

The strategy behind the brand building



Introduction Branding is an important part of any company, no matter big or small. This thesis will look at brand identity, from concept to launch. To show how each brand differs, brand strategies will be shown in specific case studies. The methods of brand identity are crucial in determining how a brand is viewed. To do this, it is important to identify the major components associated with branding and convert them into a visual branding tree by explaining the brand identity process and design procedure.

Purpose

This study analyzes the concept of brand identity, which is gaining attention from the increased inconsistency associated with brand planning, strategizing, and aligning processes, which result in a brand failing quickly after its launch.

The study identifies the major components associated with brand identity, i. e. brand strategy attributes, brand identity elements, the target audience, and brand applications, and converts them into a visual branding tree by explaining the brand identity process and design procedure. This is invaluable to designers, marketers, researchers, and brand supervisors. It may possibly save time and money in the long run, not to mention keeping all the elements consistent with the brand management process.

The different methods of brand identity and its common issues are:

1. Defining a broad target audience
2. Brand extension
3. Understanding consumer needs
4. Innovation

A lack of brand identity standards and systems results in inconsistent presentation and customer confusion. Also, not delivering the communicated

brand promise can be a problem.

The study clarifies the brand building strategies and case studies implemented by corporate, hybrid, umbrella, and distinct branding.

Background

The brand building process is something that every business must go through to determine how to market its markets and who to. Understanding the consumer market goes a long way in deciding how a company will perform in the long run.

Purpose

The purpose of this study aims to address the issues and challenges involved in the brand building process.

Significance

Why is your study important?

This study is important because inconsistent brand building can sometimes confuse the audience, resulting in lost revenue and profit. The target audience should have an emotional bond and sense of belonging, which results in customer appreciation and thus customer loyalty.

A brand should be presented consistently across all applications. The only way to ensure this is through comprehensive brand identity standards or systems that are easy to understand and available through both print and Web-based sources.

The brand building process can often result in success for a brand. This will attract a broader customer base, and brand managers, designers, and marketers will have less confusion in the brand building process.

Taking the target audience's feedback into consideration will not only facilitate the brand building process, but will also keep the brand focused on

<https://assignbuster.com/the-strategy-behind-the-brand-building/>

the target audience's wants and needs.

To whom is it important?

Designers, marketers, researchers, and brand supervisors

What can happen to society, theory, or program if the study is not done?

Marketers will not be able to correctly locate their target audience, which will lead to a loss of revenue and profit in the long run.

Methodology

This study requires a combination of primary and secondary research.

Literature Review

Alina Wheeler (Universal Five Phase Identity Process)

Bill Chiaravalle and Barbara Findlay Schenck (Eight Steps of Branding)

Allen P. Adamson (Six Steps of Branding)

Melissa Davis (Fundamentals of Branding)

Hypothesis

Less than half of all businesses pay attention to brand image and customer expectations.

Assumptions

Most businesses do not take brand building into consideration because they figure that products will market themselves based on reputation.

Scope

The study will involve understanding of:

1. Major components associated with branding
2. Brand identity methods
3. Common issues in brand building

<https://assignbuster.com/the-strategy-behind-the-brand-building/>