

Branding & communication



an overview

Marketing is

Marketing is an **iterative process** where an organisation works with & adapts to the market & then through the process of communicating, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

Marketing communication begins with an **understanding** of the customer

Marketing is

Marketing is an iterative process where an organisation works with & **adapts to the market** & then through the process of communicating, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

Marketing requires **listening** to the market

Marketing is

Marketing is an iterative process where an organisation works with & adapts to the market & then through the **process of communicating**, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

Communication is central to marketing

Marketing is

Marketing is an iterative process where an organisation works with & adapts to the market & then through the process of communicating, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, channel partners, & society.

Marketing requires the communication of **value**

Marketing is

Marketing is an iterative process where an organisation works with & adapts to the market & then through the process of communicating, creating, distributing, promoting, & pricing products, endeavours to facilitate profitable exchange relationships with customers, **channel partners, & society.**

marketing requires both
internal and external communication

The umbrella concept

A large number of dark blue umbrellas are open, creating a dense, textured background. In the center, a single bright red umbrella is open, standing out prominently from the sea of blue. The perspective is from above, looking down at the umbrellas.

marketing is about
profitable exchange relationships

[internal – channel – consumer]

Branding has many dimensions



Think the 6 product components

Branding has many dimensions



Think the 6 product components think service, people, place, experience

Branding is a meta-narrative



The marketing communication objective is to communicate a meta-narrative* with the market

*big on-going iterative story – that creates a brand

Branding is a meta-narrative



Consumers use products
to create their meta-narrative with society

Branding has many dimensions



Everything sends a message

Everything sends a message



Everything sends a message

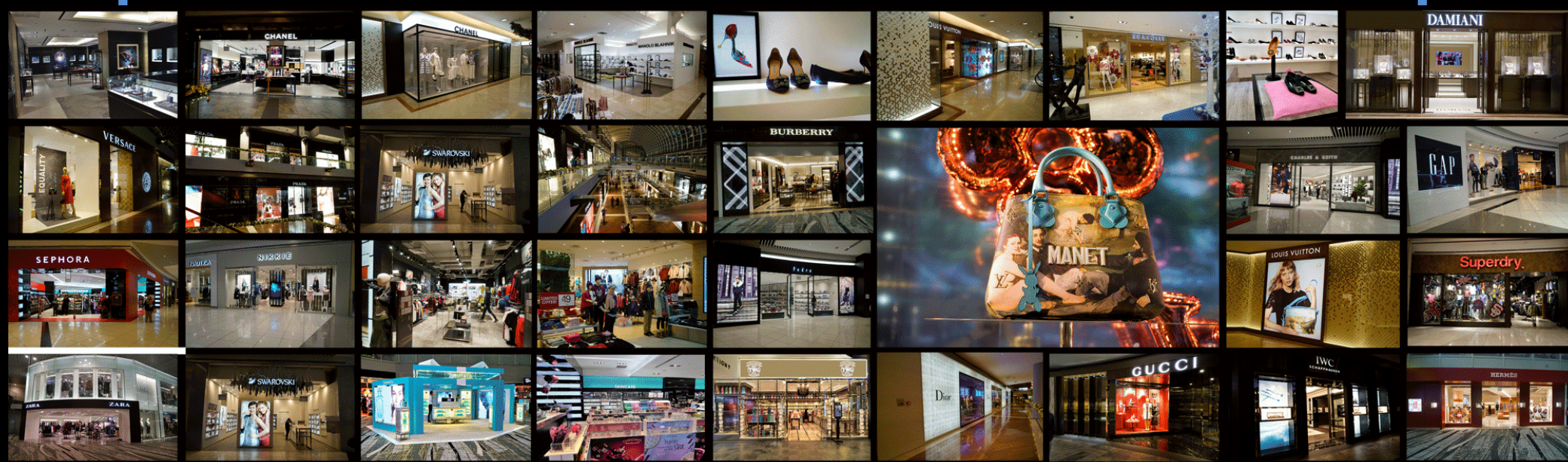


Everything sends a message

Only 7-24% of the message is verbal the balance is non-verbal Cole, K.(1993).



