



Coventry University London Campus  
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# **BRANDING AND CORPORATE IDENTITY**

Marketing Communications 305LON

Unit: 4

# In this unit we shall:

- Become familiar with the concept of branding and learn why it is important
- Discover key strategic brand management decisions
- Learn how to create and manage brand value or equity
- Discover crucial aspects of branding for services, co-creation and brand touch points
- Learn about managing global brands
- Explore global consumption issues including brand communities and brand tribes
- Explore branding with an ICT-based or digital environment
- Discover how brand is accomplished in the developing world
- Learn about country/place branding and celebrity branding

# WHAT IS BRANDING

marketing communication

effective communication

deliver  
promises

**NEEDS &  
WANTS**

**LOYALTY**

experience  
promises

reason to believe

COMPANY

**BRAND**

Value for  
Money

Great  
Benefits

Unique  
Experience

**PROMISES**

Beautiful  
Design

High  
Quality

Best  
Service

Etc...

CUSTOMER

# Branding

- Provides quality assurance
- Reduces search time
- Allows a company to charge more
- Transference to other brands sold
- <https://www.youtube.com/watch?v=oZXqORn0z4E>



# Corporate Advertising



Who says you can't  
be big and nimble?

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become a high-performance business, visit [accenture.com](http://accenture.com)

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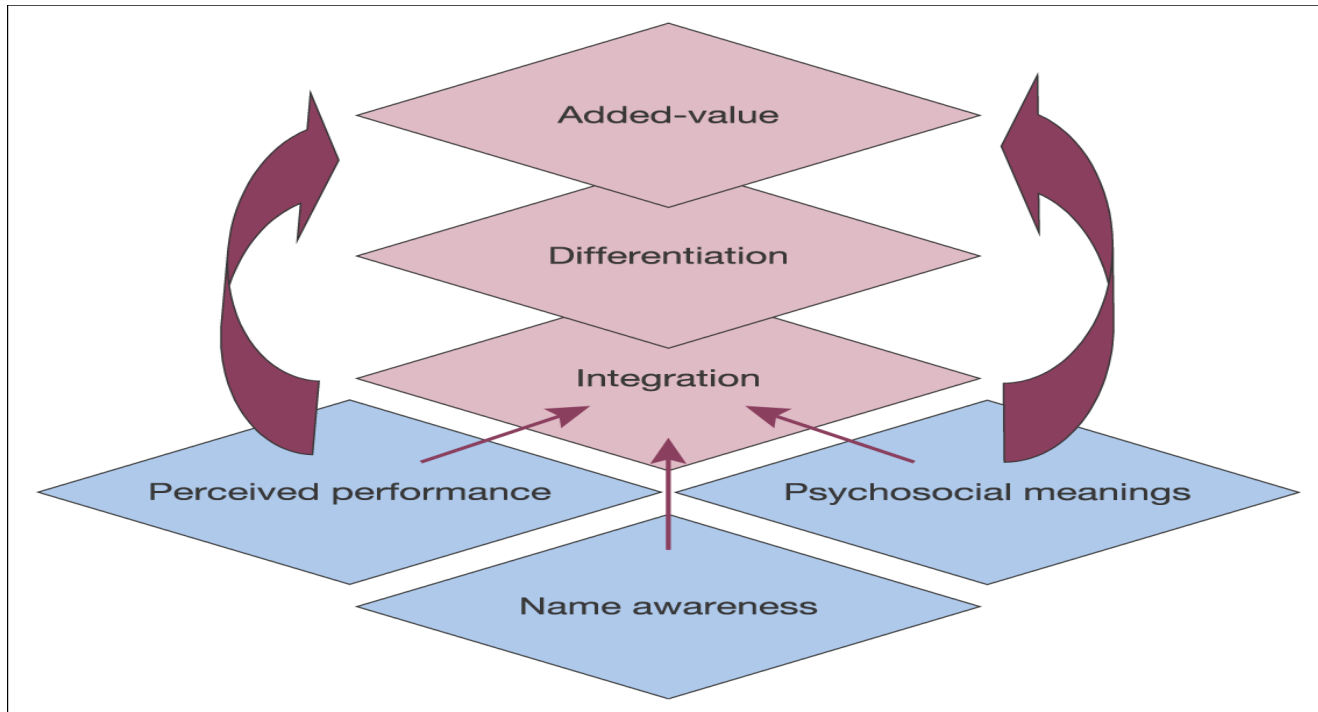
**accenture**  
*High performance. Delivered.*

