





The Basic Principles & Terms of Brand Marketing

Companies identify their products through the use of brand names, symbols, and packaging. If consumers are involved in a memorable brand experience, that brand is more apt to be preferred over other brands when it comes to future purchases. Marketers thus practice the basic principles of brand marketing to maintain that preferentiality. The **Basic Principles of Brand Marketing** include:

1. Brand Association
2. Brand Identity
3. Brand Positioning
4. Brand Loyalty

Following is a list of brand marketing-related terms and descriptions:

Brand	<ul style="list-style-type: none"> A brand can be a name, a logo, a slogan, or any other type of device that is associated with a specific product or service. 		
Brand Name	<ul style="list-style-type: none"> The part of the brand that can be spoken. 		
BrandMark	<ul style="list-style-type: none"> The part of the brand which can be seen, but not spoken: 		
	character		Tony the Tiger
	logo		Florida Information Systems (FIS) graphic
	sound (click graphic)		Yahoo!'s yodel
	symbol		The Nike Swoosh
Brand Acceptance	<ul style="list-style-type: none"> Brand loyalty. 		
Brand Association	<ul style="list-style-type: none"> Occurs when any word, image, feeling, or benefit is linked to a specific brand in the consumer's mind. These associations can have a major effect on purchase decisions. 		
Brand Extension	<ul style="list-style-type: none"> The application of a popular brand name to a new product in an unrelated product category. Also known as "the Halo Effect". 		
Brand Image	<ul style="list-style-type: none"> The consumer's perception of a company's product or brand. Qualities that consumers associate with a specific brand, expressed in terms of human behavior and desires, but that also relate to price, quality, and situational use of the brand. 		

Brand insistence	<ul style="list-style-type: none"> • The 3rd stage of brand acceptance during which the consumer will refuse to accept alternatives, searching extensively for the desired product or service. • The consumer will accept no substitute for the preferred product.
Brand Loyalty	<ul style="list-style-type: none"> • Can be measured in 3 stages: brand recognition, brand preference, and brand insistence.
Brand Positioning	<ul style="list-style-type: none"> • How consumers perceive a brand in relation to the competition.
Brand Preference	<ul style="list-style-type: none"> • The 2nd stage of brand acceptance during which the consumer will select one brand over competitive offerings, based upon previous experience with the product or service.
Brand Recognition	<ul style="list-style-type: none"> • Brand awareness.
Generic Brand	<ul style="list-style-type: none"> • A plainly labeled, unadvertised product that may be manufactured by lesser-known companies, or manufactured on the same production line as a 'named' brand.
Generic Name	<ul style="list-style-type: none"> • Any brand name that has become a generally descriptive term for a product. • Examples: <ul style="list-style-type: none"> aspirin nylon cola shredded wheat escalator yo-yo kerosene zipper linoleum
Logo	<ul style="list-style-type: none"> • An icon, a symbol, or a graphic element which is used to indicate a trademark or brand.
Service Mark	<ul style="list-style-type: none"> • The same as a trademark except that it identifies and distinguishes the source of a service rather than a product. • Examples: <ul style="list-style-type: none"> "Webcrawler" for AOL's search engine service "The Well-Oiled Machine" for Jiffy-Lube oil change services "Fair & Balanced" for Fox televised news
<u>Trademark</u>	<ul style="list-style-type: none"> • A trademark can be a word, symbol, logo, phrase, slogan &ndash; as well as colors, sounds, or scents &ndash; used to identify and distinguish the products, programs, services, or technologies of one company from those of another. • A brand that has been legally protected; the protection is granted solely to the brand's owner. This includes the brand's graphic elements as well as the brand name.

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