

BRANDING |



OUR JOURNEY TODAY

What is a brand

Why is branding important

What are the elements of a brand

Digital brands vs Physical brands



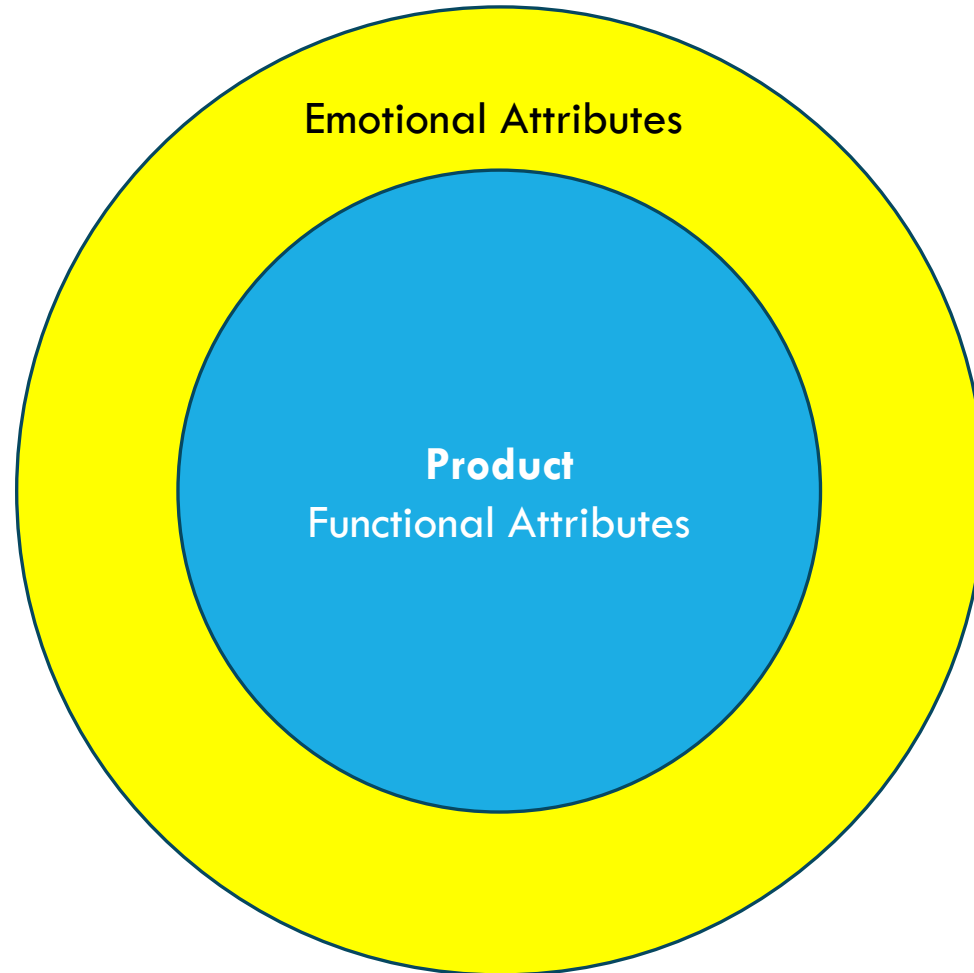
WHAT IS A BRAND

When you think of a brand what comes to mind first?

A logo? Bit of advertising? A celebrity?

Branding is all of this and more.

BRAND



FUNCTIONAL ATTRIBUTES: WHAT THE PRODUCT DOES



Car: Mileage, Price, Colour, Airbags,
Brakes, Steering wheel



Soap: Smell, Price, Lather



Jeans:



Bank:

EMOTIONAL ATTRIBUTES: HOW IT MAKES ME FEEL



Maruti/BMW/Ford

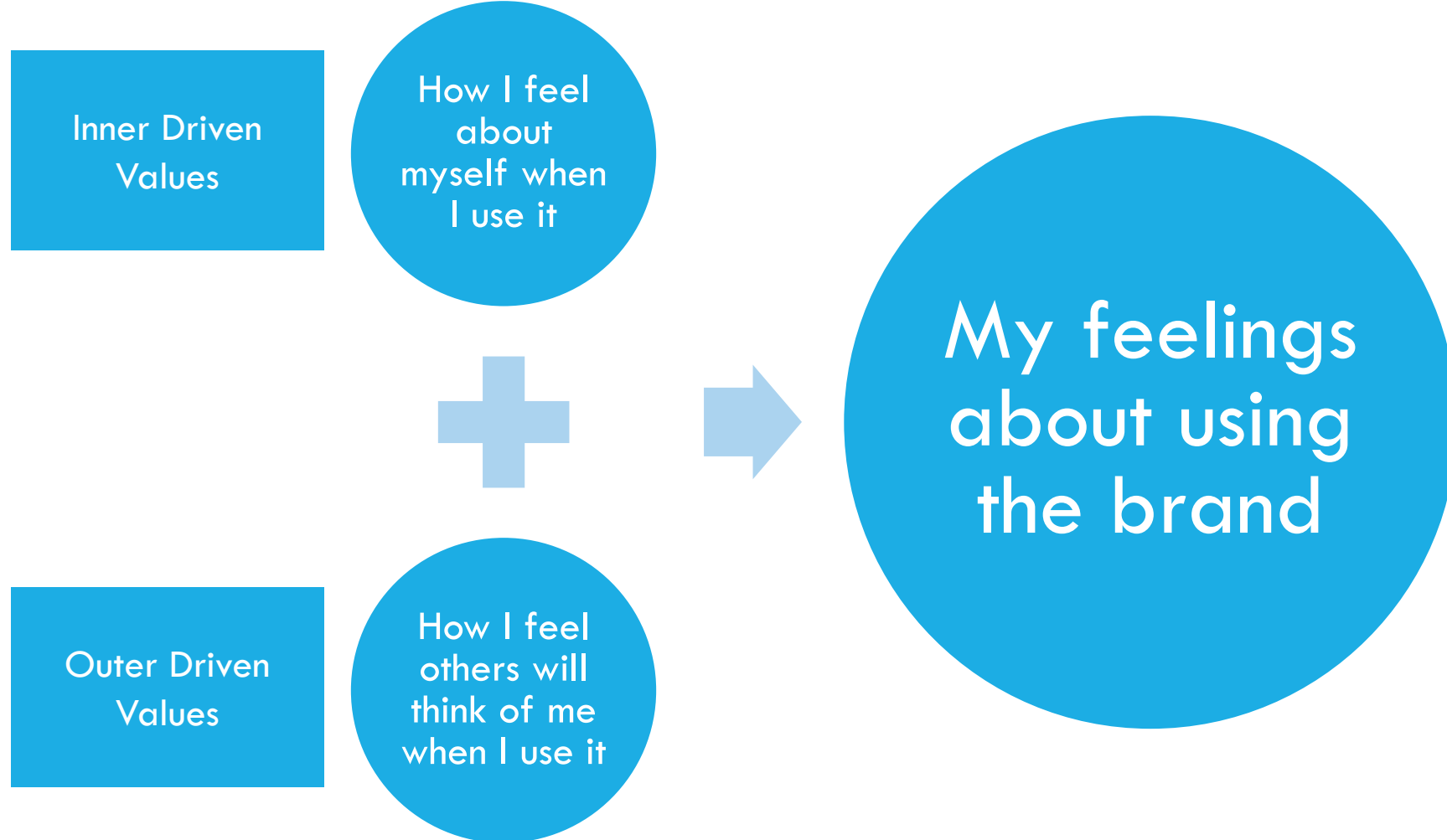


Calvin Klein/Levi's

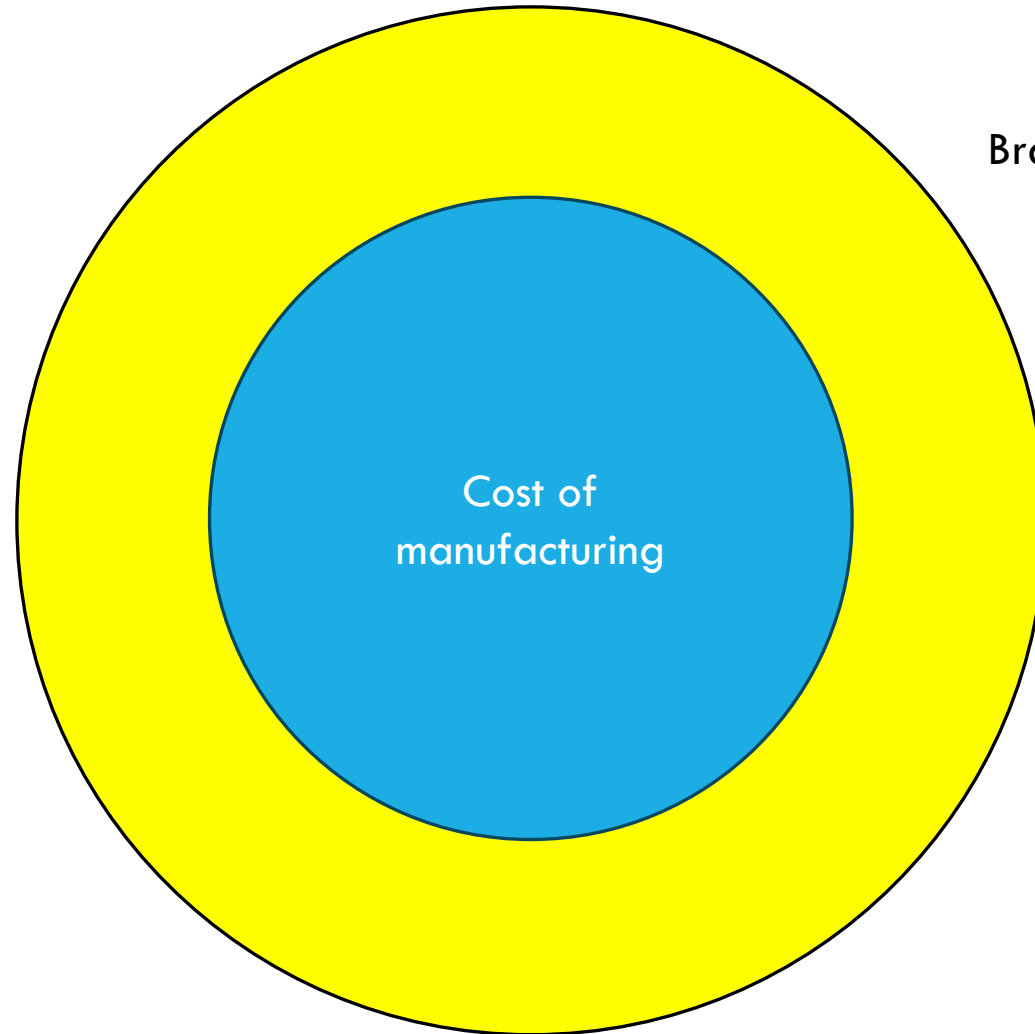


HSBC/ICICI/HDFC

EMOTIONAL ATTRIBUTES



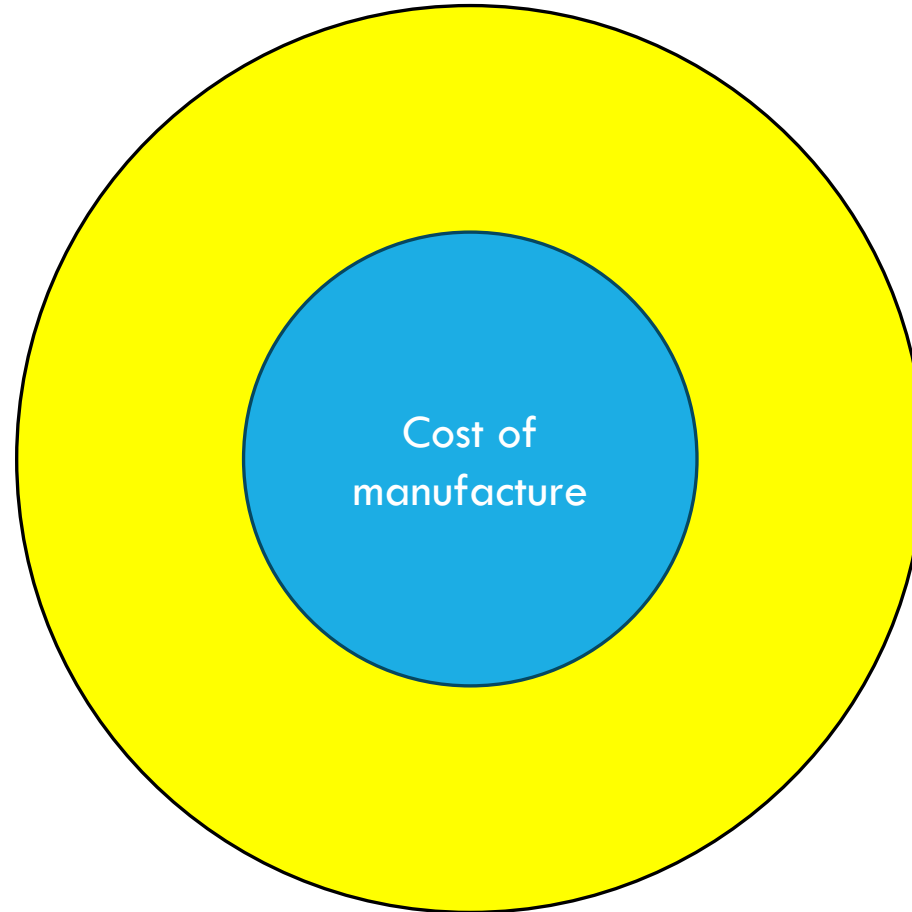
IPHONE



Brand Value

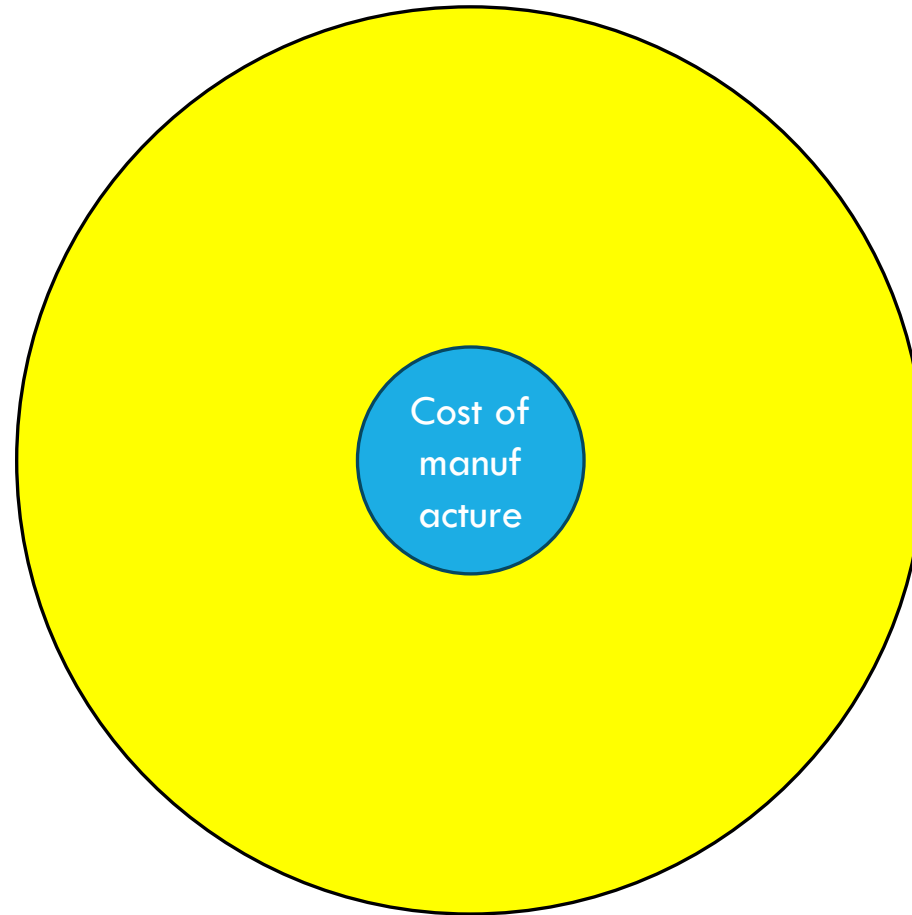
Cost of
manufacturing

FASHION T SHIRT



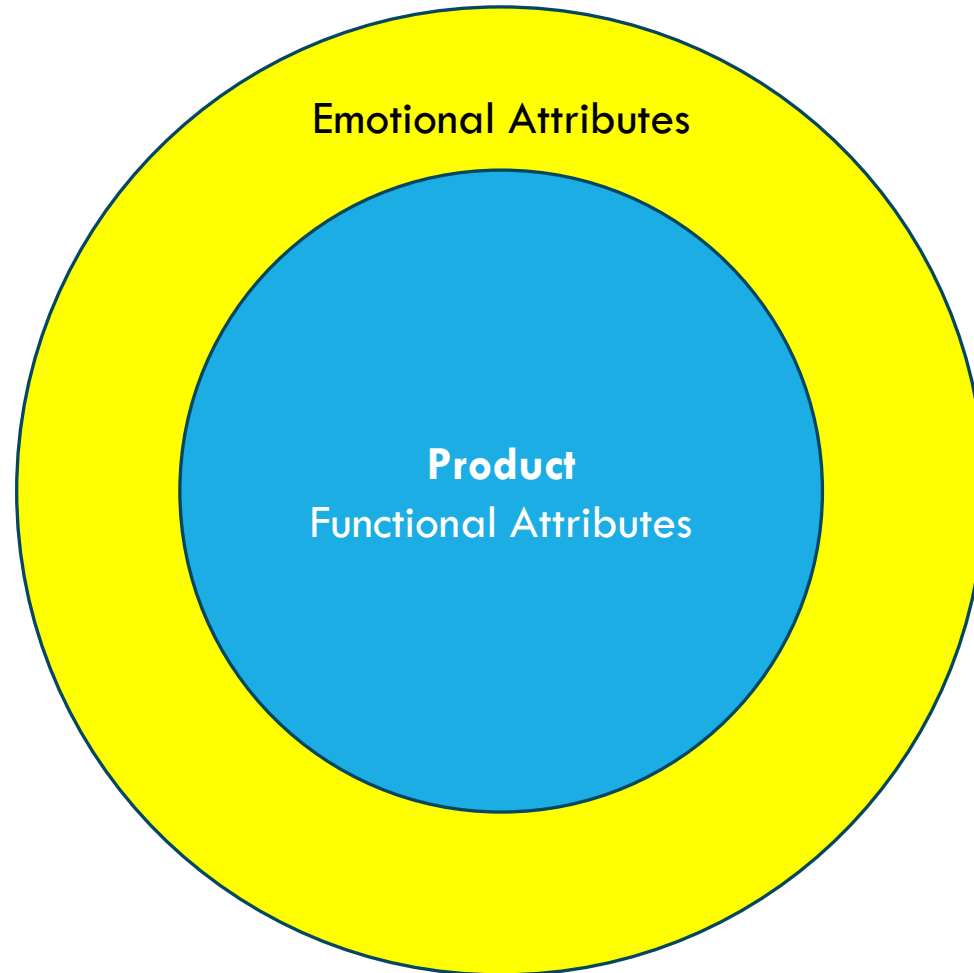
Brand Value

CIGARETTES



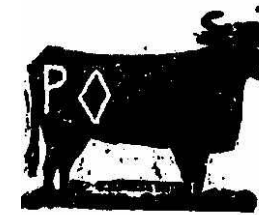
Brand Value

BRAND

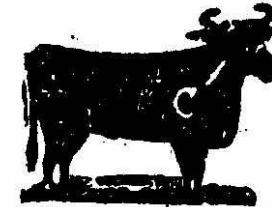


WHAT IS A BRAND?

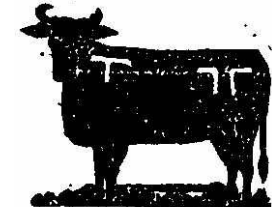
At its very basic level it is a form of identity: Cowboys



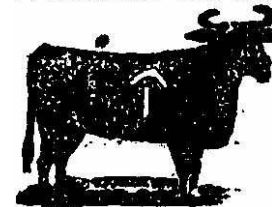
J C Pryor & Co.
P diamond on right
hip, except last
spring's calves
which are branded
P diamond on right
side and diamond
on left hip. Crop off
left and under-crop
off right ear. Horse
brand, diamond on
left shoulder. Ranch on Sand creek, Ind. T.
Postoffice, Anthony, Kansas.



T F Pryor & Co.
C on each shoulder
and bar — on each
side of neck. Under
hock in each
ear. Horse brand,
C on right shoulder
Ranch on Sand
Creek, I. T. and
Postoffice, Antho-
ny, Kansas.



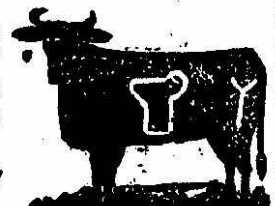
Carnegie & Frasier
Range on Collwa-
ter, I. T. P. O. Pond
Additional brands
(principally on l f.
side or hip): AS; Z;
7; H; JH; — and H;
S and H; — over
cross; OH. Horse
brand same as on
cut without the T.



J. STEWART,
Range on Red
Rock, I. T. On both
sides. Some only
on left side or hip.
Some with bar on
left hip, and a half
circle I on both
sides. Some with
III (three bars) on-
ly on left hip.

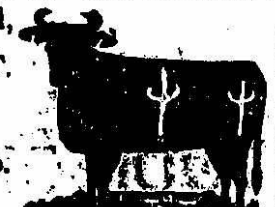
P. O. Address, Wellington, Kan.

W G Kimberlin,
White Head Hill;
Ranch 8 miles north
of Erin Springs.
Stock cattle, coffee
pot on left side and
crotch on either hip
side or shoulder.
Crop and slit right,
crop and under half
crop in left.



C. L. Campbell,
Ft. Reno, Ind. T.

Horse brand
same on left hip.



