

# Brand identity prism of raymonds and arrow essay



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Modern theories say that a brand identity provides not only the personality of the brand but also the erection, purpose and meaning for the brand.

Brand identity is the aggregation of what all you (I. E. An organization) do. It is an organizations mission, personality, promise to the consumers and competitive advantages. It includes the thinking, feelings and expectations of the target market/consumers. It is a meaner of identifying and distinguishing an organization from another.

Seafarer Model of Brand Identity Seafarer uses the following identity prism to describe brand identity from an organization (Sender's) perspective and consumer's (Receiver's) perspective in 6 mentions. Left Side of the prism: It is intended to project outward and externalities the brand. Right Side of the prism: This side of the prism The 6 facets of the prism refer to the following attributes: 1. Personality a. It refers to the Personification of brand b. What kind of person it would be, if it were a human being c.

Examples: Confident, Social, Flamboyant, Arrogant, Energetic etc Kingfisher & Virgin Airlines brand personality may be that of flamboyant or rich. 2. Physique a. Mentions physical facets – tangible things b. It will include packaging, product look and feel . Examples: Packaging color, product features etc Apple I-pod browsing physique will include its dial capabilities, the screen, and its connectivity with musical devices. 3. Culture a. Set of values feeding the brand's inspiration b. Rules governing the brand in its outward signs like product and communication c.

Examples: Indian, Western, Contemporary, Narcissist, Urban “ Kitchens of India” takes its culture from the Indian cuisines made and packed for the

consumers. 4. Relationship a. Transactions between people b. Examples: Trust, Energy, Strong bonding Jet Airways – Servicing their customers to the best 5. Self-Image a. Throughout attitude towards certain brands, we develop certain type of inner relationship with ourselves and brand image we want to project b. Which an organization wants its customers to perceive c. Example: Masculine, Progressive, Self Belief Para's Set Wet Gel – targeted towards males have a self image of masculinity 6.

Reflection a. What target consumer thinks & perceives the product to be b. Factor for strong and good brand image c. Companies should control the reflection and should try to make it better d. Example: Royal, Dynamic, Energetic, Confident HASH – consumer clearly sees that every individual has specific need therefore customized service. Comparison of brand Identity of the following Fashion Brands Arrow is one of the leading premium readmes brand in India. This international brand has a rich history dating back to 1851. Globally Arrow brand belongs to Select Peabody.

In India, the brand is manufactured and marketed by Arriving Brands. Arrow is predominantly a shirt brand. This American brand was made famous by JEFF is a preferred shirt brand of Executives. ARROW commands extraordinary brand recognition for its fashionable yet functional apparel, and consistently ranks in the top 50 in consumer brand awareness in the United States. The brand was expensive and had the quality and finish. Arrow was famous for its ultra- formal shirts. Today, ARROW is licensed in 55 countries and offers a broad assortment of men's, women's, and children's apparel and apparel-related products.

The brand's look and appeal reflect a youthfulness and optimism that embody the American spirit. Arrow was popular among the older business class. The company felt that the brand is losing its position among the emerging young Turks. In 2008 the company designed to reposition itself to target the youth. Today's Arrow Collar Man is a modern symbol of masculine American style. Select Peabody is committed to providing worldwide quality ARROW brand apparel products that embody the enervate AT ten Drank Ana allover superior quality to consumers. One unreal Ana sixty years ago, the detachable collar was the innovation that changed an industry.

Today, the ARROW brand represents another novel idea to modern men: choose alee but never sacrifice style. The brand adopted a new tagging "When You Know Arrow had established itself in the market not because of its campaigns but because of the quality, premiums and exclusivity. BRAND IDENTITY PRISM Raymond, the name is synonymous with the values of trust, heritage & excellence. A name that has over eight decades epitomized consumer's trust into its offerings into the company's unflinching faith in the quality of its product. And now these values have been extended to the range of readmes garments - 'Raymond Premium Apparel'.

Raymond Premium Apparel is a premium formal wear brand which is positioned to offer classic garments with impeccable fits and inviting styles to the Global Indian. The product is made only from premium Raymond fabrics. The brand reflects the persona of a confident, discerning, classy and an intelligent man. A person, who is well educated, well traveled and above all is sensitive and caring. Virtues like these make him the complete man in true sense of the word. The Suits, Shirts and Trousers are made out of finest

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fabrics with superior construction and pesticides embellishments that give a rich feel and super fit.

Superior craftsmanship and attention to detail makes the product a pleasure to wear. David Shaker's Model of Brand Identity The Core Identity of Arrow Parameters | Product Thrust | Stylish & smart office wear, Detachable collars, Wrinkle / crease free Trousers having highest SIP. | User Profile | Young Style Conscious professionals in the age group of 25-35 years. | Performance | Superfine Quality, continuous innovations of styles | Enhancing Lives | It represents a novel idea to odder men: choose value but never sacrifice style.

| The Extended Identity of Arrow Brand Personality | Metro sexual, Stylish, Superior Quality, Global fashion, Prestigious, Masculine | Basis for Relationship | Urban professionalism, Aristocratic | Sub Brands | White Line. , Blue Line, | Slogan/Tagging | " When you Know' & League of Professionals | Endorsers Celebrity Endorsers | I No I nee core lament TTY AT Raymond Premium Apparel Product Thrust | Superfine quality fabric and classic styles | User Profile | Sophisticated and elegant professionals in the age group of 25 - 40 years.

| Performance | Superior Quality and High Performance | Enhancing Lives | it offers classic garments with impeccable fits and inviting styles to the Global Indian.