

PRESENTATION

ON

CLASS: T.Y.BMS

SUBJECT: SERVICES MARKETING

CHAPTER- 5

BRANDING OF SERVICES

PRESENTED BY:

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DEFINITION OF BRANDING :

- “ A name, term, symbol or design or a combination of them which is intended to identify the goods and services of the seller or a group of sellers and to differentiate them from those of competitors”.

- Philip Kotler

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ADVANTAGES OF BRANDING SERVICES :

- It provides corporate identity .
- It offers a powerful tool for relationship building.
- It helps to create an image of quality.
- It reduce price comparison.
- It encourages repeat usage using sales promotion.

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- It supports positioning strategy.
- New service offer get quick response.
- Market penetration becomes easy.
- It keeps the current customer satisfied.

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CHARACTERISTICS OF A GOOD BRAND NAME :

1. Distinctive :

- A unique and distinctive symbol is not only easy to remember but also a distinguish feature.
- Eg- ??????

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Distinctive :



McDonald's

DISTINCTIVE :



CONTINUED...

2. Suggestive :

- A chosen name or symbol should be suggestive of quantity, or may be associated with superiority or a great personality.
- Eg- ????

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SUGGESTIVE :



CONTINUED...

3. Appropriate :

- Many of the products are surrounded by a certain mystique in the minds of the customer.
- Eg- ??????

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APPROPRIATE :

*Fair &
Lovely*

CONTINUED...

4. Adaptable :

- It should be adaptable to new products.
- L.G. is a good brand name for TV, but when extended to refrigerators and washing machines some of the sales appeal is lost.
- Eg- ??????

ADAPTABLE :

SAMM SUNG

CONTINUED...

5. Easy to remember :

- It brand should be easy to remember.
- It should be easy to read, spell and pronounce.
- Eg- ??????

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EASY TO REMEMBER :



PROBLEMS OF BRANDING OF SERVICES:

- Brand messaging is helter-skelter , that is, it varies by audience, messaging vehicle, campaign, etc.
- The brand does not stand for anything and it does not promise anything. It is just a name and a logo.
- No one in the organization has a solid understanding of the brand.
- A crisis occurs that reinforces that the brand was never really serious about its promise.

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- ▶ The brand becomes a “whipping boy” for some social issue. Special interest groups that disagree with the brand’s policies target the brand for attack.
- ▶ There is little to no awareness of the brand in the marketplace. This could be because it is a start-up brand or because it is new to the specific geographic market.
- ▶ Internal politics and organizational dysfunction lead to brand and customer service dysfunction.

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- ▶ The brand and the organization behind it have rested on their laurels (symbol of victory) for far too long, not keeping up with consumer needs and industry innovations.
- ▶ The CEO and the leadership team do not understand brand management and do not support it.
- ▶ Every time the economy slows, marketing budgets are slashed, leaving the brand vulnerable.

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- ▶ Every time a new brand manager arrives, that individual changes the brand or its marketing campaign, whether changes are needed or not.
- ▶ Brand extensions have repositioned in core brand in a negative light.
- ▶ The brand has pursued a series of price increases at a rate that far exceeds inflation.

The various factors affecting brand image are as follows :

1. Contents of Advertisement :

- The quality of contents i.e. illustration, headline, the colour combinations, the music background, words, etc can give intended image to the brand.
- Eg- If cheap humours is used in the ad, the brand may get a cheap image.

Continued...

2. Media Used :

- The quality of media or the programmes sponsored may affect the brand image.
- Eg- Reid & Taylor can advertise in business magazines but not in cheap local magazines. Advertising in cheap media or sponsoring cheap programmes may adversely affect the rich image of a brand.

Continued...

3. Personalities Used :

- The personality of the person endorsing the brand must always match with the personality of the brand.
- Eg- M.S. Dhoni can endorse cricket kits. But it cannot use a Hindi film comedian to endorse the cricket kits.

Continued...

4. Symbols :

- The company and brand logos should be so designed that it should get instant recognition of the brand.
- Eg- the Maharaja of Air- India, Penguin of Kelvinator.

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Maharaja of Air- India



एरिा इंडिया
AIR INDIA

Penguin Kelvinator



Continued...

5. Sponsoring of Events :

- The event sponsored by the company can affect its image.
- Hence brands having rich image sponsor rich events.
- Eg- Cricket world cup tournaments are sponsored by rich brands.

Sponsoring of Events

BROADCAST SPONSORS

CO-PRESENTING



ASSOCIATE



Continued...

6. Price :

- The price factor can generate image for the brands.
- Eg ????

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Price



Continued...

7. Product :

- The product by itself is an important factor in order to develop a brand image.
- The brand should perform well and also generate customer's satisfaction.

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Continued...

8. Packaging :

- The package must be properly designed in order to give rich image to the brand as package is the face of the product.

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Continued...

9. Distribution :

- The type of distribution by a company may affect the image of the brand.
- Eg- ????

