

# Development of a brand image



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## Introduction

### What is exactly Brand Image?

Brand Image is defined as the face of a business. It is how you want the market or your audience to perceive the product, brand or service. It represents what the company believes in, values, services and ideas. It can generate audience loyalty and attract customers to your business. It Includes elements like logo, design, tagline etc.

Brand identity for a start-up is one of the key elements in the present time because of the number of start-ups coming up in the market. Brand Identity is considered a key element because it can make you stand out from other businesses and your competitors.

### Advertising Campaign Detail

Beard Oil came out with their first commercial video featuring the actor, Isaiah Mustafa. Mustafa quickly became “ Beard Oil Guy,” and the brand capitalized on with an interactive video campaign in which Mustafa was a part of and actively participated with comments on Facebook and Twitter and other social media websites including short, personalized videos.

In about two days, Our brand had churned out 186 personalized and quite funny video responses that too ft Mustafa responding to fans online.

According to the data, these videos saw over 12 million views, and Beard Oil gained about 30000 Facebook fans and 58, 000 new Twitter followers.

“ We were sending & sending mini TV commercials back to individual. Also the consumers that were personalized, and we were rapid-fire doing it on a rapid-fire basis,” The creator creative director at that time was and a writer for the campaign, told Beard Oil Data. “ No one expects to ask a lot of question and then we can consider and then be responded to. I think that’s where we broke through.”

We find that the campaign’s gained momentum with most of the your fans and followers, do everything you really can to keep all of them engaged while keeping your messaging true to your brand’s voice and image.

Our campaign name is - Beard Oil, Grow beard like a man

What are the takeaways from this campaign, if you ask that then The first is the way they marketed to a whole new to their new target audience. In the past, Beard Oil was advertising to the older target audience that passed on the products to the younger generation, 40-60 year old market. they switched their target market After assessing market trends to users who are in the range of 18-34 year range. This is much not so easier said than done. When switching up the market, target market to this extent, our company needs to completely re-vamp its strategy that includes marketing strategy. One way that Beard Oil achieved this is by using a mix of the marketing skills and appeals that the younger generation responds well to. These appeals being humor, wittiness and sex.

You might be wondering, why would our brand actually, why would we use a male sex symbol to a product that caters to male and if their target market young men? This is mostly because the research has shown that women

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purchase almost 70% of all male toiletry products. By using appeals that were both male and female friendly, the new campaign that saw an impressive response allowing this and all the video to go viral almost immediately.

The next takeaway from our brand Beard Oil is that, what they did once they launched the campaign. After the flood of responses that came in, Beard Oil decided to actually interact with their fans in the form of questions that were from and for the Beard Oil man. Thousands of questions were asked and almost 180 video responses by the Beard Oil man were created which included a very interesting thing, a marriage proposal and also frequent exchanges from celebrities like Ellen DeGeneres, Hritik, Demi Moore, Alysa Milano, and others. This kind of frequent interaction that our brand had actually decided and this is what gets people talking about your brand and also a major reason for the success of this campaign. Many companies and brands assume that once they have actually created a much successful advertisement or a new campaign, that the work is actually done. Wrong. It is so important to interact with viewers (as a response and feedback also) on social media platforms like facebook and twitter if you want to create a very long lasting reaction that people will and should remember for a long time.

To sum all of this up, human beings in a short attention spans. One minute they see a great advertisement and boom the next minute it's forgotten. Half of the battle is about creating the effective advertisement that they recall but maybe the most challenging step is the way that you get people to remember it. Social media is a great platform to get feedback and respond

to questions, build on the previous successes, and keep the intended brand image fresh and create a new idea in the minds of the consumers.

Results -

Over the past month, sales jumped over 55 percent and in this month, they rose a total of 107 percent as per the data. Recent sales figures from MarketA also show a lift for Beard Oil Face Wash products. The disclosure of MarketA data, which is usually not made public and only provided to companies and also, came after a report in Brandweek which cited MarketA data for the products that featured in the campaign, Blue Zone, AF Body Wash.

Sales for Blue Zone hit \$1.8 million for the four to six week period ended with 55 percent jump over the four-week period. MarketA data shows that the other four Beard Oil Body Wash products also show a lift. Overall sales for Beard Oil Body Wash rose 105 percent for mostly that period

The sales figure that and the research data even the analysis from experts said - it's targeted to both sexes," " It's targeted to people that are involved and who are attractive or really want to be attractive. " A lot of people are buying Beard Oil now and it isn't because they're young."

On the engagement in front of the results, the campaign, which was enhanced by a new real-time component that has recently been introduced earlier this month also in which Mustafa personally and individually responded to blogger, facebook and Twitter-based comments which was

astonishing for the viewers about the campaign via video, is also a clear success.