

# Fundamentals of Branding

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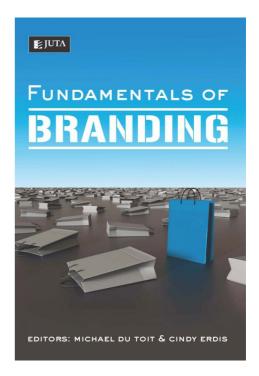
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# **About this Publication:**

The concept of branding, although not a new topic, is still a vitally important concept in marketing today. There is nothing more valuable than a well-known and trusted brand.

#### **Contents Include:**

## **Chapter 1 Marketing and branding**

What is marketing?

Product

Price

Distribution

Promotion

Marketing activities

The marketing process

# **Chapter 2 The role and place of branding**

The definition of a brand

**Evolution of branding** 

What can be branded?

Advantages of branding from the customer's perspective

Advantages of branding from the retailer's and manufacturer's perspectives

Criticisms of branding

Types of brands

Legal aspects of brands

## **Chapter 3 Elements of branding**

The various types of brand elements

Criteria for selecting brand elements

# **Chapter 4 Packaging the brand**

Consumer decision making

The feel of the brand

**Packaging** 

Types of packaging

Considerations when designing packaging

# **Chapter 5 Positioning the brand**

What is brand positioning?

Reasons for positioning a brand

Identifying and establishing brand position

The positioning process

Guidelines for positioning a brand

#### Chapter 6 Planning, leveraging and extending a brand

Importance of brand planning

Issues influencing brand potential

Leveraging secondary brand knowledge

Brand sponsorship

Manufacturer brands and private brands

Licensing

Brand extensions

# **Chapter 7 Evaluating your brand**

Analytics and metrics

Benefits of measuring a brand

Measuring branding

Managing brand measurement

#### **Chapter 8 Practical branding**

Introduction

Summary

References

#### Of Interest and Benefit to:

As an introduction to branding, Fundamentals of Branding provides students with an overview of the building blocks of branding, which include:

- the influence of branding on marketing decisions
- the role and place of branding in the organisation

- the various elements of branding
- packaging the brand
- positioning the brand
- planning, leveraging and extending the brand
- evaluating the brand

The book contains a chapter with real-life branding case studies which illustrates the practical application of the topics discussed in this book. This is a very useful resource for students who struggle to apply theory learned to real-life situations.