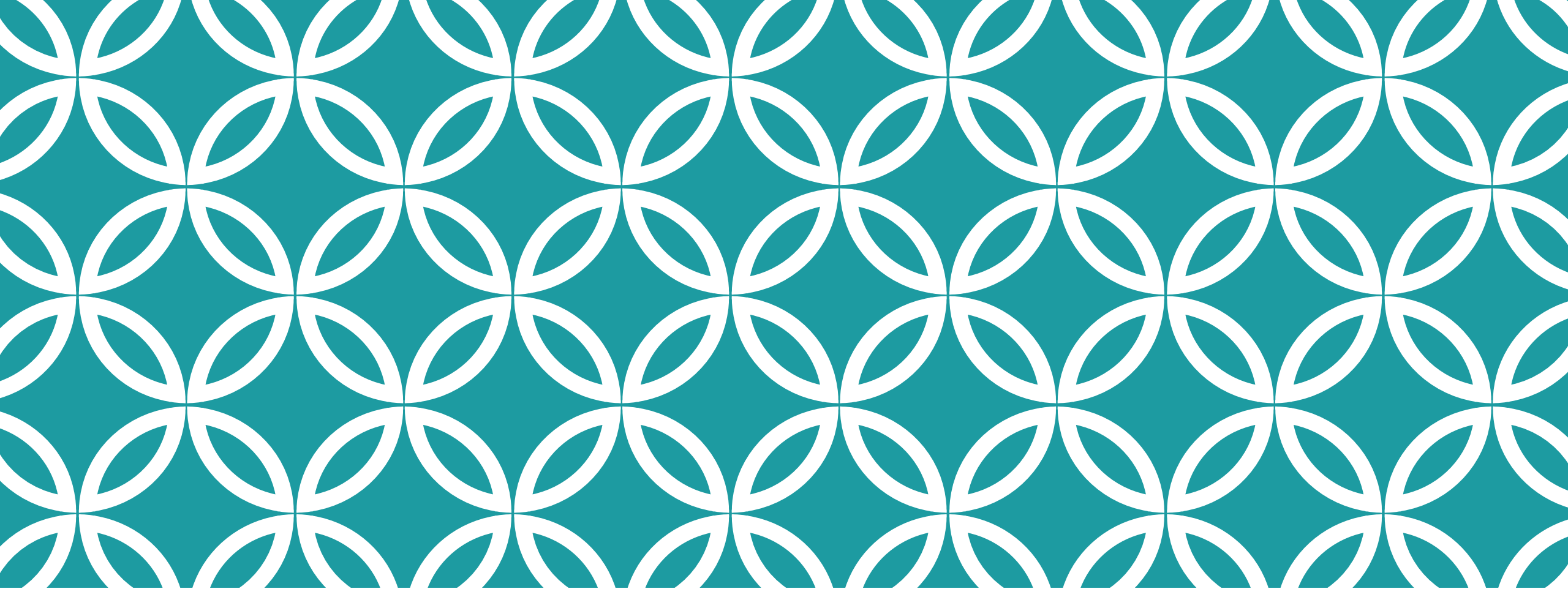
BRAND

“is the set of **expectations, memories, stories** and **relationships** that, taken together, account for a consumer’s decision to choose one product or service over another...”

Seth Godin-

WHAT IS A BRAND?

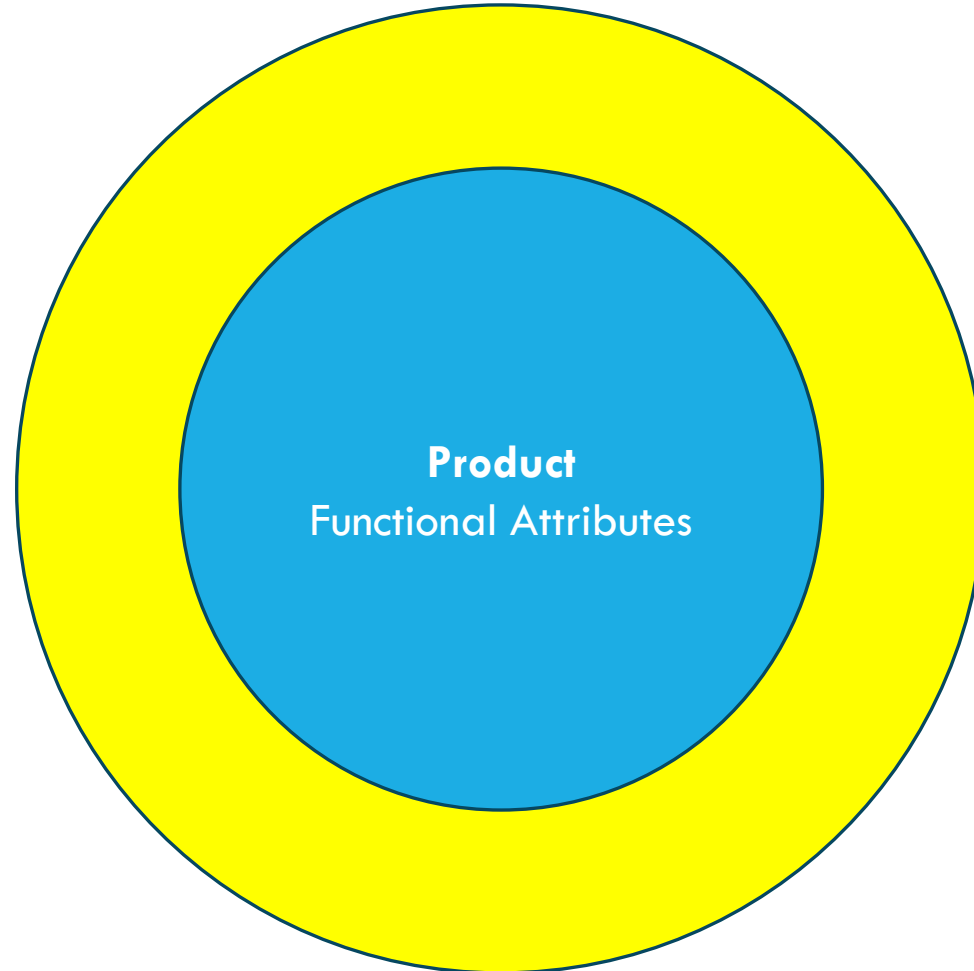
Sum total of all your feelings and emotions along with what the product does



WHY IS A STRONG BRAND IMPORTANT?



ADDS BUSINESS VALUE



BRANDS GIVE ORGANISATION IDENTITY

'It gives your organisation an identity, makes your business memorable, encourages consumers to buy from you, supports your marketing and advertising, and brings your employees pride': Hubspot

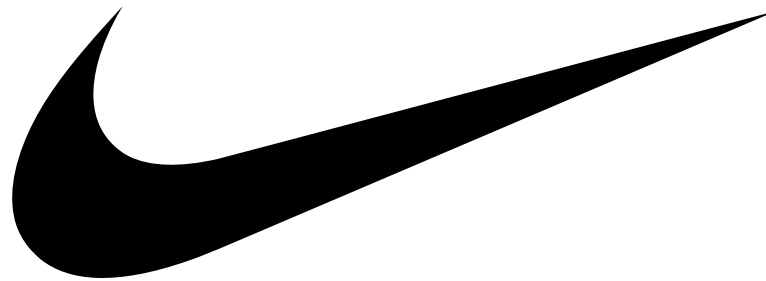
I work for IBM

I have a Maruti

I study at IIM



BRANDING GETS
YOU
RECOGNISED



BRANDING SETS YOU
APART FROM
COMPETITION



BRANDING GENERATES NEW CUSTOMERS

A good brand will have no trouble drumming up new business. Strong branding generally means there is a positive impression of the company amongst consumers, and they are likely to do business with you because of the familiarity and assumed dependability of using a name they can trust. Once a brand has been well-established, word of mouth will be the company's best and most effective advertising technique.

PEOPLE TALK ABOUT
STRONG BRANDS
MORE

“Your brand is
what other
people say
about you
when you’re
not in the
room”

-JEFF BEZOS



INCREMENTORS

BRANDING CREATES TRUST WITHIN THE MARKETPLACE

A brand's reputation ultimately boils down to the amount of trust that clients can have in it. The more you trust a brand, the better your perception of it, the stronger its reputation and, thus, the brand itself.

STRONG
BRANDING
BUILDS YOU A
FAN CLUB



STRONG BRANDS
CREATE LOYALTY



STRONG BRANDS ARE FORGIVEN

Home / News / Mobile News

NEWS

Apple Responds to iPhone 4 Antenna Problem

By Daniel Ionescu

PCWorld | JUN 25, 2010 5:11 AM PDT

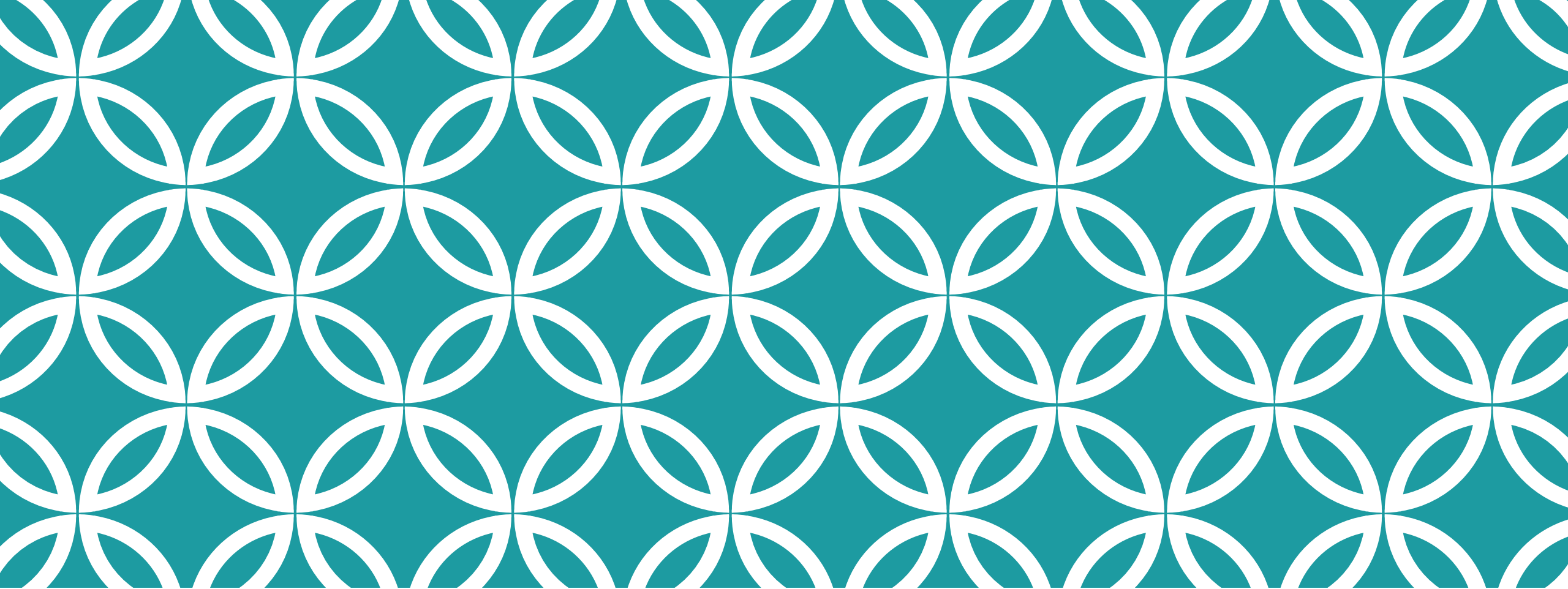


Apple's iPhone 4 signal problems have been the source of a [barrage of complaints](#) by customers complaining of a faulty antenna and now Steve Jobs has broken the silence. In an e-mail Jobs downplayed users' reception gripes as a "non-issue." Meanwhile, others within Apple are advising iPhone 4 users to avoid gripping the device from the lower left corner.

tataai

Stay covered
Sche
coun





ELEMENTS OF A BRAND



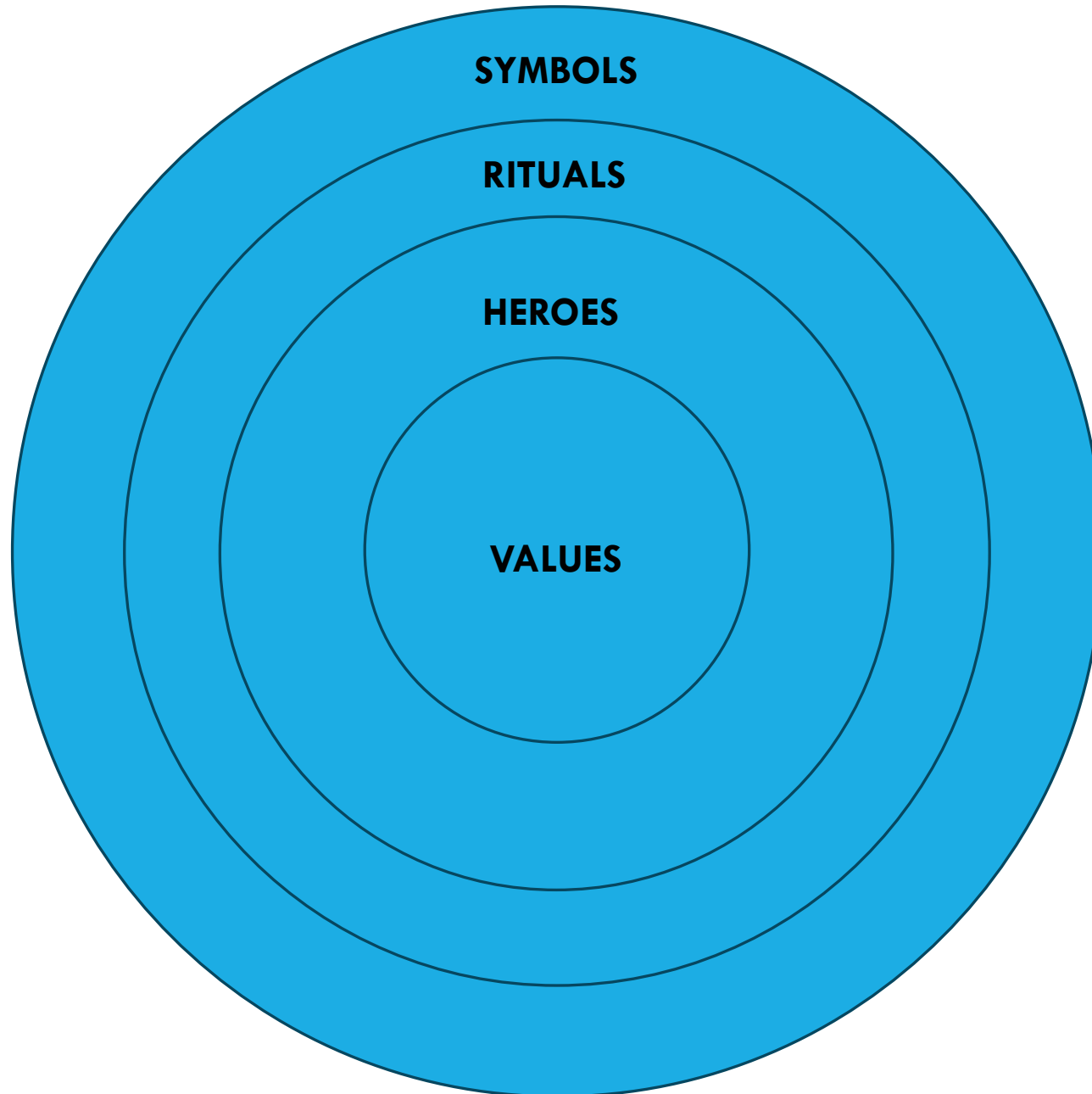
HOW CONSUMERS EXPERIENCE BRANDS

Ad
Logo
Model/Celeb
Dealer
Colour
Music

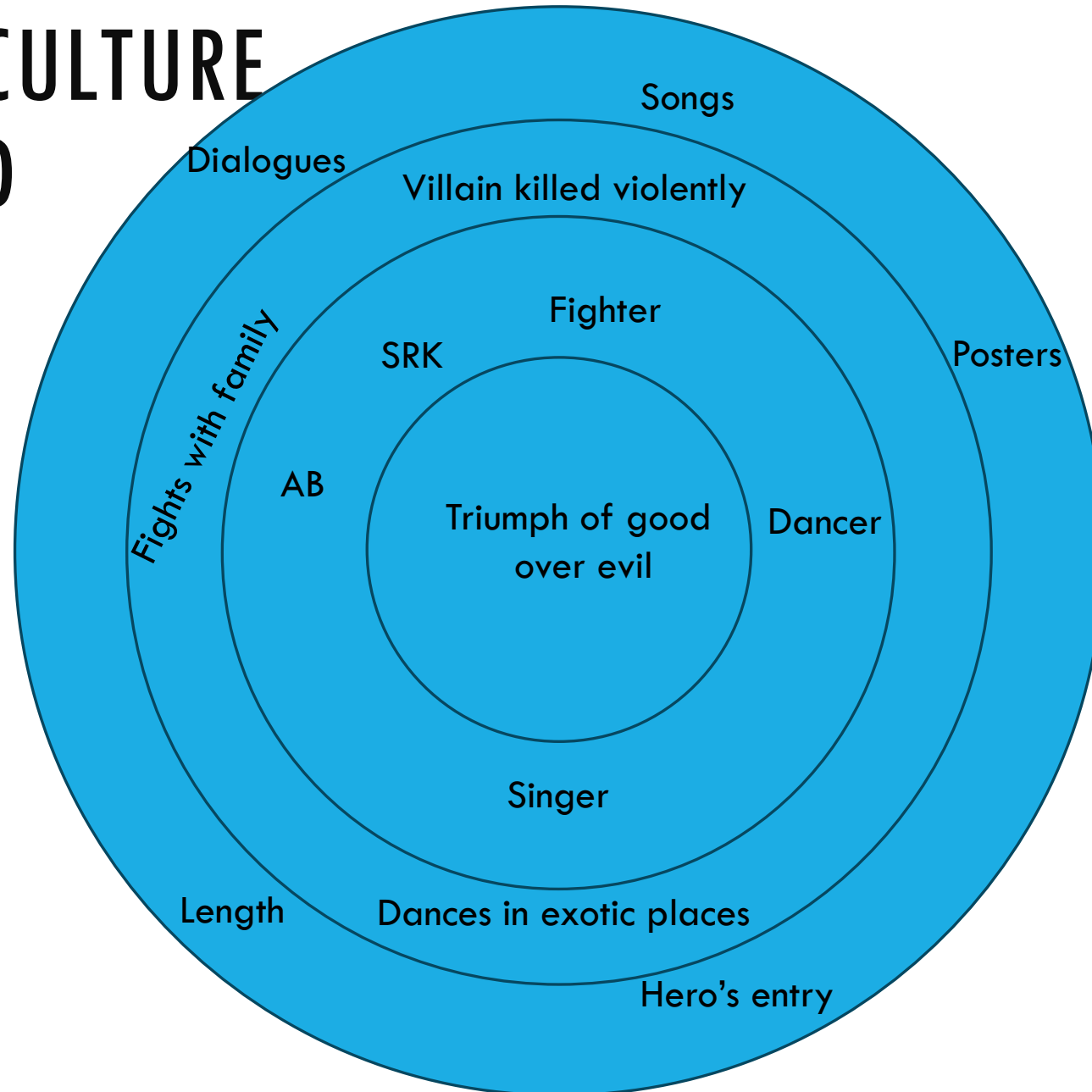
Who else is using
Reputation
Reviews

Brand values
How does it make
me feel

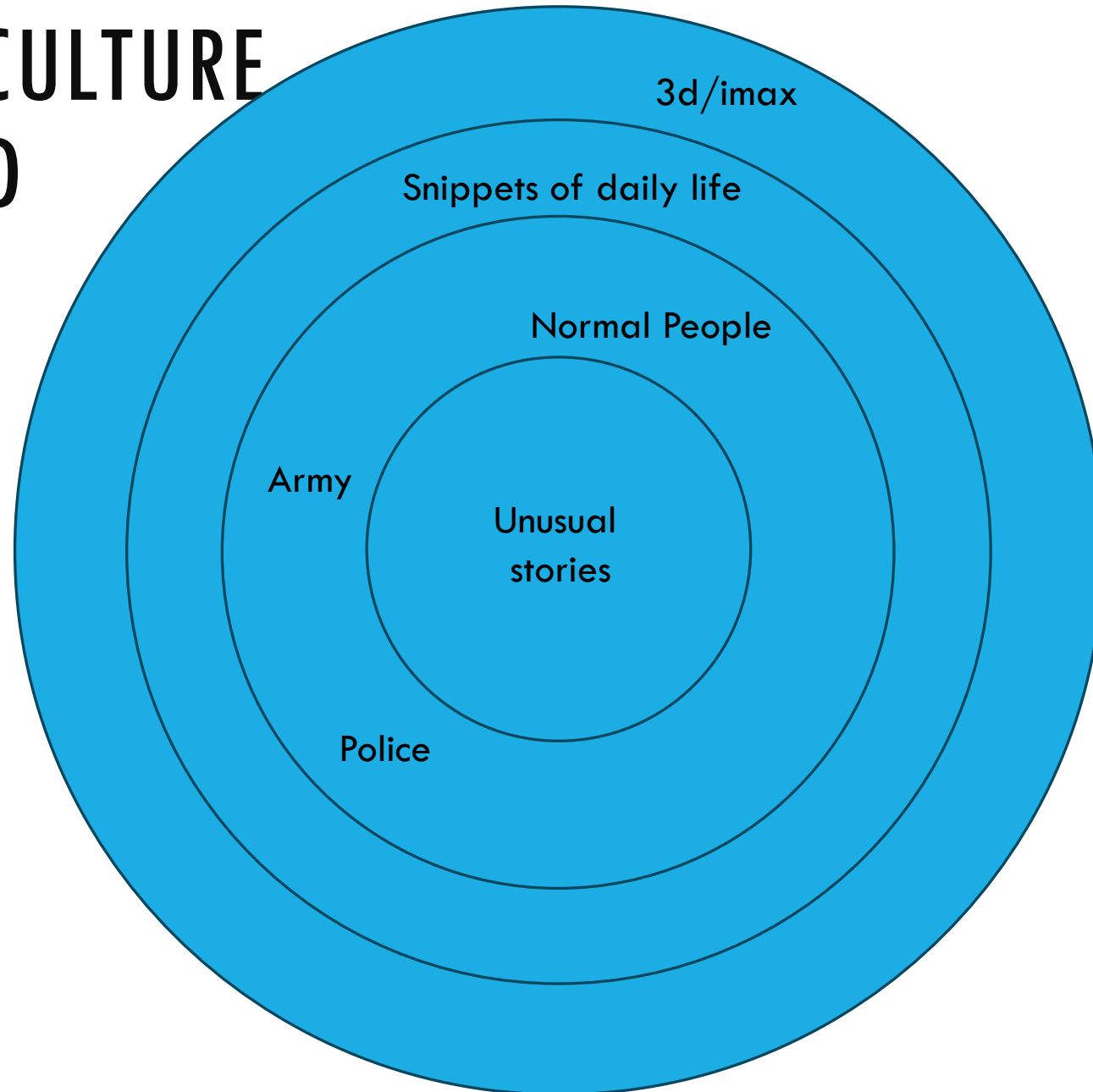
DECODING CULTURE



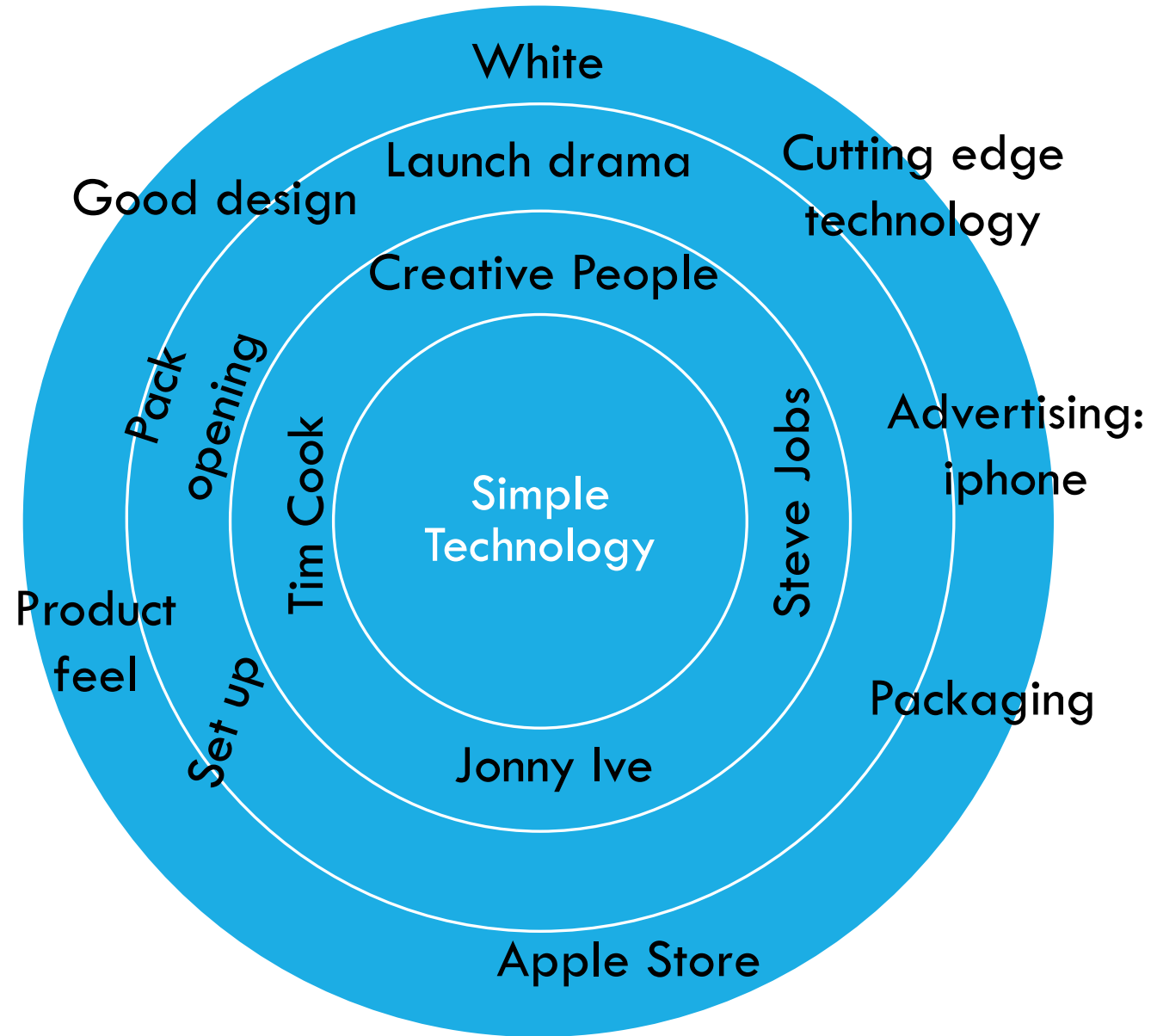
DECODING CULTURE BOLLYWOOD



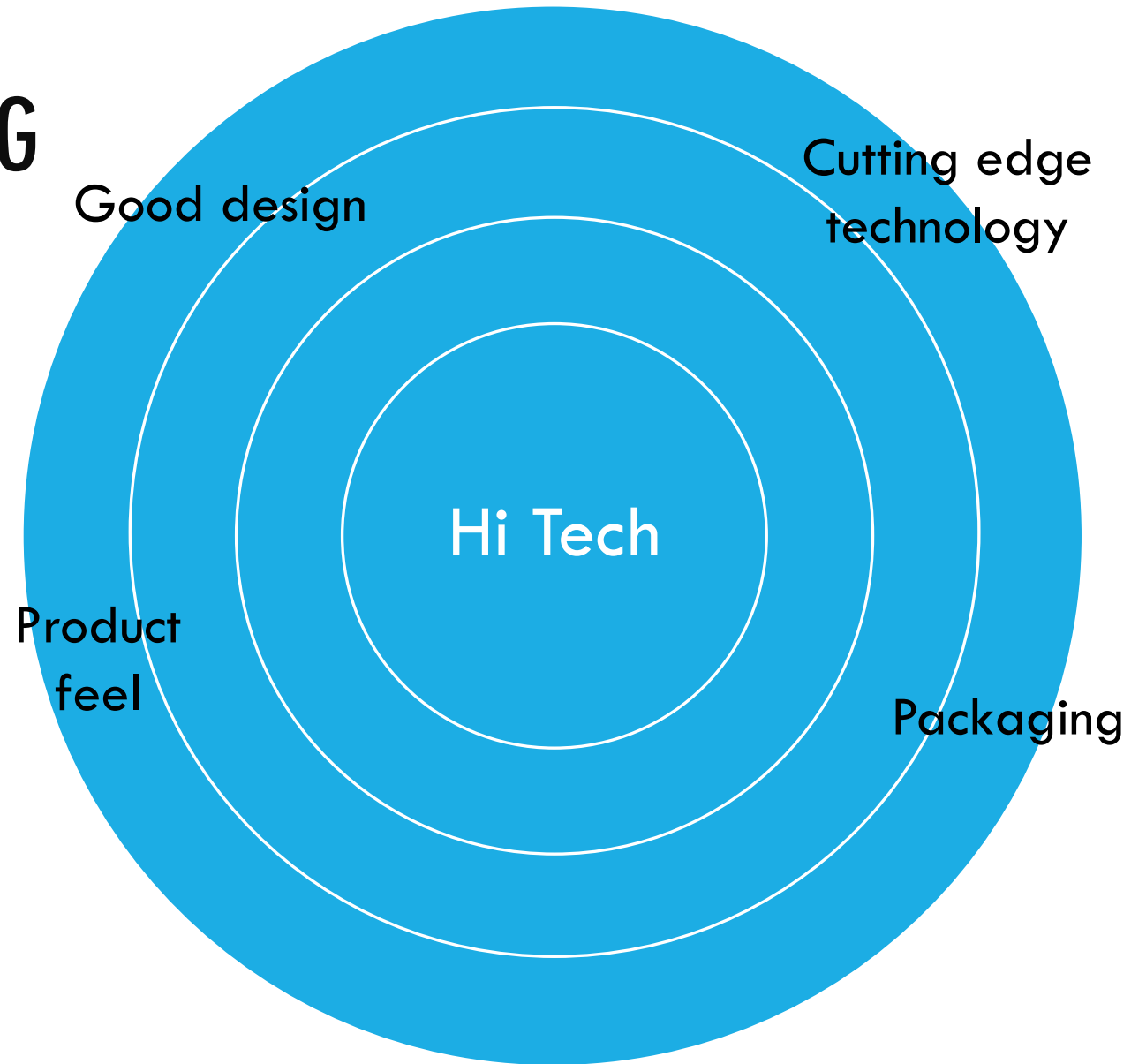
DECODING CULTURE HOLLYWOOD



APPLE



SAMSUNG



Good design

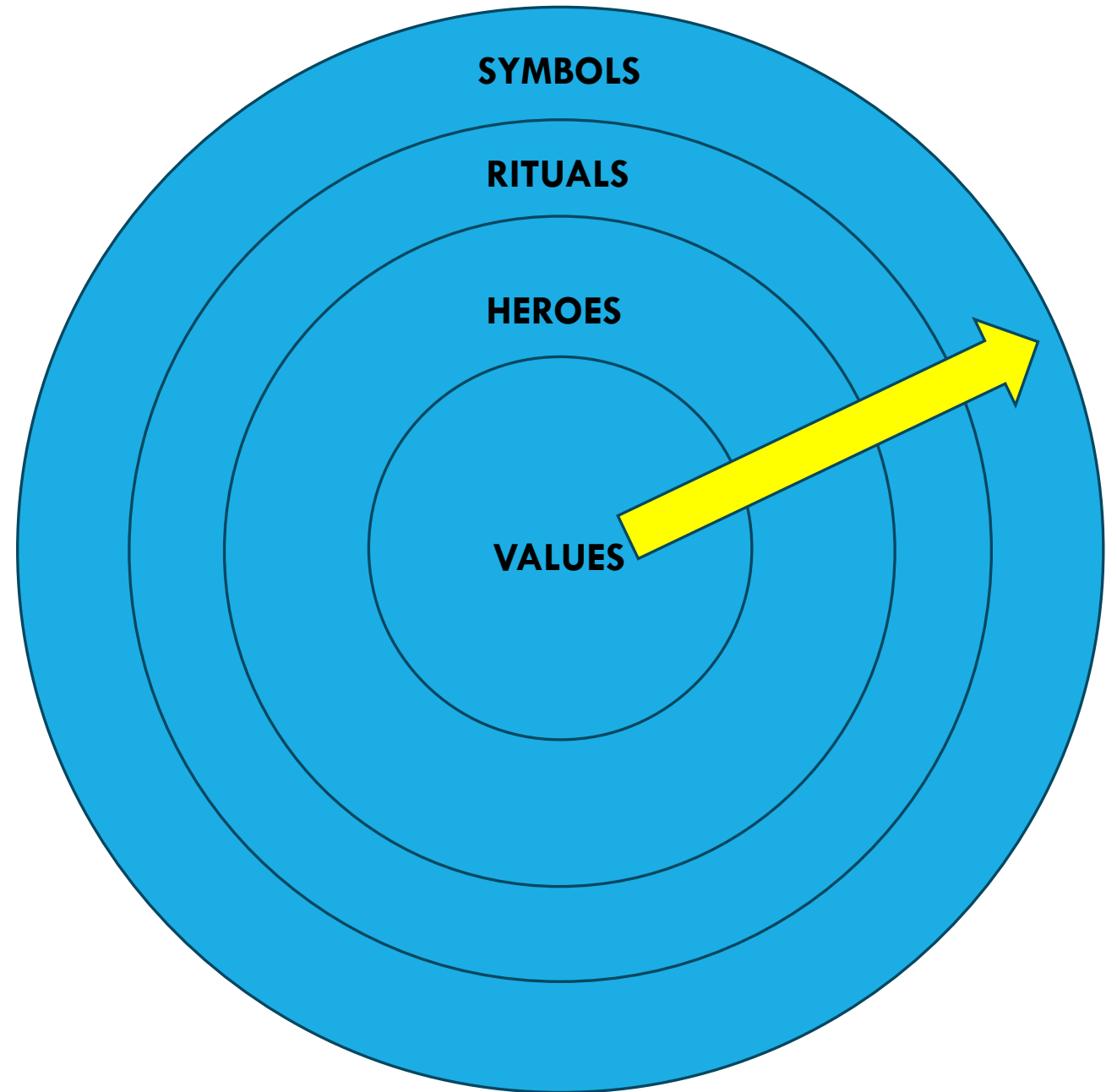
Cutting edge
technology

Hi Tech

Product
feel

Packaging

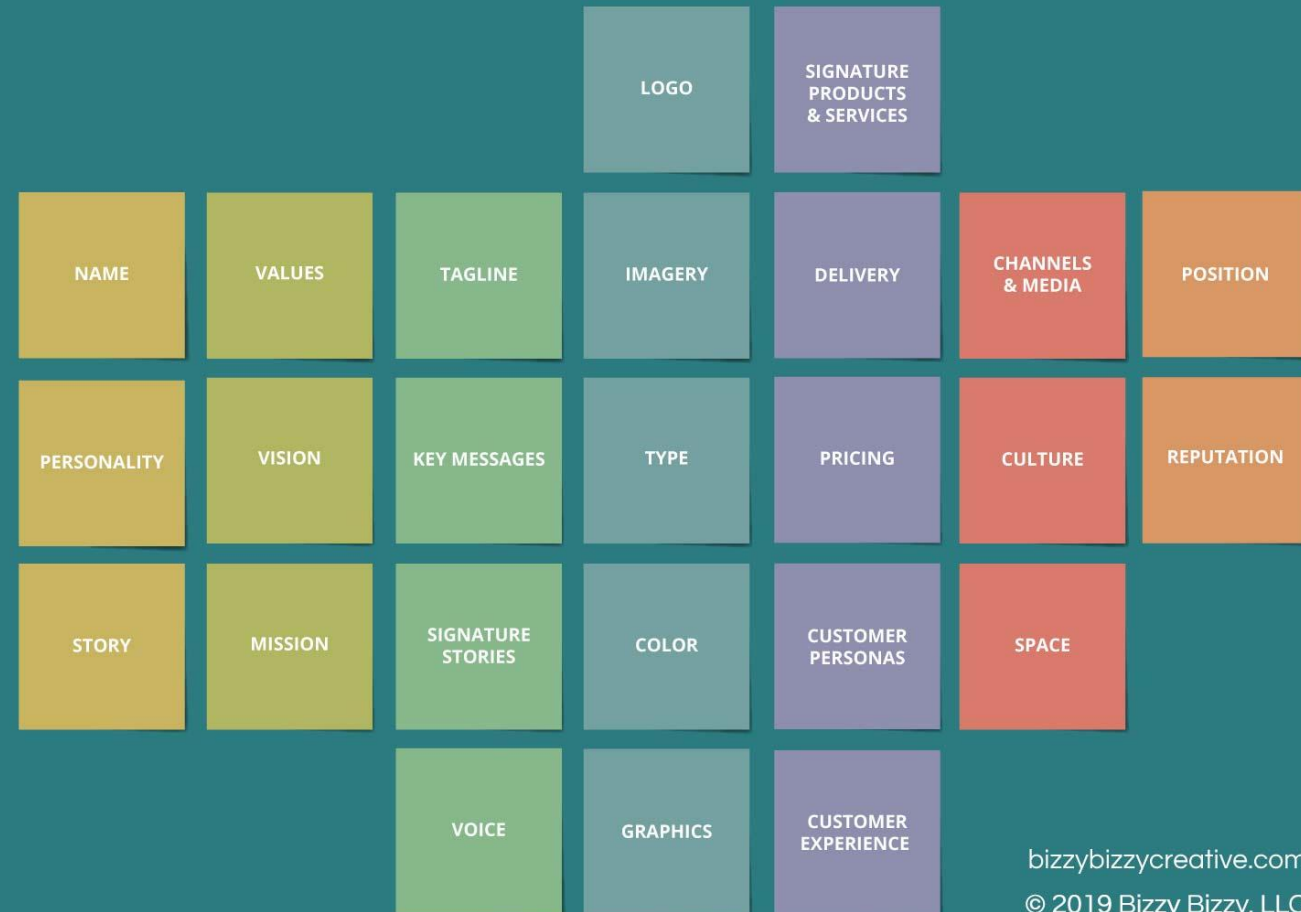
CREATING YOUR BRAND



A COMPREHENSIVE APPROACH TO BRAND BUILDING

25 ELEMENTS OF A BRAND

- who you are
- why you're here
- what you say
- what you look like
- what you do
- how you show up
- what people think



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<https://bizybizzycreative.com/complete-guide-to-branding-25-elements-of-a-brand/>

WHO YOU ARE

Name

Simple

Inoffensive

Memorable

Ownable

Personality

Serious/Funny

Young/Old

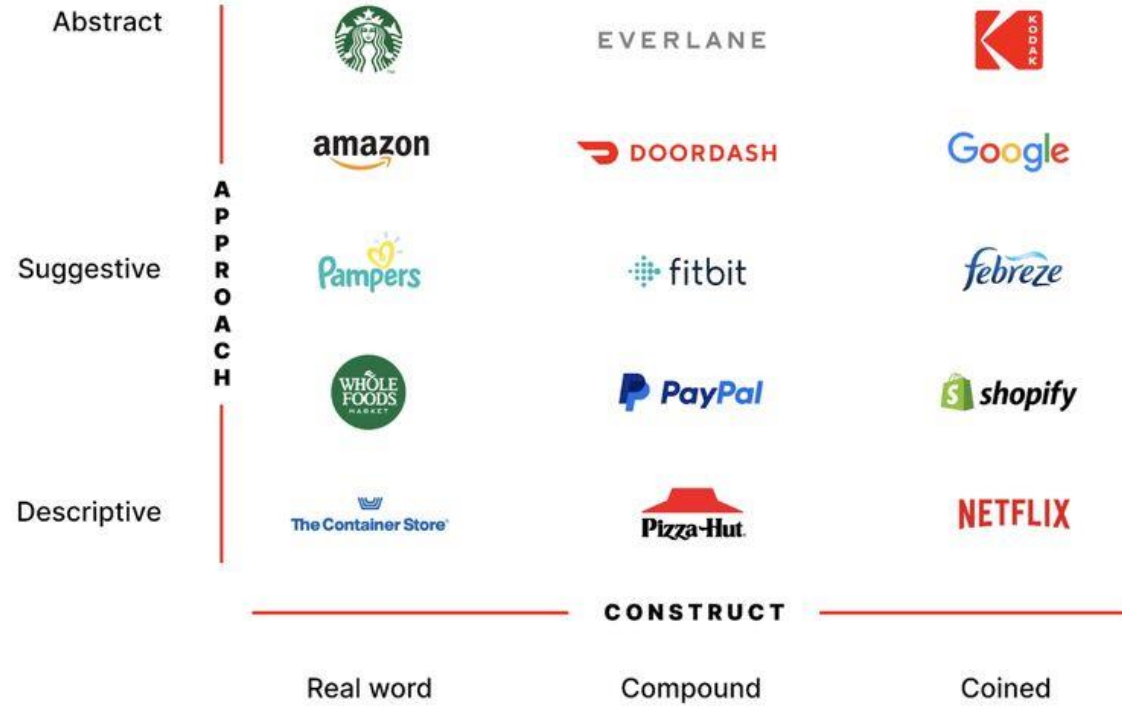
Traditional

Innovative

Story

