

# Mircrosoft

Business, Marketing



Microsoft Microsoft company is the most known and valuable brand worldwide. It appears at the fourth position among the list of valuable global brands. Its brand name is one of the elements that have boosted its success because it works as anchor for the identity of the product. The name is unique, simple and appealing and it works as an attraction centre to make every customer desire Microsoft products. The name and the quality of the hardware and software it possess, is the main purpose for it going global. Logos are very important assets in all companies. Microsoft is no exception of the companies that has logos to support its product in the market (Armin 2012). It has logos for eps, pdf and other sub brands that enable to boost its market. Their logo is welcoming and its colors are attractive and symbolize the company's products and marketing communication. Every time Microsoft brand invades new logos that bear the original logo of Microsoft to enable it renew many brand touch points worldwide (Armin 2012). The new logos play a big role in more than a billion people daily. They also inspire people from their design product principles and draw the heritage of Microsoft values. However, it also helps in marketing the products and enables the brand to continue having a large market share.

Packaging helps drive the brand's success. It is a valuable element in a business and the reason behind it is; developed branded package designs are meant to communicate to the consumers instantly and convince them of the brand and product they offer. Microsoft has always valued packaging since the period of TechRader up to date. Its packaging evolves overtime to enable continuity of positive perspectives by consumers towards its products. They recently evolved with a new package system of iPods that

currently boosts the brand awareness. It always makes sure that the packaging designs follow the order of color, symbols, shapes and words. The color on the package is always appealing to the consumers. This is because the customer is always motivated by it before anything else.

However, slogan plays a prominent role in advertising. It captures the company's brand positioning and it forms link between brand identity and marketing activities. Microsoft slogans go hand in hand with their logos and name. The slogan that Microsoft invented in the year 2010 of “ Be what's next” enabled boost its products (Callaham 2013). The ‘ be what's next’ slogan attributed to the introduction of windows 8 a new product of Microsoft. The main perspective of the slogan was to motivate consumers of Microsoft brand being the best and ready to produce new products to the market.

A symbol on the hand is an element that evokes people's desires to purchase a certain product instead of the other. Microsoft symbols are unique. They stick to design plans and not antagonize with anyone's brand. They are structured in perfect manner regardless of the many products they have such as phones, packages and computers. There symbols enable draw customers attention to their product.

Advertising helps in creating a relationship between customers and the products. Microsoft advertising helps connect with customers worldwide. To achieve efficient advertising they use digital channels by the help of the URL element. This enables the brand to reach all markets worldwide and also accomplish everyone's need. A brand can be successful by fulfilling every markets desire. It does not need to concentrate on specific market segments

and live out others. Microsoft has played a big role to make sure their products are known and accessible by all markets worldwide.

#### References

Armin (2012). Why Microsoft Got Its Logo Right. Retrieved on 13th November 2014  
Callaham . J. (2013) Microsoft officially abandons “ Be what’s next” slogan. Retrieved on 13th November 2014