Everything sends a message





Communicating ideas – product value proposition



Communication runs through everything we do



Two days ago you paid full price

Communication runs through everything we do



Tactics must not contradict strategy

Brand architecture

- ✓ Parent Brand [e.g., Unilever, Proctor and Gamble]
- ✓ Family Brand [e.g., Dove (Unilever), Gillette (P&G)]
- ✓ Individual Brand [e.g., Dove soap, Gillette fusion]
- ✓ Private Brands [e.g., Woolworths 'select']
- ✓ Cleanslate Brands [newly established co-created]
- ✓ Orphan Brands [remembered but no longer available]
- ✓ Trademark

Brand architecture [another perspective]

- ✓ Family [e.g., Unilever]
- ✓ Genus [e.g., Dove]
- ✓ Species [e.g., Dove soap]
- ✓ Variety [e.g., beauty cream bar]



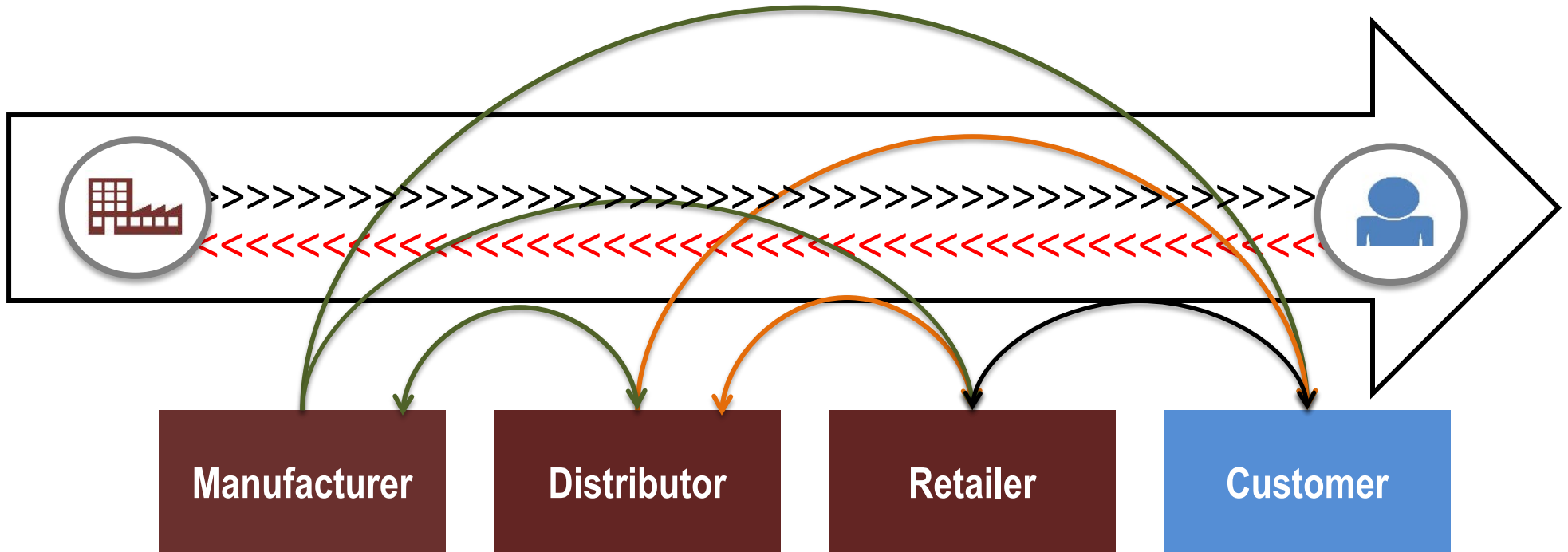
botanical nomenclature

- brand awareness
- brand identity
- brand strength
- brand stature
- brand associations
- brand architecture:
 - family brand structure, individual brand names, private-label brands:
- brand competitors
- brand comprehension
- brand community
- brand counterfeiting

- brand image
- brand inertia
- brand licensing:
 - co-branding
- brand name
- brand personality
- brand position and positioning.
- brand extension:
 - brand leveraging, brand dilution
- brand relationships:
 - brand loyalty, brand love, brand switchers, brand loyals.

brand

considerations



Push & Pull communication strategies are essential:

- ✓ Push the product through the channel to the end customer
- ✓ Pull the product through the channel thru customer demand
- ✓ Push & pull the product thru customer and channel relationships

Communication is **NOT** a one way process



Communication

- is not just transmitting
- is also listening
- Is shared meaning

(Bennett, 2003)