Let me tell
you why we
do what we
do?

BRAND NAME



WHY YOU'RE HERE

Values

- Honesty
- Integrity
- Loyalty
- Customer centric

Vision

- Save the planet
- Disrupt the food service industry

Mission

- More action oriented
- Who, what, why, how, when

WHAT YOU SAY

Taglines

- Summary of the brand
- Short catch phrase

Key messages

- Elevator pitch
- 'What do you do?'

Signature Stories

- Favourite brand story

Brand Voice

- Tone and style of communication

WHAT YOU LOOK LIKE

Logo

- Visual mnemonic

Imagery

- What kind of pictures will you use for your brand?

Type

- What is your font?

Colour

- What colours do you want to own?
- Red: Coke
- White: Apple

Graphics

- Any graphics you want to create that are specific to the brand?
- Eg: Indigo

WHAT YOU DO

Products and services

- Describe the product keeping in mind customer benefit

Delivery

- Where can customers buy it?

Pricing

- What is your pricing model?

Customer Personas

- Who is your target customer?
- Primary/Secondary

Customer Experience

- The customer journey from awareness to loyalty and repurchase

HOW YOU SHOW UP

Channels and Media

- What media channels will you use to communicate your brand?
- Website, Appstore, Podcasts, Radio etc

Culture

- What is your company culture?

Space

- What space do you want to occupy?
- Retail:
- App Store:
- Company space:

WHAT PEOPLE THINK OF YOU

Position

- What is your USP?
- Why should anyone buy/use your product?

Reputation

- What kind of reputation do you have/ want to have?
Reliable/ Innovator
- Social media listening

BRANDING NEVER ENDS

Perpetual process

Branding is a perpetual process because it never stops. People, markets, and businesses are constantly changing and the brand must evolve in order to keep pace.



BRANDING INVOLVES EVERYONE

Cumulative assets and actions

All your assets (e.g., visual identity, content, products, ads) and actions (e.g., services, customer support, human relations, experiences) project into your stakeholders' minds, slowly building up a brand perception.

BRANDING IMPACTS EVERYONE

Many stakeholders

Clients are not the only ones that build a perception of your brand in their minds. Stakeholders include possible clients, existing customers, employees, shareholders, and business partners. Each one builds up their own perception and interacts with the brand accordingly.

