

## Bibliography

What is a logo? (Logo) is a mark, symbol, or design that identifies a company, product, or service. It is a visual representation of a brand and is used to create a strong, lasting impression on the consumer's mind. The power of branding is in the ability to create a strong, lasting impression on the consumer's mind. The power of branding is in the ability to create a strong, lasting impression on the consumer's mind. The power of branding is in the ability to create a strong, lasting impression on the consumer's mind.

## Entance Ticket

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What is a Logo?  
What are the 4 types of logo's?  
What is a Brand?  
What is Branding?  
What is the difference between a logo and a brand?  
What makes a brand a good brand?

## The importance of branding

- A key aspect of a firm's marketing endeavor.
- The manner in which customers perceive your business influences their buying decisions.
- Branding can help you stand out from your competitors, add value to your other and to share with your customers.

**BRAND**

**Creating identity**

**Adding value**

**Creating a good brand**

## The different aspects of branding

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## Which one would you buy?

BOSS  
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How do businesses come up with brand names?

**Subscriptions**

**Conclusion**

[http://www.diderik.org/silly\\_chicken/PersonalBranding.com.br](http://www.diderik.org/silly_chicken/PersonalBranding.com.br)

Peter Guber: The "Me" vs. "We" Brand  
TheCaseSolutions.com





## Bibliography

What does a logo represent? (Bibliography)  
A logo is a symbol or design that identifies a company or organization. It is a visual representation of a brand and is used to create a strong, lasting impression on the consumer's mind. A logo can be a word, a symbol, or a combination of both. It is a key element of a company's branding and is used to differentiate it from its competitors.

## Entrance Ticket

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What is a Logo?  
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What makes a brand a good brand?

## The importance of branding

A key aspect of a firm's marketing endeavor.

The manner in which customers perceive you influences their buying decisions.

Branding can help you stand out from your competitors, add value to your offer and engage with your customers.

BRAND



Which one would you buy?



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Conclusion



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<http://www.wallpaperart.net/wallpaper/branding-overview>

# Peter Guber: The "Me" vs. "We" Brand

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# *Entance Ticket*

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What is a Logo?

What are the 4 types of logo's?

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What is Branding?

What is the difference between a logo and a brand?

What makes a brand a good brand?

**Which one would you buy?**



**BHD 29**



**BHD 3**

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## GOAL:

**Students will understand and define key terms of branding and be able to differentiate between visual identity (logo) and a brand.**

|  |   |
|--|---|
| Students will understand and define key terms of branding and be able to differentiate between visual identity (logo) and a brand. |   |
| 5  | Can conceptualize and explain key terms of branding and differentiate between visual identity and a brand. I understand and explain it to others. |
| 4  | Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.     |
| 3  | Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.     |
| 2  | Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.     |
| 1  | Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.     |
| 0  | Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.     |
| Not Using  | Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.     |

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# Objectives

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- => Understand the concept of branding
- => Acquire knowledge about the different aspects of branding
- => Explore the different means of developing a brand name
- => Explain the importance of branding in order to be a successful business
- => Use real life examples to demonstrate the power of branding in a competitive business environment

### State Standards/Competencies

29.1 Identify and incorporate branding strategies.

29.2 Determine the scope and purpose of the project.

29.3 Determine the target audience, client needs, expected outcomes, objectives, and budget.

29.4 Develop a conceptual model and design brief for the project.

29.5 Develop a timeline, communication plan, task breakdown, costs (e.g., equipment, labor), deliverables, and responsibilities for completion.

29.6 Develop and present a comprehensive proposal to stakeholders.

29.1 Identify and incorporate branding strategies.

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Understand and  
of branding and  
differentiate between  
(logo) and a brand.

tions.com



## ***What is a brand?***

- A set of associations that a person (or group of people) makes with a company, product, service, individual or organization.
- It is projected to customers in the form of a name, symbol, sign or design.
- Customers use it as a means of identification.

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# ***What is a branding?***

- **The process of distinguishing one business's product from another.**
- **An attempt to harness, generate, influence and control associations to help the business perform better.**
- **It aims to create an emotional connection between a business and its customers.**

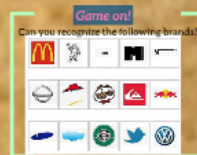
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# The different aspects of branding

## BRAND AWARENESS

- The ability of a customer to recognise the existence or availability of a firm's product or service.
- The extent to which particular business is recognised in a market.



## BRAND LOYALTY

- This occurs when customers choose to repeatedly purchase one company's product over another's.
- Brands that have a large loyal customer base can avoid the threat of competition to a greater extent.
- Loyal customers are termed as 'brand ambassadors'.



## BRAND DEVELOPMENT

- Long-term product strategy that involves strengthening the name and image of a brand to boost its appeal and sales.
- Enhancing brand awareness through means of promotion and advertising develops a brand.



## BRAND VALUE

- This refers to how much a brand is worth in terms of its reputation, potential income and market value.
- Customers willing to pay more because of a brand is evidence of high brand value.
- Brand values are an expression of a brand's "personality".

| Brand     | Value    | Change | Rank |
|-----------|----------|--------|------|
| Google    | \$250.00 | 100%   | 1    |
| Facebook  | \$150.00 | 100%   | 2    |
| Amazon    | \$100.00 | 100%   | 3    |
| Apple     | \$80.00  | 100%   | 4    |
| Microsoft | \$70.00  | 100%   | 5    |
| Twitter   | \$60.00  | 100%   | 6    |
| LinkedIn  | \$50.00  | 100%   | 7    |
| YouTube   | \$40.00  | 100%   | 8    |
| Instagram | \$30.00  | 100%   | 9    |
| WhatsApp  | \$20.00  | 100%   | 10   |