# Brad Communication in 2019



Source: Fill, C., (2009), *Marketing Communication: Interactivity, Communities and Content*, 5<sup>th</sup> Edition, Financial Times Press (Source: Kapferer (2004). Used with permission)

# Strategic Dimensions of Branding



Source: Fill, C., (2009), *Marketing Communication: Interactivity, Communities and Content*, 5<sup>th</sup> Edition, Financial Times Press



# Basic Branding Concepts

- **Brand** – a complex bundle of images and experiences in the customer's mind
- The sum of impressions is a **brand image**, defined as perceptions about a brand as reflected by **brand associations** that consumers hold in their memories.
- **Differentiation**
- **Brand equity** – total value that accrues to a product as a result of a company's cumulative investments in the marketing of the brand
- Benefits of strong brand equity: loyalty, less vulnerability to marketing crises, larger margins, more inelastic consumer response to price increases



# Brand development strategies



**Risk:**  
cannibalisation...  
...try to take away sales from competing brands

# Managing Your Brand Effectively

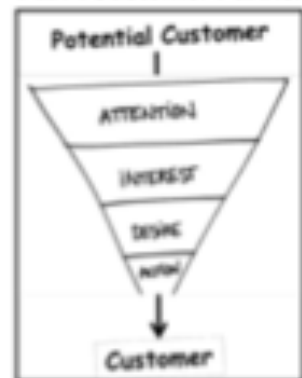
MARKS &  
SPENCER



# #1 KNOW YOUR OBJECTIVE

McKinsey's Customer Decision Journey

AIDA Customer Funnel



# #2 KNOW YOUR PRODUCT

Define clear USP (Unique Selling Proposition)

The advertisement for the Samsung GALAXY Tab 3 Lite is divided into two main sections. The left section features a vibrant, colorful illustration of a boy and a girl playing on a large, multi-colored tablet that is part of a playground structure. The text 'Samsung GALAXY Tab 3 Lite' is at the top, and 'COLORfully FUN!' is written in large, playful, multi-colored letters. The right section has a background of overlapping colored rectangles (red, yellow, teal) and features three key selling points in ribbon banners: 'Slimmer' (red), 'Colorful' (yellow), and 'Just as Powerful' (teal). Below these banners, four tablets are shown in a row, each in a different color: yellow, black, white, and teal. The white tablet is the most prominent, displaying a colorful abstract painting. To the right of the tablets, a white text box contains the following Indonesian text:

Selamat datang di Galaxy Tab 3 Lite, pilihan terbaik untuk nemenin kamu melewati hari-hari yang seru. Desain ramping yang berwarna-warni, diperkuat dengan prosesor dual-core dan baterai yang tahan lama. Layar yang lebih tajam menunjukkan kamu menikmati video, game dan aplikasi apapun dengan maksimal. Kamera 2MP yang dilengkapi lensa Super Slim dan Instant Sharing. Ditengkapi dengan 30000+ aplikasi yang telah dioptimalkan untuk Tab 3 Lite dan fasilitas penyimpanan Dropbox Cloud gratis. Samsung GALAXY Tab 3 Lite, tablet seru pilihanmu.



# Translate Specs into Benefits (3 minutes sales pitch)

### Slim, Colorful & Portable Design

Desain yang ramping dan berwarna-warni, Samsung Galaxy Tab 11.6 ini pun sangat mudah dibawa kemana-mana. Dengan layar super besar 11.6 inci, semua hiburan tinggal akan sangat seru!




