symbol or image which identifies a brand

Trademark

legal protection for an identifying word, phrase or image

Brand Equity

the value of a brand based on consumer knowledge of, perception of, and loyalty to the brand; strong brand equity allows for loyal customers, higher prices and growth opportunities

Brand Extension

a new product launched using an established brand name

Line Extension

a new variation of an existing product using an established brand name

Sub-brand

a distinct brand name given to a product which is under a larger, often more broad, institutional brand

Branding Basics

Co-branding

the practice of two or more brands forming an alliance and producing a product which includes both brand names

Licensing

the practice of authorizing a third party to use a brand's name and/or identifiers for a specified use

Brand Personality

the set of human characteristics associated with a brand

Personal Branding

the process by which people differentiate themselves and communicate their unique value in order to market themselves to others