

MKTG311 Study Notes

Brands and Brand Management (Ch. 1)

WHAT IS A BRAND?

A Brand is a “name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.

BRAND ELEMENTS

A name, logo, symbol, package design, or other characteristic that identifies a product and distinguishes it from others. These components are *Brand Elements*.

Brand names themselves come in many different forms. There are brand names based on people’s names, like Estee Lauder cosmetics, Porche Automobiles, and Orville Redbacher popcorn; names based on places like Sate Fe cologne, Chevrolet Tahoe SUV, and British Airways; and names on animals or birds, like Mustang automobiles, Dove soap, Greyhound busses. In the category of ‘other’ we find apple computers, shell gasoline and carnation evaporated milk.

BRAND VERSUS PRODUCTS

A product is anything we can offer to a market for attention, acquisition, use or consumption that might satisfy a need or want.

We can define five levels of meaning for a product:

1. **The core benefit level** is the fundamental need or want that consumers satisfy by consuming the product or service.
2. **The generic product level** is a basic version of the product containing only those attributes or characteristics absolutely necessary for its functioning but with no distinguishing features. This is basically a stripped down, no frills version of the product that adequately performs the product function.
3. **The expected product level** is a set of attributes or characteristics that buyers normally expect or agree to when they purchase the product.
4. **The augmented product level** includes additional product attributes, benefits, or related services that distinguish the product from competitors.
5. **The potential product level** includes all the augmentations and transformations that a product might ultimately undergo in the future.

A brand is therefore more than a product because it can have dimensions that differentiate it in some way from other products designed to satisfy the same need. These differences may be rational and tangible – related to product performance of the brand – or more symbolic, emotional and intangible – related to what the brand represents.

WHY DO BRANDS MATTER?

Consumers is used broadly to encompass all types of customers, including individuals as well as organizations. To consumers brands provide important functions. Researchers have classified products and their associated attributes or benefits into three major categories: