

## Branding

### Warm-up

Introduce to the members of the group as a brand. Your first name is the name of the brand. What will be your logo or slogan? What are your values?

*You can let the students present their ideas or make groups of 6 people to discuss the ideas in bigger groups.*

### Reading

## Building Great Brands

- 1 A brand is a collection of images and ideas that represents a business. When we see a logo, slogan, or design and we know immediately what the product is, then the branding is successful. We instantly associate the product with ideas such as quality, reliability or performance.
- 2 Branding differentiates your product and it creates 'brand loyalty' in your customers. When a brand is widely known it has 'brand recognition' and 'brand equity', which is its financial value.
- 3 Companies have to identify the qualities associated with their product. They find a name linked to the identity and design a logo and slogan. Packaging is extremely important for communicating brand identity and they must create a marketing strategy and advertisements.
- 4 In many cases a brand is the same as a manufacturer, for example Gap or L'Oreal. In other cases the brand is the name of a product, e.g. Crest – not a manufacturer. The first case allows the company to promote different products. Some companies, such as Coca-Cola or McDonald's, have an international brand, built up over many years. Their message is the same for every product and in every market around the world.
- 5 Most branded goods are expensive, so stores' own brand goods can compete by offering a lower price. Smaller firms make clones of branded products such as computers and clothes. And there is an illegal global trade in pirated copies of branded goods such as DVDs. Negative information about a company, such as unethical behaviour, can have a devastating impact on the brand.
- 6 It is important to establish a brand in terms of its positive attributes rather than a desire to beat the competition. The slogan should be short, a maximum of six words, and easy to understand. Companies should aim at building a relationship with the public, and speak to consumers as individuals. The brand message must be in harmony with the product, so consumers have the experience promised by the message.



*Read the text and match the questions with the paragraphs:*

- A What are the benefits of branding? – **paragraph 2**
- B What are the best ways to brand? – **paragraph 6**
- C What are the challenges of branding? – **paragraph 5**
- D What is branding? – **paragraph 1**
- E How do you create a brand? – **paragraph 3**

F What are the different sorts of branding? – **paragraph 4**

*Work in pairs. Read the text again and discuss the questions:*

What do you think the most successful brand in your country is? Give reasons.

How does it create brand loyalty?

What is its slogan?

What ideas and images do you associate with it?

In what ways does the name suggest its qualities?

Is the brand message in harmony with the product?

*In this exercise it is possible first to agree on the most successful brand and continue in the pair work answering the next questions.*

### Groupwork – A new brand





















*You can divide your students using different logos or brand features (logo, product, slogan, core values).*

In this activity you are going to create a new brand and present it to your class. You can follow this structure:

- Choose a product.
- Invent a brand name. Brainstorm as many ideas as you can before choosing.
- Design a logo.
- Decide on the five core values of your brand. How is your brand different from rival brands?
- Write a slogan.







Product:
Brand name:
Logo:
Slogan:
Core values:



		<p>That's What I Like.</p>	<p>Sustained growth Empowering people Trust Responsibility</p>
		<p>Think different – but not too different.</p>	<p>We believe that we're on the face on the Earth to make great products.</p>
		<p>The best or nothing.</p>	<p>Passion Respect Integrity Discipline Excellence</p>
		<p>Just do it.</p>	<p>Community Sustainability Diversity Social responsibility</p>
		<p>I'm Lovin' it.</p>	<p>Quality Service Cleanliness Value</p>



		<p>Finger Lickin' Good</p>	<p>Hard work Hospitality Generosity</p>
			

## Resources

HOBBS, Martyn a Julia Starr KEDDLE. *Commerce 2*. Oxford: Oxford University Press, 2007. Oxford English for careers. ISBN 978-0-19-456983-5.

Core values:

[https://mission-statement.com/pepsico/?utm\\_content=cmp-true](https://mission-statement.com/pepsico/?utm_content=cmp-true)

<https://sites.google.com/a/email.vccs.edu/apple-computers/home/apple-core-values>

<https://www.mercedes-benz.com.au/?group=all&subgroup=see-all&view=BODYTYPE>

<https://bstrategyhub.com/nike-mission-vision-purpose-core-values/>

<https://bstrategyhub.com/mcdonalds-mission-statement-core-values/>

<https://www.yum.com/wps/portal/yumbrands/Yumbrands/company/our-brands/kfc>