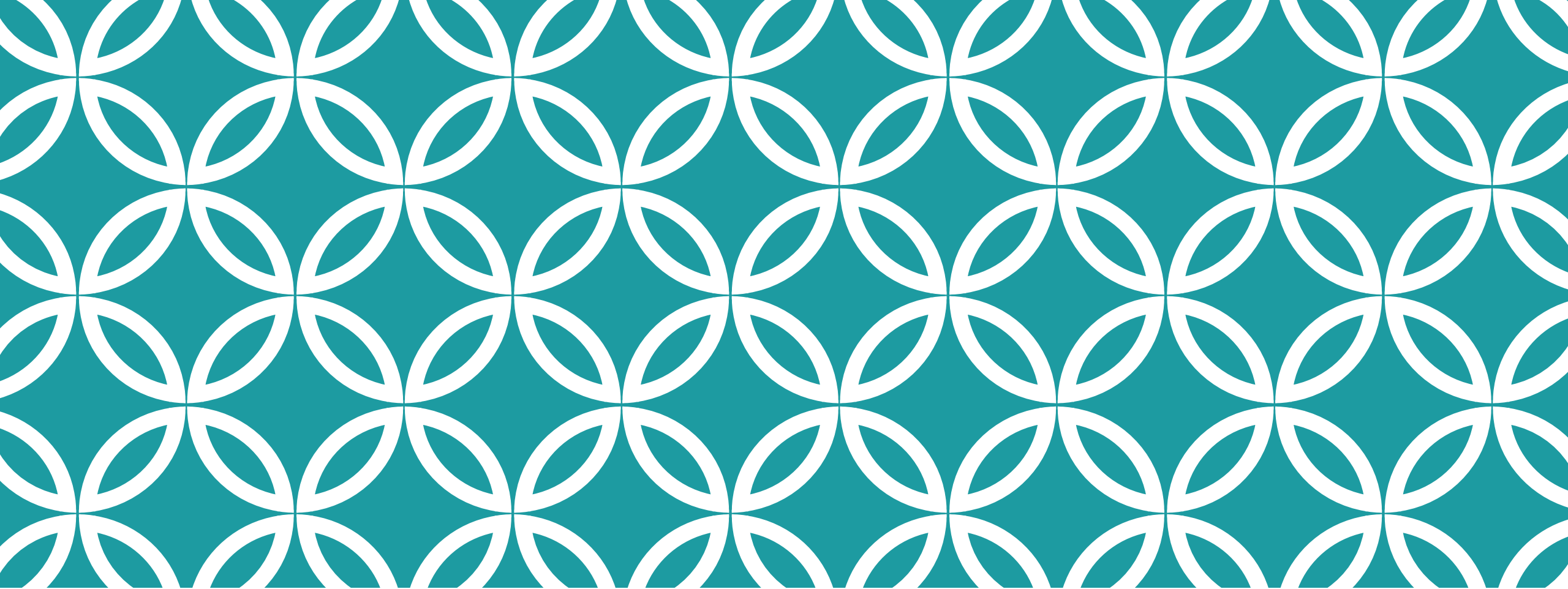


OUR JOURNEY SO FAR

What is a brand

Why branding is important

What are the elements of a brand



DIGITAL BRANDS AND PHYSICAL BRANDS



DIGITAL VS TRADITIONAL

TRADITIONAL

Experience: distributed through physical retail stores

Interaction: In store

Feedback: Time consuming. Surveys, focus groups

Metrics: Indirect: Retailer/Wholesaler numbers. Limited information

DIGITAL

Experience: distributed online through websites, app stores, and marketplaces

Interaction: Digital channels

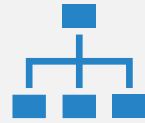
Feedback: Immediate. Reviews. On-line tracking

Metrics: Direct, detailed. User behaviour information

DIGITAL VS TRADITIONAL

In summary, while both digital and traditional product branding aim to create strong brand identities and experiences, digital product branding leverages digital channels, interactive experiences, and real-time analytics to engage with customers and deliver value in a rapidly evolving digital landscape. They are largely driven by functionality.

AS A CUSTOMER 3 RISKS OF BRAND PURCHASE



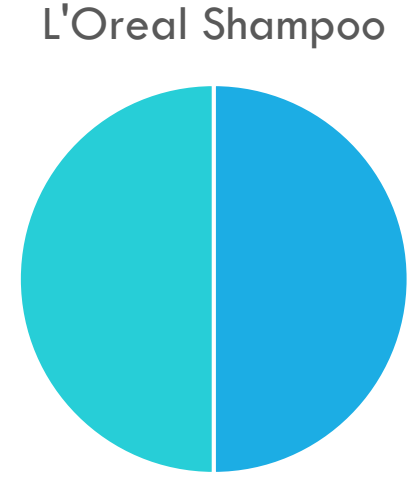
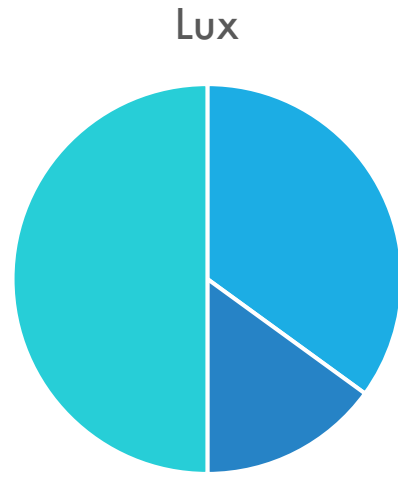
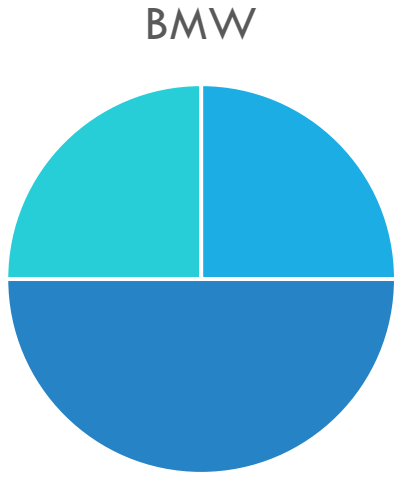
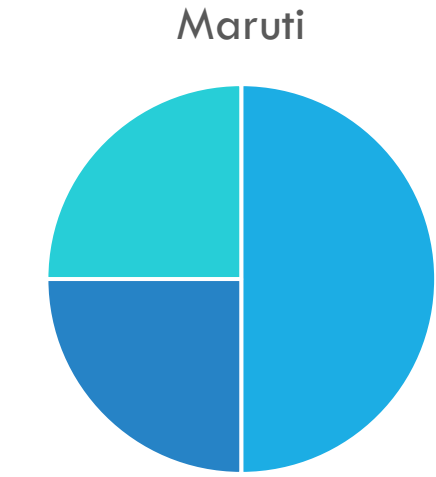
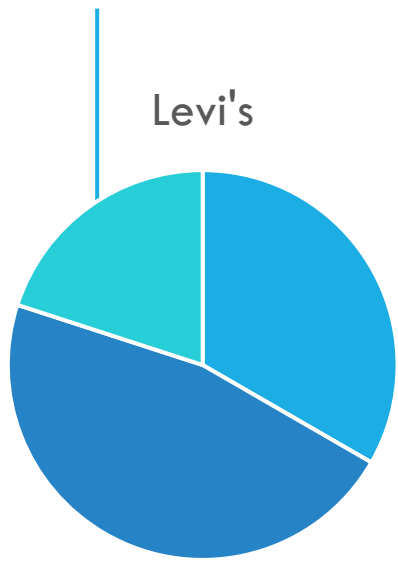
PERFORMANCE RISK: Will it do the job I am using it for?



SOCIAL RISK: How will people perceive me when they see me using the brand?



SELF RISK: How do I feel using the brand?



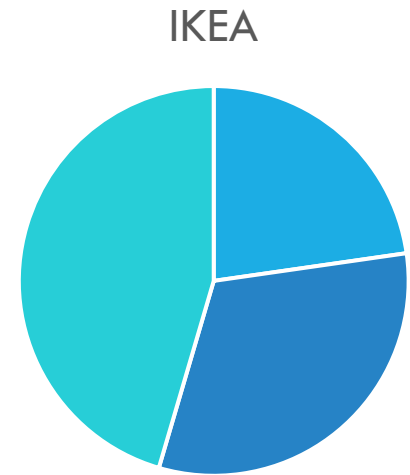
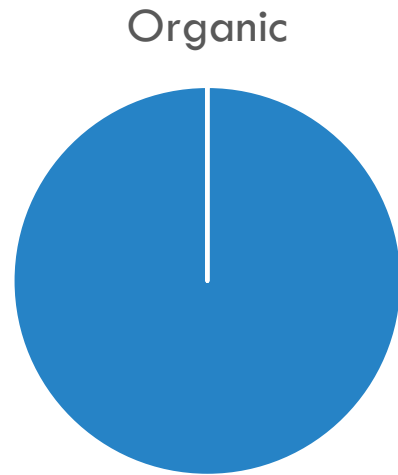
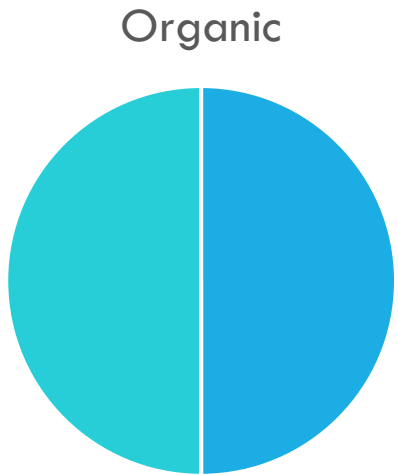
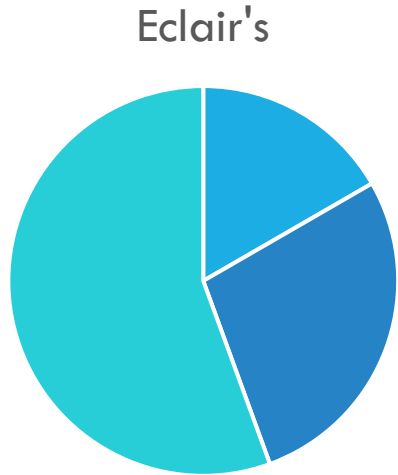
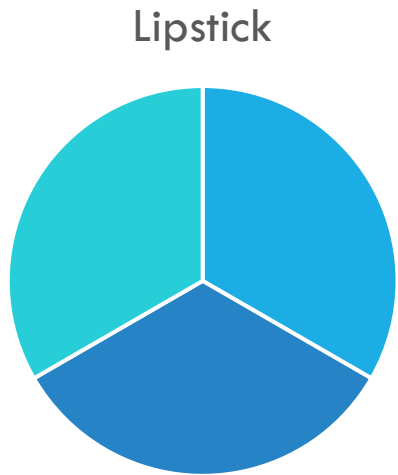
■ Performance ■ Social ■ Self Image

