

What is branding

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What is Branding? This refers to a slogan, logo (graphic) or any unique feature that a company may perceive necessary for the purpose of making the organization more known to prospects (Richardson 29). It may also refer to statements used to make a business organization more recognizable. It is imperative that every business organization is perceived unique from the rest by the target customers. This form of perception is a marketing strategy used to attract customers in an effort to increase sales. Secondly, a new brand may lead clients to think that a company has improved the nature of their products. It can therefore be used as a strategy to maintain customers as well as attract others.

A strong brand is imperative for the intended purpose to be achieved. If it is a statement or slogan, it should as precise and short as possible. This should be something that target customers can remember at ease. Before branding is done especially for existing companies, it is vital to involve the customers. Constant communication with such people allows the companies know what kind of information or graphics to include.

However, branding does not work at all times. In some companies, the introduction of new brands has culminated into loss of customers. For instance, one of the leading on-demand streams faced challenges when a number of its subscribers withdrew. This was caused by the effort of the management to change the logo. Companies which have already become established in the market do not need to have new brands. Some of these companies are price leaders in the market and therefore do not need such branding. Apart from being wastage of time and money, this development may also lead lose of customers. However, in the event a given company

would want to develop a new brand, discussing with clients would be necessary.

Work cited

Richardson, Alan S. Dick and Arun K. Jain " Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality", Journal of Marketing October 2000 pp. 28-36