It's not just what the organisation transmits



It's also the collective attitude that is formed to the product and brand

the fundamentals of marketing
communication cannot be ignored



For example



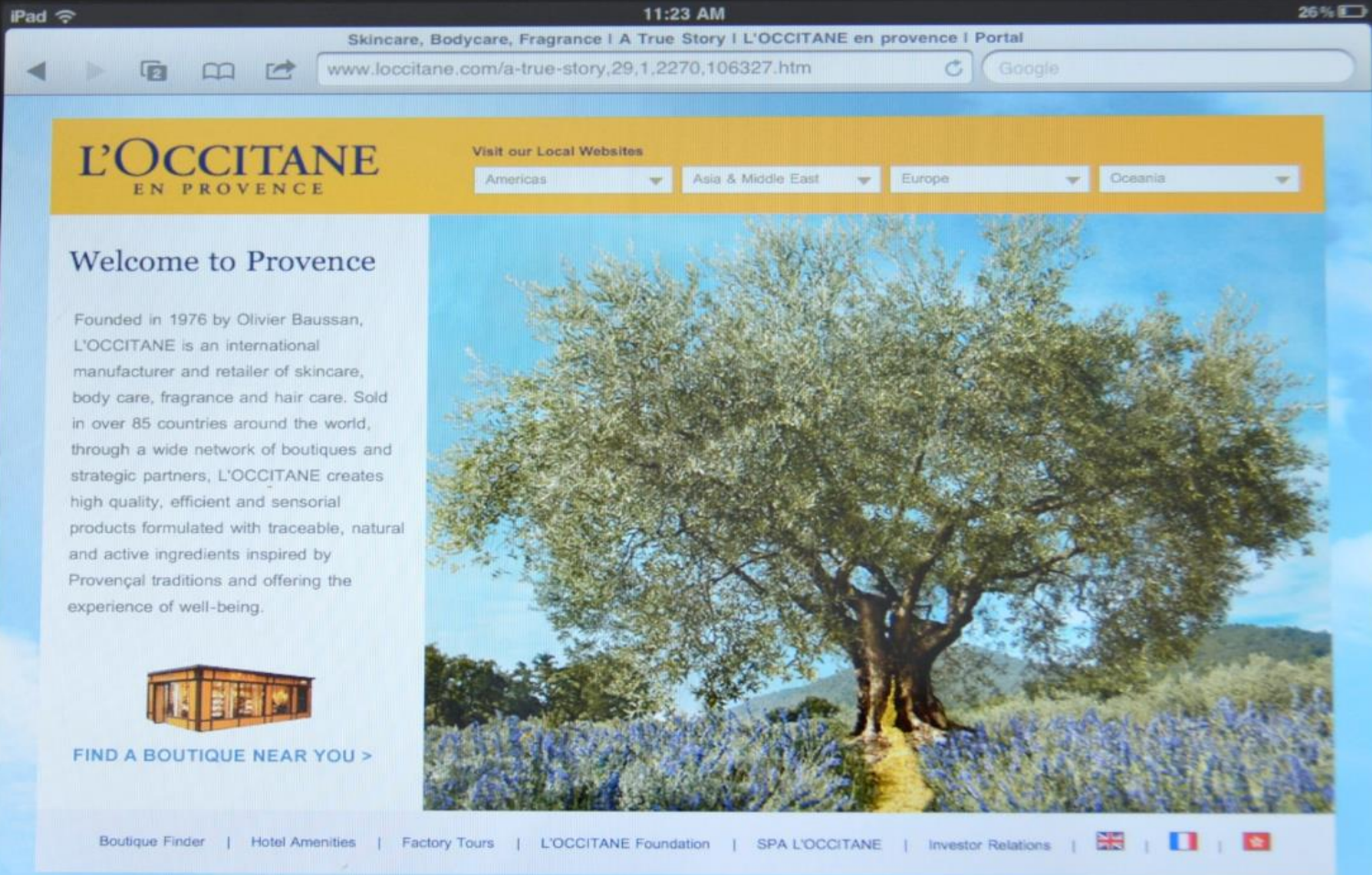
Communicating through social media is important



Communicating through personal selling is important



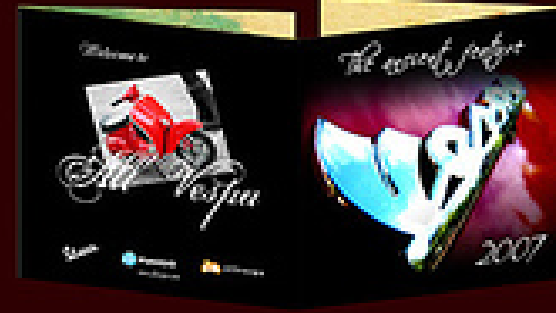
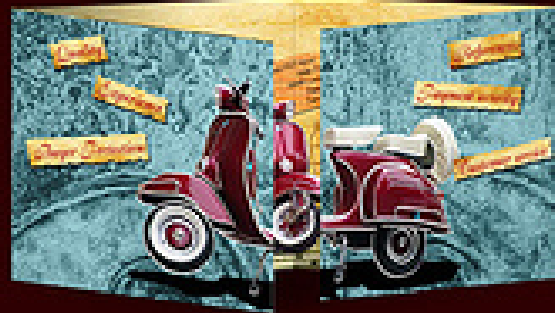
Communicating provenance is important



Communicating through a web site is important



12 x 12



MẶT TRƯỚC



MẶT SAU

Communicating through brochures is important



Communicating through packaging is important



Communicating through place is important



Communicating 'hurry' is important

MEN ARE FROM BARS,
WOMEN ARE EXTREMELY COMPLICATED.

