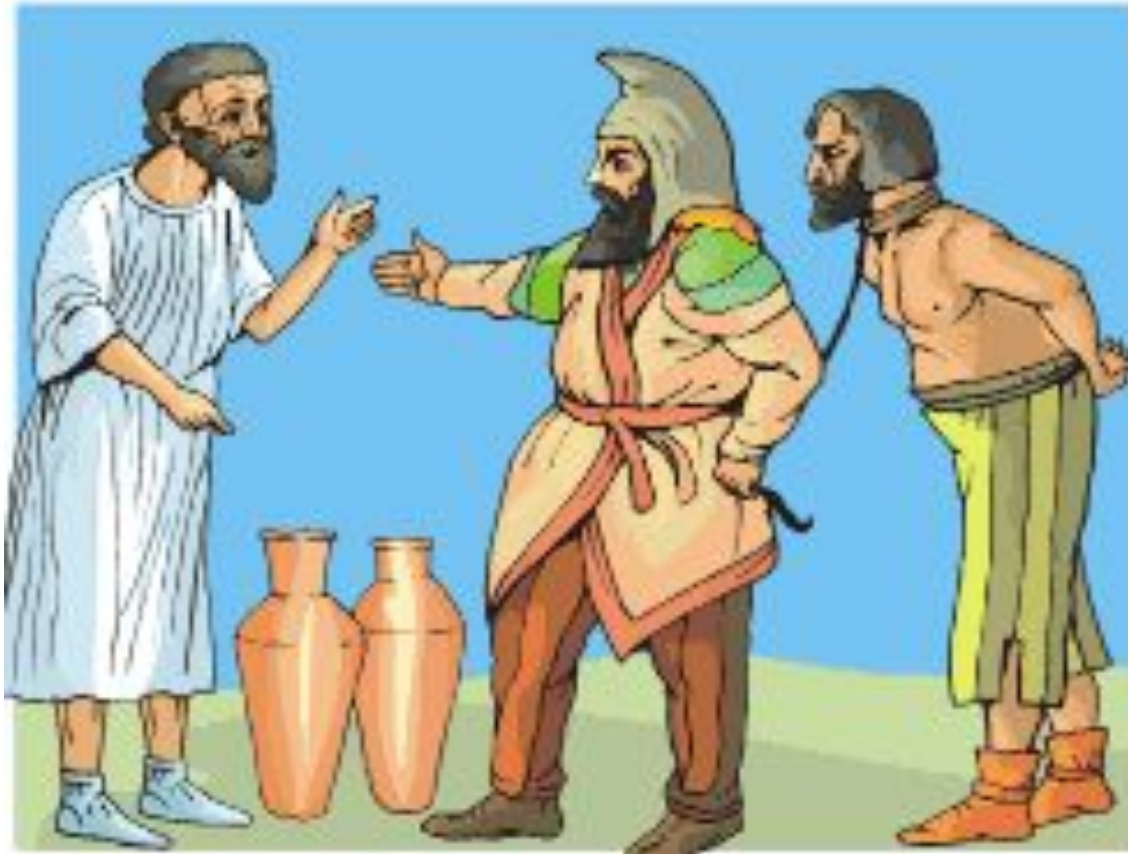


Brands and Marketing



History of brands

Stage 1: Barter between Villages



Stage 2: Origin Branding



Stage 3: Labels as Quality markers



Stage 4: Building a Brand Name



**A Brand is a time
saving device.**

IBM

Welcome to a smarter planet



International Time Recording Company (1888)



