

Local, national, private and global brand differences



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Brand has become a familiar thing toward the consumer, having a brand also help consumers in many ways and anything that was unbranded will go hardly in the market. The brands also could create value on the product. For example, Nike product that a product that could create value among the consumer. Besides that brand also assist the product into numerous ways and also as a legal protection. The product that has a brand will be difficult for the other product to copy the product. In addition, brand also could make sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their problem. The brand can be variety types. Each of them will have their own style of branding and using their own strategy. The local brand, private brand, national brand, and global brand were the main brand that the manufacturers in all over the world use it. So, it is better for the manufacturer to know each of this kind of brand that been used nowadays.

Besides that, the strategies that being used of these four brands also will be different. Brand strategy is aimed on influencing people's perception about the brand such as they were persuaded to act in a certain manner, for example buying and using the products and services offered by the brand and purchase at a higher price. In addition, most brand strategies aim to persuade people to buy and use by offering them some form of experience. Branding is typically an activity that was undertaken in a competitive environment that aims to persuade people for the brand.

Firstly is the national brand. This kind of brand is a brand that circulated throughout the country. The product is only being nationally distributed and

marketed. Moreover the national brands are owned and advertised by a manufacturer. National brand also can differ from the local brand or regional brand. In marketing side, this type of brand is more difficult than the local brand. In order to market their product they have to know their consumer very well but it may took a long period of time. The cost also was big. This is because in order to market the national brand they have to know their customer widely. Moreover, this kind of brand will use to market their brand is other country by radio, print and television advertising. The advertisement also can be customized for local and national brands so that the public could get familiar with the brands. Companies which sell national brands count on the reputation of their brands to get the market share. The national brands may appeal the consumer by their brands name. Consumer often looks the brands which are familiar and easy to identify.

National brands may play on distrust of regional or private label brands to get consumer to buy them. Its' also have to encourage people to ask question, for example the quality of generic or store branded products. Most national brands started with small regional brands then will slowly grew over time. New companies products are constantly being established and some of the company will go on to capture of the market and expand it to a wider area and lastly will become national brands. The example of the product in Malaysia which is from the regional brand and eventually become a national brand is Padini brands

This type of brands has to create their own brands strategy in order to make their products being achieved in the market. This national brand has to focus on the brand equity strategy. They have to create a loyal customer and the <https://assignbuster.com/local-national-private-and-global-brand-differences/>

customer who aware about their brand. Some of the retailer will use the packaging strategy. They will design the unique packaging so that consumer will remembered the brand directly. For example, an Avon product is gaining preferred shelf positions by partnering with retailers and using packaging and displays as part of a marketing. In the new scenario, the national brands equity is often used to endorse a store brand. That could raise the stature of the company brand.

Secondly, the local brand. This type of brand is a brand that sold their product or marketed their brand's product in a small or restricted geographical area. This type of brand only can found in the one country or region. It may also be a brand that is developed for a specific national market, however the amazing things is the local brand is more often being done by the consumers than by the producers. The local brand is very easily in marketing their products. It was not hard to know their customer because of the area that they have to study about their customer is not wide.

The local brand may used many strategy in order to makes their brand is being aware by the consumer. The local brands were a brand that easy to develop. For example of the brand that only famous in the Philippines could survive in the Philippines market. They have used brand strategy by knowing their customer need and want and the relevant brand name according to their culture. The local brand has to create a modified branding if the product that they sell were similar with the other products. The uniqueness of the brand name or sign may attract the consumer attention.

The other type of brand product is the private brand. This is the brand where the retailer or the member buys from a manufacturer in bulk and puts its own name on the product. This may give more advantages on the retailer, such as will give more freedom and flexibility in pricing. Other than that is more control over product attributes and quality, lower selling price and eliminates much of the manufacturer's promotional costs. The private brand also gives a benefit to the manufacturer.

The private brands provide another outlet for distributing their products or services. By producing the same goods as for their national brand distribution and labelling them with private brands for various clients, the volume of production is often higher than it would be otherwise. For example of the private brand was Macy's. It was recognized as a retail industry leader in developing private brand merchandise that differentiates the assortments in their stores and delivers exceptional value to the customer. Merchandise for each private brand available "only at Macy's", is developed to appeal to a certain customer lifestyle. The marketing programs also have been supported by creating a precisely defined image. Macy's also develops private label goods to meet specific customer needs and fill gaps in the assortment.

The strategy that this private brand should use is, firstly the unit of package. This is the strategy that could be developing on this brand. Nowadays it difficult to assign a private label character even though the product have enhance the customer loyalty because of any reason. This kind of product will not qualify as the private brand label. In addition, using the relabeling strategy also can be used. The unit of pack must bear only the brand name

of the particular store or any other party the store may choose for its private label programme. Private labels will enhance the profitability by increasing the negotiation power of the retailer and better value that been creates may get the customer loyalty.

Global brand can be defined as a brand which perceived to reflect the same set of values around the world. The global brands were more focusing on enduring relationship with consumers across countries and cultures.

Nowadays there were many of the global brands was sold in international markets. For example of the global brand are Facebook, Apple, Coca cola, McDonald's and Sony. These brands are selling the similar product in the multiple markets and it also can be considered as successful global brands.

These kind of brand also can be easily recognize by the cross cultural of consumer. In addition, there were many advantage of the global brand.

Firstly the marketing costs will be lower and then the brand imagery was consistency and being maintained. Furthermore the global brand also have to be variable, it may be differ from country to country. The elements that have to be differ from one place to other place are the corporate slogan, product and services, products names, product features, positioning of the products and the marketing mix also have to be change. The change will may depend on the differences of the language, style of communication, cultural differences, brand development, and consumption patterns.

The global brand can use many strategies, for example the broad strategy areas that can be used are the brand domain. These brand domains are experts in one or more of the aspects. In order to used this kind of strategy the person must have an intimate knowledge, not only about the

technologies shaping but also the pertinent consumer behaviour and needs. Brand recognition also one of the branding strategies. This kind of strategy was specialists distinguish themselves from competition by raising their profiles among the consumers. It can be use as to convince consumer to showed their brands is different than the other competitor. However brand strategy is not a given and needs to be constantly be reassessed. The brand managers must decide what the best course of action for their brands is in particular markets, based on an analysis of the relevant internal and external influences on the brands.

In conclusion there were many differences among the local, private, national and global brand. The people who use any one of the brands have to understand clearly about the brands, so that they can implement many kinds of strategy. Understanding this four types of brand will make the person can decide which one he or she want to used. Any types of brand that being choose must have their own advantages and disadvantages, it depends on the individual to used it and manage the disadvantage that they may face.