5.4mm Thin

5.4mm Thin

CLEAR WHITE

BLUE GREEN

LEMON YELLOW

PEACH PINK

BLACK

### Rich Multimedia Experience

Layar 1 inch WSVGA memberikan gambar dengan kualitas tinggi dan lebih tajam. Kamu juga bisa menikmati lebih banyak hiburan yang kamu sukai karena di Samsung Galaxy Tab 11.6 akan ada lebih banyak fitur. Kamu bisa menikmati dengan fitur seperti personal photo, Slide Show dan Share and Share. Nonton video, main game dan internetan nggak akan terganggu dengan processor 1.2GHz Dual Core.






Share and Share

Physical Home Key

### Fun & Shareable Services

Ki Tab 11.6 kamu dengan semua aplikasi yang kamu inginkan, ada 30.000 lebih aplikasi yang telah dipublikasikan untuk Tab 11.6 ini. Berbagi dan mengimpor dengan fitur seperti foto dan video juga lebih mudah dengan Samsung Link yang bisa dibagikan ke semua aplikasi dengan fitur Samsung Link. Kamu juga bisa menikmati video-mu di TV layar lebar tanpa kabel. Dengan fitur yang canggih dan Dropbox cloud storage 10GB, kamu bisa mengupload dan berbagi file kamu semua file.



Samsung Apps  
30,000+ apps for download



Samsung Link



Dropbox  
10GB Cloud Storage  
All your photos, videos, and files anywhere



# #3 KNOW YOUR COMPETITOR

## Develop Positioning, POD, POP

**Positioning** (a short memorable sentence of differentiation):

a-one-package fun & entertainment tablet

**Point of Difference** (areas of importance that superior to competition):

available in 5 colors

**Point of Parity** (areas of importance that relatively "good enough" to competition):

a seven inch rich multimedia with 1.2 GHz Dual Core & 1GB RAM



# #4 KNOW YOUR TARGET

## Create customer persona - target clarity

### Meet David, the FUN-TAINMENT

Life is so much fun. I look forward to everyday. I'd like to experience all the joy and fun. I want newer experiences but I sometimes there are limits like financial, which make me lean towards easier/discounted low-cost options knowing that it may compromise my experience.

Samsung Tab is a superior yet affordable product that enhances my fun and entertainment, without shortchanging the experience.

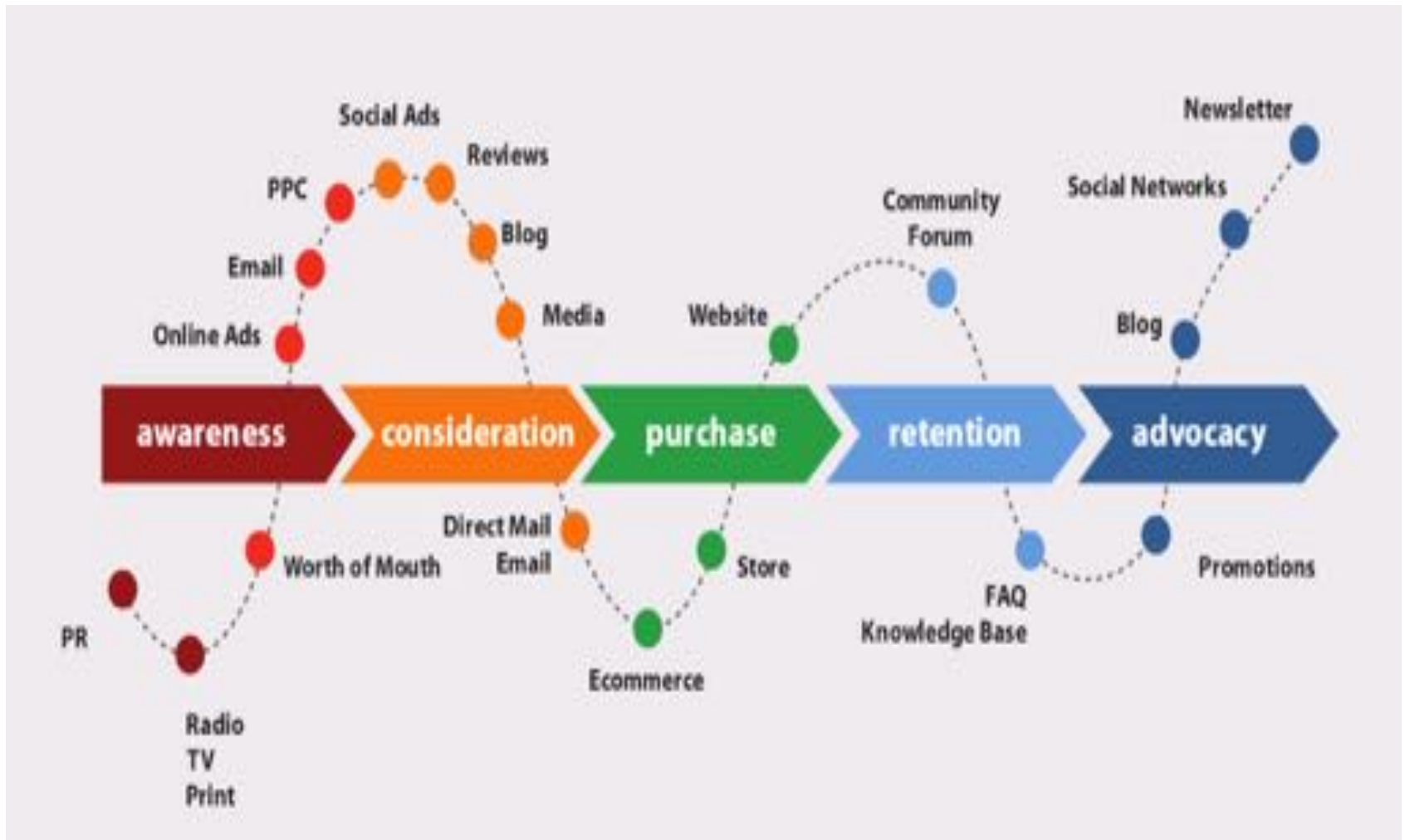
- Hangout: McD
- Wear: Distro
- Shop: Tebet
- Drive: Motorbike
- Hobby: Gaming