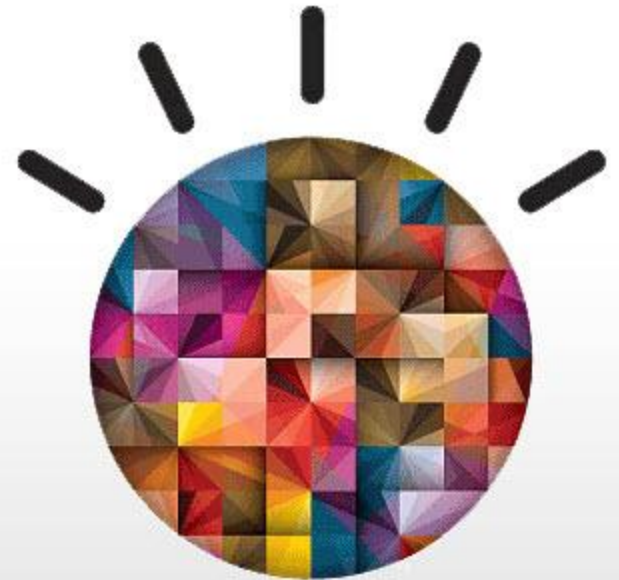
Computing Scale Company (1891)



Computing-Tabulating-Recording Company (1911)



International Business Machines (1924)



1947



1956



1972

The world needs a Smarter Planet
See how we are helping to build it



Walmart



Cadbury's



1905



1915



1923



1933



1935



1940



1951



1961



1970



1980



1990



1993



1999

Nokia



NOKIA
Connecting People



Who am I

What do I promise?



**Positioning: Owning a piece of the
consumer's mind**

Copy: Xerox

Overnight: Fedex

Tissue: Kleenex

Instant noodles: Maggi

Freshness: Liril

Confidence: CloseUp

Social: Facebook



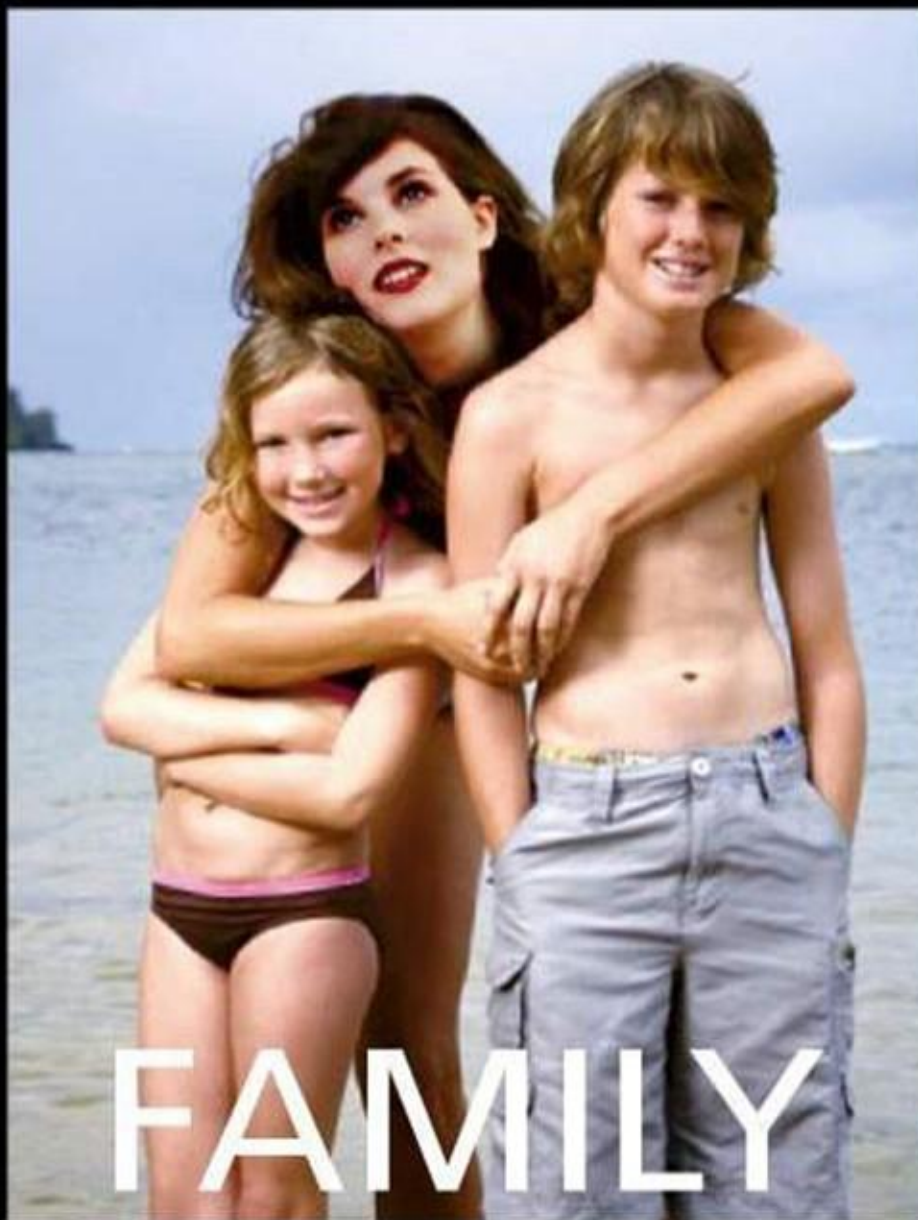
**BRAND POSITIONING:
CONFLICTS & RESOLUTIONS**