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Distribution

RADO
SWITZERLAND



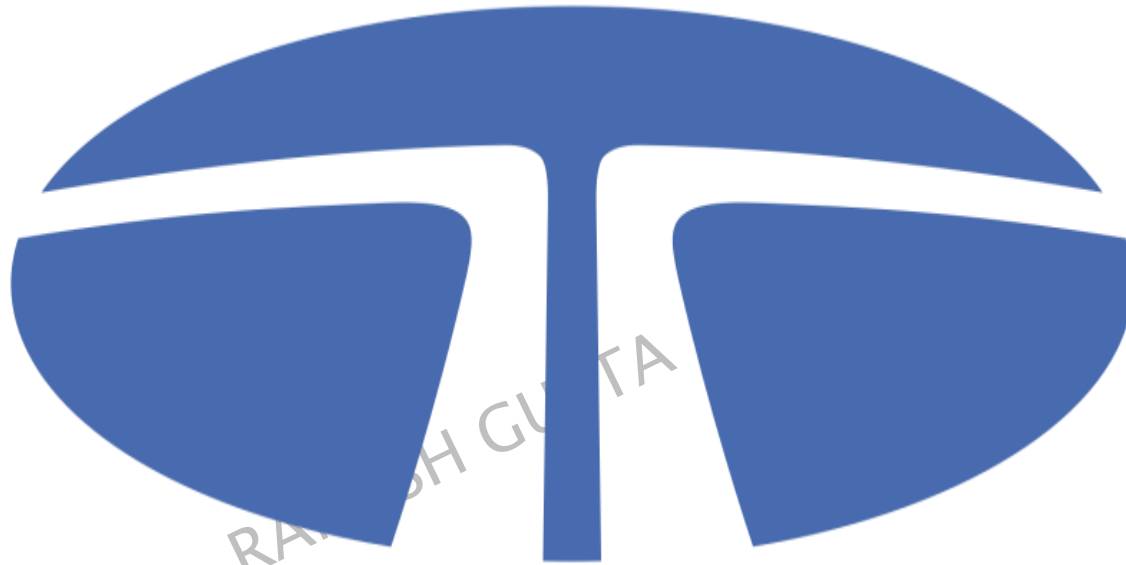
Continued...

10. Company :

- The image of the company can affect the image of the brand.
- Eg- ????

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Company



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TATA

TYPES OF BRANDING :

1. Individual brand names :

- Each of the product is branded with a distinct brand name.
- Eg- LIC

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LIC :



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

CONTINUED...

2. Blanket family name :

- Here a single family name is used as brand name for all the products.
- ITC brands all its different hotel services under a single brand name- Welcome Group of Hotels.
- Eg- ITC

ITC :



Food Ingredients



Chocolates Confectionery



Biscuits & snacks



Beverages



Ready to eat packs Instant mixes



ITC :



CONTINUED...

3. Separate family name for all the products :

- The same services provider gives different family name for different categories of products.
- Eg- IDBI has introduced four types of bonds- Recurring Bonds, Money Back Bonds, Deep Discount Bond

SEPARATE FAMILY NAME FOR ALL THE PRODUCTS



IDBI BANK

CONTINUED...

4. Company name along with the individual names

- Some service providers use different names for different products, but precede these names by the company's name.
- Eg- Standard Chartered Bank brands each of its credit card products first with its family name followed by separate names. Standard Chartered classic, Standard Chartered Gold and Standard Chartered Executive.

COMPANY NAME ALONG WITH THE INDIVIDUAL NAMES



CONTINUED...

5. Brand Champion :

- Brand champions are internal and external story tellers who spread the brand vision, brand values and cultivate the brand in an organisation.
- A 'brand champion' is essentially someone who is responsible for promoting a brand.
- Eg- Singapore Airlines, L'Oreal, Harley Davidson, Nike, Google etc are some well-known examples of companies which benefit tremendously from their employees being strong and dedicated brand champions.

BRAND CHAMPION



CONTINUED...

6. Brand Culture :

- Strong brands are managed by organisations characterized by their strong internal brand cultures.
- Brand Culture is determined by the internal attitudes towards branding, management behaviour and practices of an organisation.
- Eg- ????

BRAND CULTURE



CONTINUED...

7. Personal Branding :

- Personal branding is very common among politicians, celebrities, athletes and other people who have niche followership.
- This type of branding makes it easier for these people to create an image for themselves among their followers.
- This brand image not only helps them in creating new business opportunities for themselves but also benefits the brand associated with them.

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- Michael Jordan is a perfect example of personal branding who, because of his niche followership, was not only able to benefit himself by launching his own apparel line but also benefited Nike which partnered with him to launch the same.

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Michael Jordan



Michael Jordan



A teal watercolor splash background with the text "Thank You" in a cursive font. The splash is centered and has a soft, irregular edge. The text is written in a dark teal color and is the central focus of the image. At the bottom left, there is a decorative graphic element consisting of a dark teal triangle pointing upwards, a black diagonal line, and a light blue triangle pointing downwards.

Thank You