- Tone & Manner:

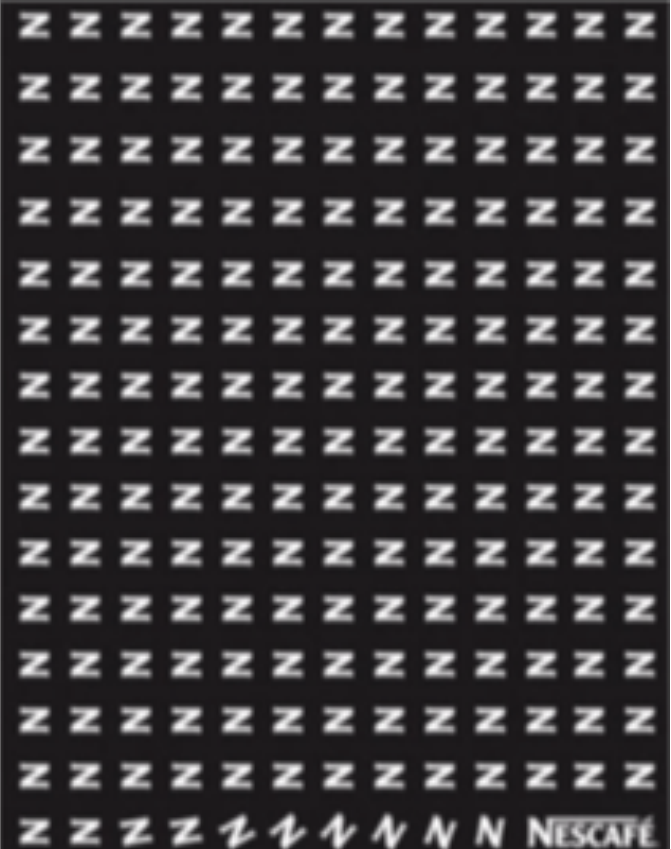


# #4 Know Your Media



# #4 Know Your Measurement

**S**ingle minded message  
**E**motional connection  
**C**onsistency  
**R**elevance  
**E**ye catching  
**T**ie to the brand  
**S**hareable and talkable



Questions