ITI8740/ITX8522: Software Development Team Project

12. Excercise in Branding

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A brand is a name that in the mind of the consumer is attached to a product category

(Your brand) is the only

(your product category)

that helps _(your target audience)_

to _(what your brand is used for)_

so that _(why your target audience_

uses your brand)

A brand has one positioning.

A brand has one positioning statement.

You must attach your brand to a product category to give it meaning. Without a clear category it is hard to say what you are.

- Mercedes is a **luxury German car**.

- Heinz is a **ketchup**.

- iPhone is a **smartphone**.

- Thinkpad is a **laptop**.

Focus!

IN THE MIND OF THE CONSUMER,
A BRAND THAT DOES JUST ONE
THING REALLY WELL IS MORE
CREDIBLE THAN A BRAND
THAT DOES EVERYTHING.

Product Category Examples:

In the mind of the mass consumer:

- **Dyson** invented the bagless vacuum cleaner category.

- **Google** invented the search category. *

- **Tesla** invented the luxury electric car category.

- **Uber** invented the mobile-app-based taxi service category.

- **Vanessa Mae** invented the violin-techno-acoustic-fusion category.

Positioning defines where what you build stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.

A good positioning makes a product unique and makes the users consider using it as a distinct benefit to them. It the product a unique selling proposition. Good positioning makes a brand or product **stand out** from the rest.ood positioning allows a product and its company to ride out bad times more easily. Good positioning allows flexibility to the brand or product in extensions, changes, distribution and advertising.

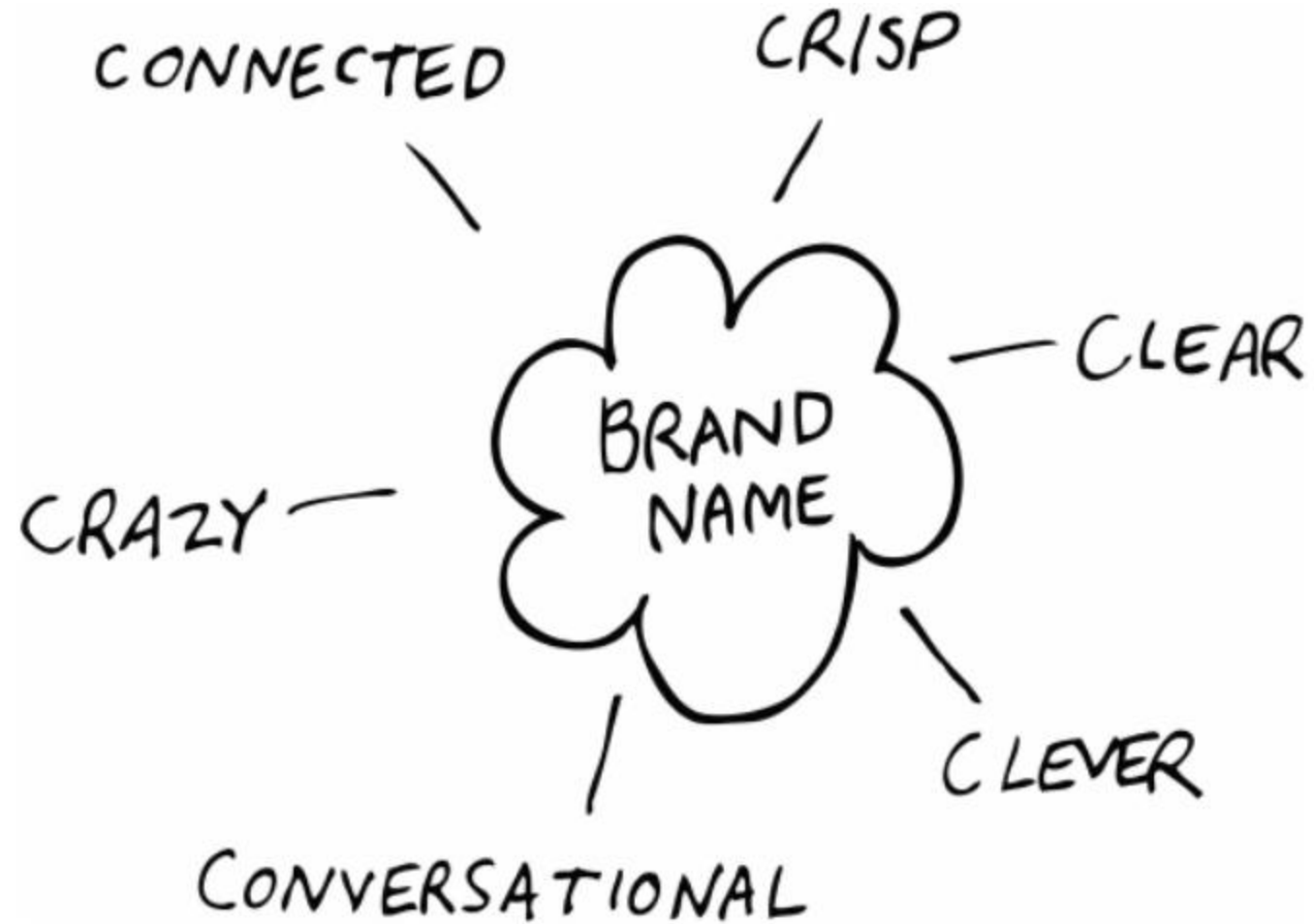**Your product is the absolute manifestation of your positioning**

Positioning = Product.
Product = Positioning.

A Name is Important

- Jennifer Aniston or Jennifer Anastassakis?

- Demi Moore or Demetria Guynes?

- Marilyn Monroe or Norma Jeane Baker?

- Lady Gaga or Stefani Germanotta?

- Ralph Lauren or Ralph Lifshitz

Six-C Framework

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- **Crisp** - keep it short and sweet. In general short names are easier to remember.

- **Clear** - when people see acronym for the first time, they try to figure out what it means. Do not create acronyms.

- **Clever** - associate the name with product category

- **Conversational** - should be easy to pronounce and talk about.

- **Connected** - brand names connected with multiple words are easier to rememeber when they are connected using alliteration.

- **Crazy** - boring names do not cut it, whereas unexpected names in respective product categories make miracles.

Do: Match a domain name (.com, .cc, .io etc).

Don't: Use descriptive brand name (e.g. *Teams*).

Logo

Logo can be:

Brand name alone

Brand name and a symbol

Choosing Colors

1. **Keep it simple** – too many colours makes using them hard. One or two core colours are required for a logo. These colours shouldbecome the visual identifiers across different media.

2. The colours need to **complement each other**, yet have good contrast.

3. **Be distinctive** – check the colours your competition is using.

4. **Test, test and test** – how do the colours look on screen and in print, are there any cultural issues, do they stand out on different backgrounds?

5. Most importantly - your colours need to **express and enhance the meaning of your brand**, have relevance to your audience and last for a long time.

Thank you!