Consumers will choose to spend more time with brands that **resolve conflicts** in their lives

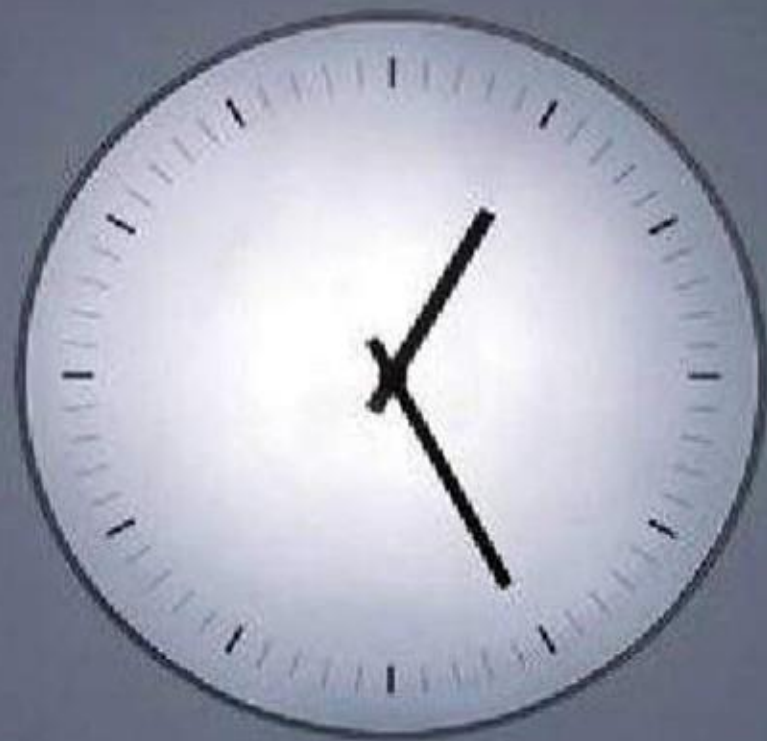
FIND THE CONFLICT

PLEASURE

GUILT



gourmet dinner



TIME

\$



I want to indulge but I don't want to get fat

EXAMPLE: CONFLICT

Connection to a consumer need that is
rooted in “functionality”