LET'S GET A GUINNESS IN US.

CODY

Communicating the brand personality is important



Communicating through OOH is important



Christchurch as a shopping experience



Communicating the aggregate product is important



ht	To / Via	Gate
K 975	Tehran	213
K 604	Karachi	220
K 853	Kuwait	215
K 203	New York	201
6530	Kochi (Cochin)	222
K 835	Bahrain	211
K 847	Doha	212
K 420	Perth	232
K 650	Colombo	202
5098	Nagoya	119
K 404	Singapore	223
K 011	London Gatwick	229
K 306	Beijing	231
E 5952	Incheon	227
K 544	Chennai	128
K 3903	Mauritius	203
K 007	London Heathrow	217
K 346	Kuala Lumpur	226
K 384	Hong Kong	221
K 302	Shanghai	214
EK 658	Male	224
EK 560	Kozhikode	219
EK 316	Osaka	125
EK 564	Bangalore	126
EK 624	Lahore	228
EK 8510	New Delhi	213
EK 332	Manila	123
EK 526	Hyderabad	220


flights proceed to gates 101 to 160

Time	Flight	To / Via	Gate
03:45	EK 582	Dhaka	
04:00	EK 504	Mumbai	121
04:10	EK 520	Trivandrum	216
04:25	SA 7159	Johannesburg	127
04:30	EK 356	Jakarta	201
04:40	EK 510	New Delhi	218
07:10	EK 981	Sana'a	
07:25	EK 901	Amman	122
07:30	EK 035	Newcastle	231
07:35	EK 957	Beirut	228
07:40	EK 785	Accra	
07:45	EK 001	London Heathrow	230
07:50	EK 025	Glasgow	221
07:50	AT 9261	Casablanca	213
07:55	EK 017	Manchester	217
07:55	EK 971	Tehran	211
08:00	EK 073	Paris	226
08:00	EK 600	Karachi	120
08:05	EK 039	Birmingham	218
08:15	EK 107	Malta	
08:20	EK 015	London Gatwick	203
08:25	EK 723	Addis Ababa	219
08:25	EK 841	Doha	128
08:25	EK 862	Muscat	201
08:30	EK 201	New York	126
08:30	EK 837	Bahrain	223
08:30	SA 7157	Cape Town	

Time	Flight	To / Via	Remarks
08:40	EK 055	Dusseldorf	212
08:40	EK 432	Auckland	
08:45	EK 067	Zurich	214
08:45	EK 225	San Francisco	232
08:45	EK 707	Seychelles	225
08:50	EK 927	Cairo	118
08:55	EK 077	Nice	216
09:00	EK 059	Hamburg	121
09:00	EK 747	Tunis / Carthage	224
09:05	EK 049	Munich	127
09:05	EK 093	Milan/Malpensa	119
09:05	EK 211	Houston	202
09:05	EK 418	Auckland	227
09:15	EK 783	Lagos	215
09:25	EK 067	Rome	123
09:30	EK 506	Mumbai	125
09:40	EK 372	Bangkok	230
09:50	EK 029	London Heathrow	222
09:55	EK 127	Vienna	220
10:00	EK 412	Sydney	
10:00	EK 606	Karachi	
10:05	EK 105	Athens	
10:05	EK 380	Hong Kong	
10:05	EK 406	Melbourne	
10:10	EK 516	New Delhi	
10:10	EK 133	Moscow	
10:15	EK 261	Sao Paulo	231
10:15	EK 763	Johannesburg	228

all other flights proceed to gates 101 to 160

Communicating time and place is important

A photograph of a man with a beard, wearing a green and purple plaid shirt, sitting at a desk in a modern office. He is looking at a computer monitor and has his hand on a tablet. The desk is cluttered with various items including a white cup, a black tablet, a smartphone, and some papers. In the background, other people are working at similar desks with multiple monitors. A white text box with a black border is overlaid on the right side of the image, containing the text 'Rule #1 call a professional'.

Rule #1 call a professional