

Product branding strategy Seminar 8

- How to create new brand?
- What are the origins of existing brand?
- We know what is good brand but how to create name for new product?
- „scientific“ approach analyses elements of creation of new brand and form of its coding for the market

Source of brand name

- generic product name (eg youghurts – yogi, yoplait , yogurella)
- target consumer segment (eg, Babylove, Bübchen, Centrum Silver)
- Basic benefit and purpose (cleanser Clear, Poly Color)
- competitive advantage of the product (shampoo Wash and Go)
- composition, raw materials, properties (Nutella – nuts, HANUTA - Hazelnusstaffel, Tetra PAK)
- Qualitative parameters (Goldstar, Mitsubishi, Olympus)
- Company name, creator and owner (

Form of name coding

- Real presentation – no coding — real form of name presentation (Mr. Clean)
- Symbolic coding – use of symbolic form of product perception (Wiesse Riese, Milky Way)
- Provocative coding – selection and differentiation of target group (Red Bull – Erektus)
- Emotional coding — maintenance of social relationships (merci, Fajn)
- Foreign country symbolic – perception of country of origin, covering true COO (Luca Toscani)

- What are origins of company names by sport equipment producers?
- Which type of branding they use and why?
- **Lacoste,**
- **Adidas,**
- **Converse,**
- **Puma,**
- **Nike,**
- **Reebok,**
- **British Knights,**
- **Salomon,**
- **Asics,**
- **Hi-Tec**

- What are origins of product names by non-alcoholic gasified drinks?
- Which type of branding they use and why?

- **Coca-cola,**
- **Orangina,**
- **Dr.Pepper,**
- **Pepsi,**
- **Vinea,**
- **Sprite,**
- **7up,**
- **Fanta,**
- **Kofola,**
- **Schweppes**

- Bata shoe producers has different product lines for different types of shoes. How are product lines names and brands differentiated?

- **Bata,**
- **Bata Industria,**
- **Bubblegummers,**
- **Baby Bubbles,**
- **Comfit,**
- **Eco-Fit,**
- **Marie Claire,**
- **North Star,**
- **Patapata,**
- **Power,**
- **Sandak,**
- **Sundrops,**
- **Weinbrenner**

- Multinational corporations are operating on several national markets and must adapt their strategy to local conditions. How differ the product branding aspect in case of cleaning solutions?

- **Don Limpio,**
- **Jar,**
- **Meister Proper,**
- **Fairy Ultra,**
- **Dawn,**
- **Pan Proper,**
- **Mister Proper**

Compare different type of car branding. What are their benefits and negatives?

- **Peugeot models 107, 206, 207, 308, 3008, 407, 4007, 508. 5008, 807, Partner**

- **Renault Twingo, Wind, Clio, Thalia, Modus, Kangoo, Megane, Fluence, Scenic, Laguna, Lattitude, Espace, Traffic.**

Which country from come following product?

- **Soup Voux,**
- **Fashion store Reserved,**
- **Womens underwear and lingerie Rene Vilard,**
- **Brewery Kaltenecker,**
- **Fashion store Donna Rossi,**
- **Tea Milford,**
- **Electrotechnics Sharp Corporation**
- **Electrotechnics Orava,**

Which products are covered behind following brands?

- **Gore-Tex.**
- **Lycra,**
- **Intel,**
- **Whirlpool 6th Sense,**
- **Nutrasweet,**
- **Nike Air Max,**
- **Sony Bravia**