PRODUCT TRUTH

Kellogg's: Vitamins + Iron



Cadbury: Glass and a Half of Milk



Dove: ¼ Moisturizing Cream



I want to indulge but I don't want to get fat



50% less fat and great taste

POSITIONING

LAY'S BAKED : UNRESTRAINED FUN



Freedom



Safety

Johnson & Johnson

Gentle Care

3. Advertising

An ongoing conversation between the brand and
the consumer

**ADVERTISING DEFINITION (OR
REDEFINITION!)**

You don't sell steak.
You sell the sizzle



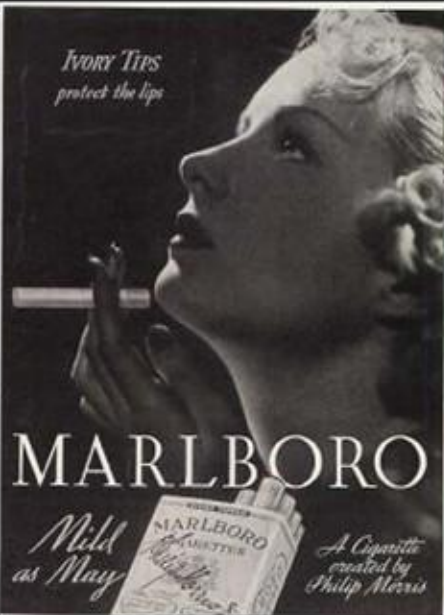
When Philip K. Wrigley, heir to the largest chewing gum company in the world, was asked during a transcontinental flight why he still spent so much on advertising after already being so successful, he replied,

"For the same reason the pilot of this airplane keeps the engines running when we're already 29,000 feet up."

Consistency

 **Come to Marlboro Country.**

*Ivory Tips
protect the lips*



MARLBORO

*Mild
as May*

MARLBORO
CIGARETTES

*A Cigarette
created by
Philip Morris*

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Marlboro

SUNSHINE BLENDING'S SUNSHINE Cigarette
Tastes Smooth as Cotton Candy

Marlboro

**Come to where
the flavor is.**

Marlboro Red or Lightsblends 100's
You get a lot to like.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

**Come to
Marlboro
Country.**

You get a lot to like
with a Marlboro.

Marlboro

14 mg. "tar," 1.2 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

tsminister: Rauchen gefährdet d
0,9 mg Nikotin und 12 mg Kond

Marlboro

Come to where the flavor is.

Avis is only No.2 in rent a cars. So why go with us?

We try harder.
(When you're not the biggest,
you have to.)

We just can't afford dirty ash-
trays. Or half-empty gas tanks. Or
worn wipers. Or unwashed cars.
Or low tires. Or anything less than
seat-adjusters that adjust. Heaters that heat. Defrost-
ers that defrost.

Obviously, the thing we try hardest for is just to be
nice. To start you out right with a new car, like a lively,
super-torque Ford, and a pleasant smile. To know, say,
where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.

No. 2ism. The Avis Manifesto.



We are in the rent a car business,
playing second fiddle to a giant.

Above all, we've had to learn how
to stay alive.

In the struggle, we've also learned
the basic difference between the
No. 1's and No. 2's of the world.

The No. 1 attitude is: "Don't do the wrong thing.
Don't make mistakes and you'll be O.K."

The No. 2 attitude is: "Do the right thing. Look for
new ways. Try harder."

No. 2ism is the Avis doctrine. And it works.

The Avis customer rents a clean, new Opel Rekord, with
wipers wiping, ashtrays empty, gas tank full, from an
Avis girl with smile firmly in place.

And Avis itself has come out of the red into the black.
Avis didn't invent No. 2ism. Anyone is free to use it.

Id, arise!

**We try
harder.®**

IN THE LAST 20 YEARS
WE HAVE ASKED
FOR JUST
2 MINUTES
OF YOUR TIME



“Mummy, I’m hungry...”

How often have you said this? Each time with delightfully mouth-watering results. Because mummy knows you love to eat Maggi Noodles, at any time of the day. Be it after school, or after play.

Maggi 2 minute noodles come in four delicious flavours—Chicken, Masala, Caprika, and Sweet Sour. Try a different one each time.


Maggi times are fun times... always!



MAGGI
2-minute
noodles

FAST TO COOK. GOOD TO EAT!





SINGAPORE AIRLINES
A great way to fly



SINGAPORE
AIRLINES



Zeenat Aman has it.

**The complexion you wish
you were born with.**

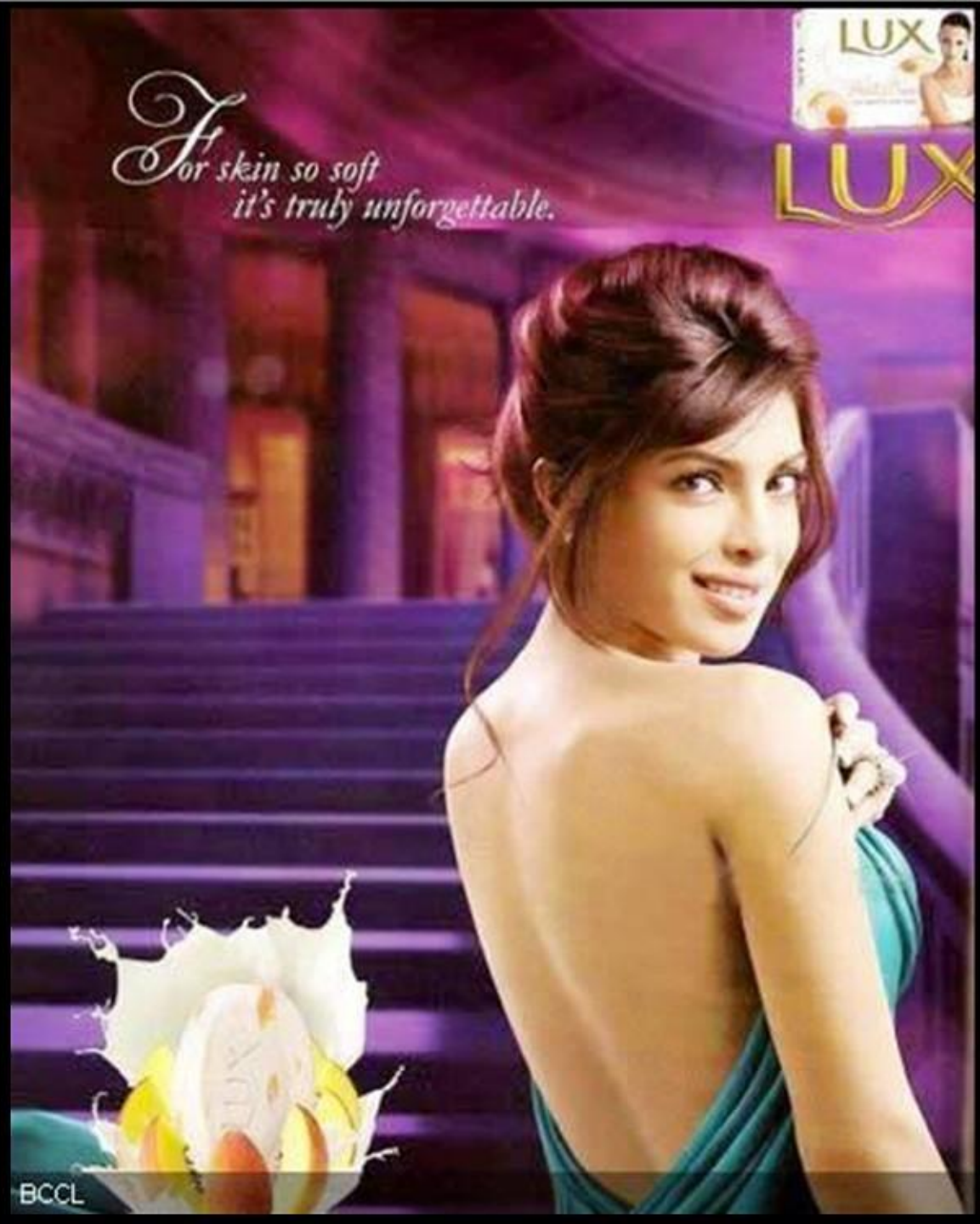
"Being a star is tough on a girl's complexion. That's why I use fragrant Lux Supreme. Its rich, creamy lather with the gentle touch of beauty cream gives me a smooth young complexion. Keeps me soft to touch. And that's important, isn't it?"



LUX SUPREME

A quality product by Hindustan Lever Ltd.

*For skin so soft
it's truly unforgettable.*



BCCL

Media Choices

Marketing and Effect on sales.

**Advertising impacts
Attitude that shapes
behavior**

**Promotion changes
behavior in order to
affect Attitude.**

**Content builds
awareness in a
digital world.**

Challenges

- **Brand management**
- **Category management**
- **Variating**

Summary

- **Brands**
- **Concepts**
- **Positioning**
- **Advertising**

THANK YOU