■ Performance ■ Social ■ Self Image

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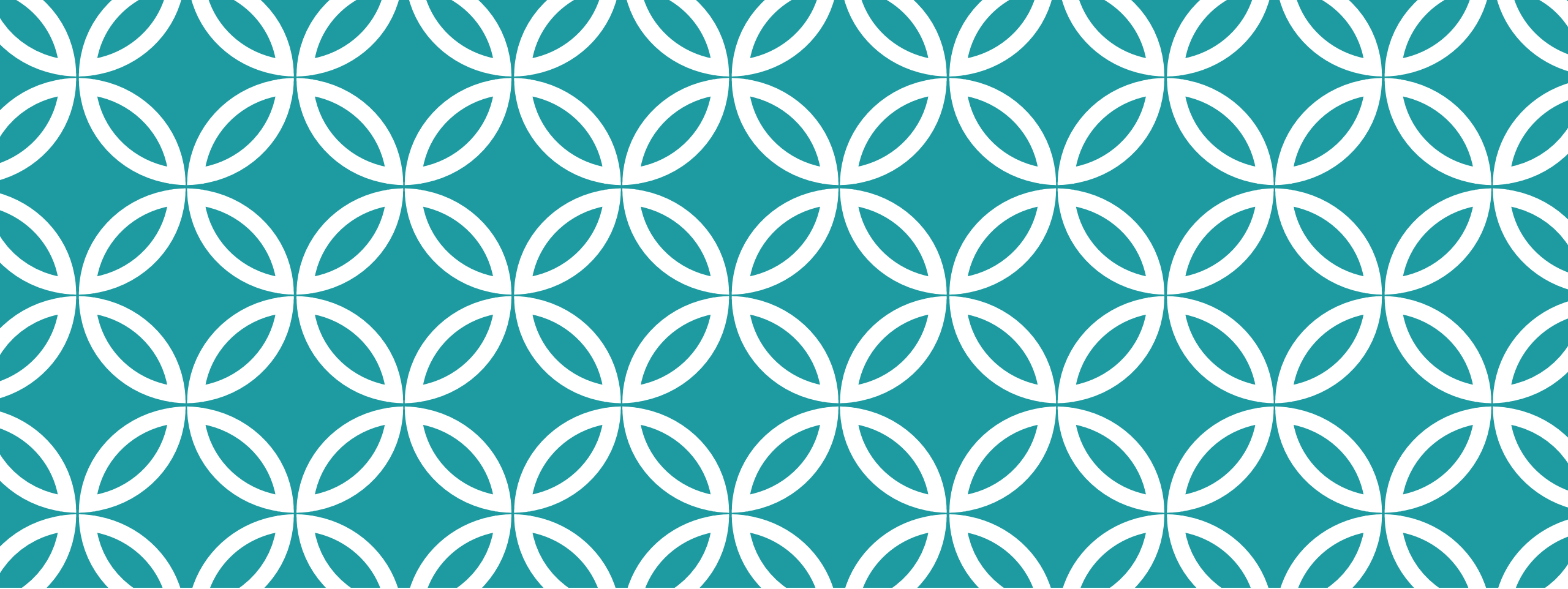
■ Performance ■ Social ■ Self Image

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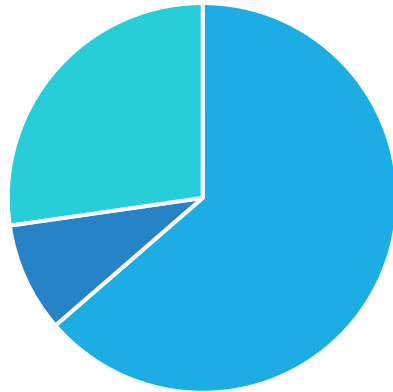
■ Performance ■ Social ■ Self Image



WHAT ABOUT DIGITAL BRANDS? |

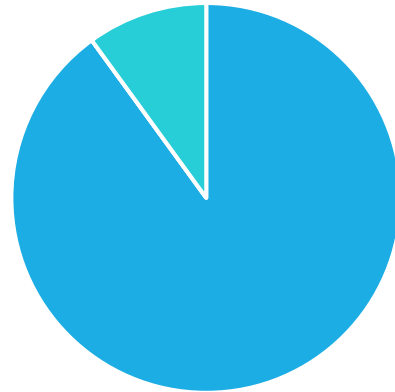
DIGITAL BRANDS AND RISKS

Amazon



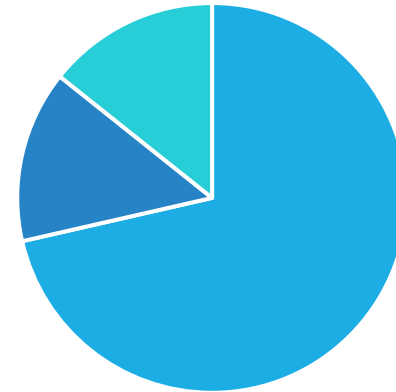
■ Performance ■ Social ■ Self Image

Swiggy



■ Performance ■ Social ■ Self Image

Uber



■ Performance ■ Social ■ Self Image

PERFORMANCE RISK PRIORITISED

Swiggy or Zomato?

Amazon or flipkart?

Uber or Ola?

Zerodha or Groww?

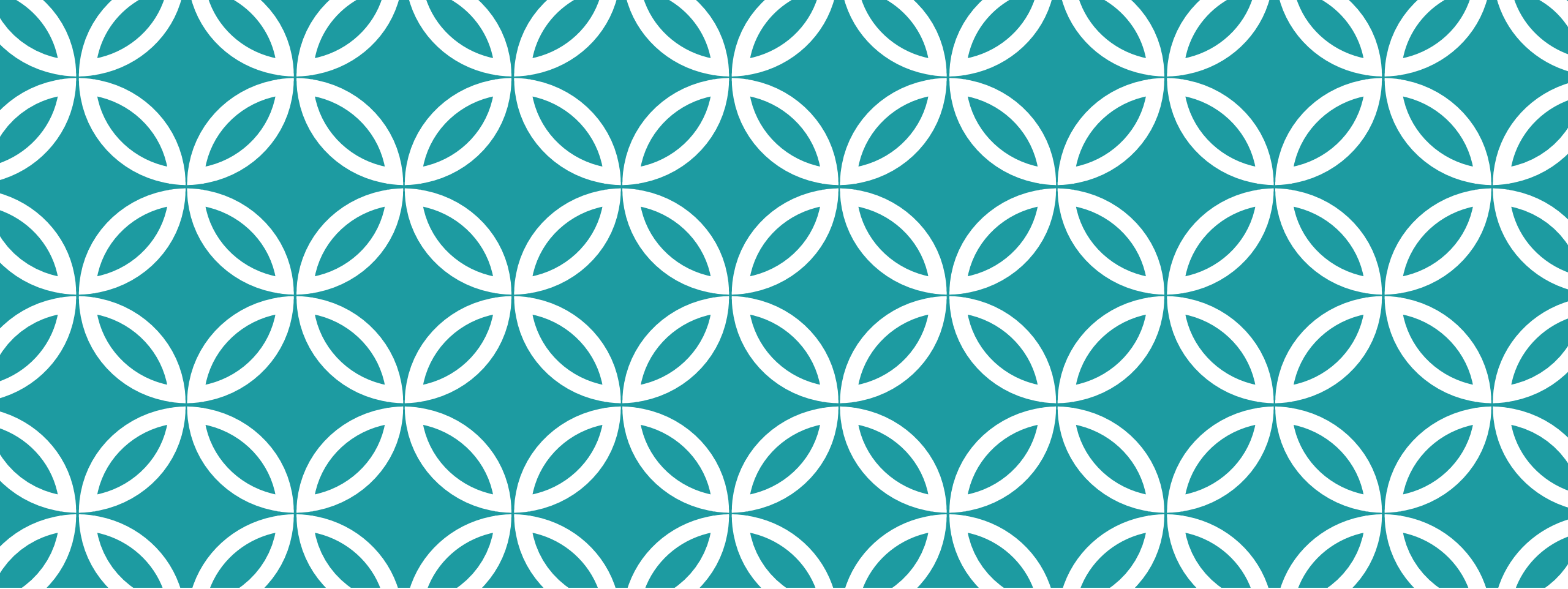
GREATEST CHALLENGE FOR DIGITAL BRANDS



Loyalty

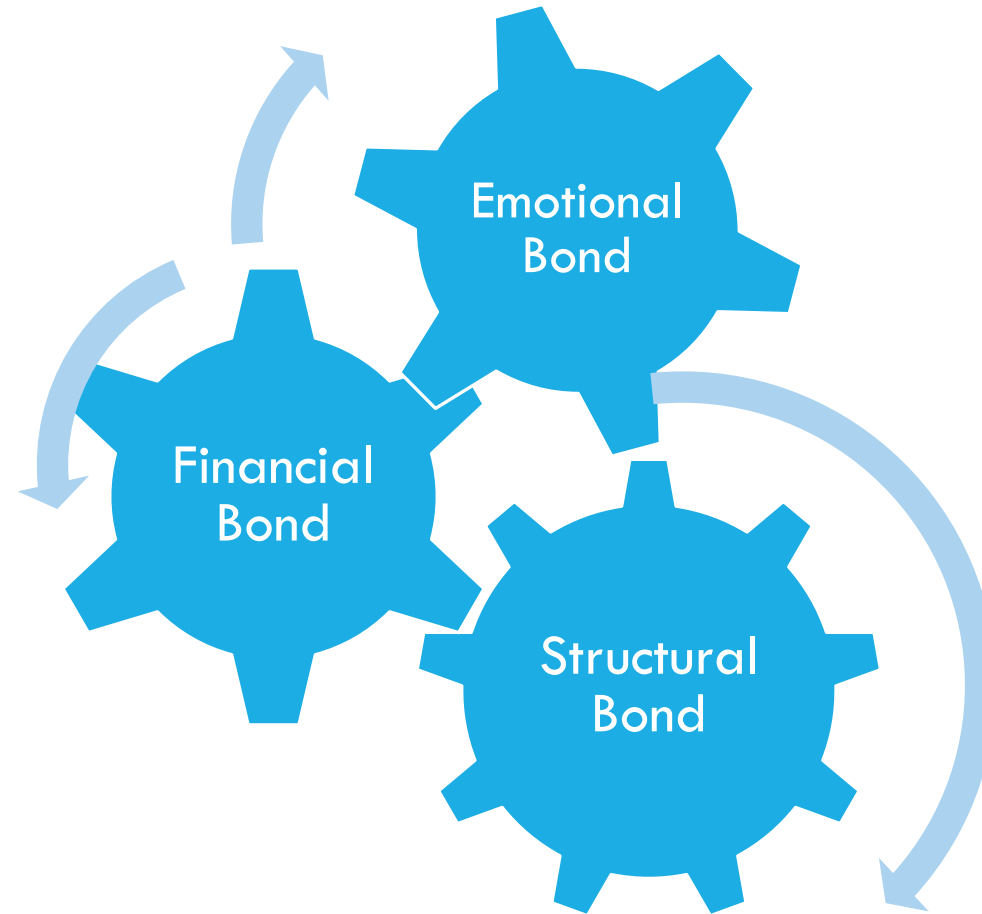


Largely driven by
performance risk



SO HOW TO BUILD LOYALTY? |

BONDS OF LOYALTY



STRUCTURAL BONDS

Something that ties you into a brand which makes it hard for you to leave as it could involve fundamental change of infrastructure. Make it hard to move.

Eg: Apple: iOS, apple tunes etc

Amazon: Firestick

Used a lot by b2b brands when a contract is signed



FINANCIAL BONDS

Something that ties you into a brand due to financial rewards.
Moving out can cost you financially

Loyalty programs

Long term contracts that get a discount

Amazon prime



EMOTIONAL BONDS

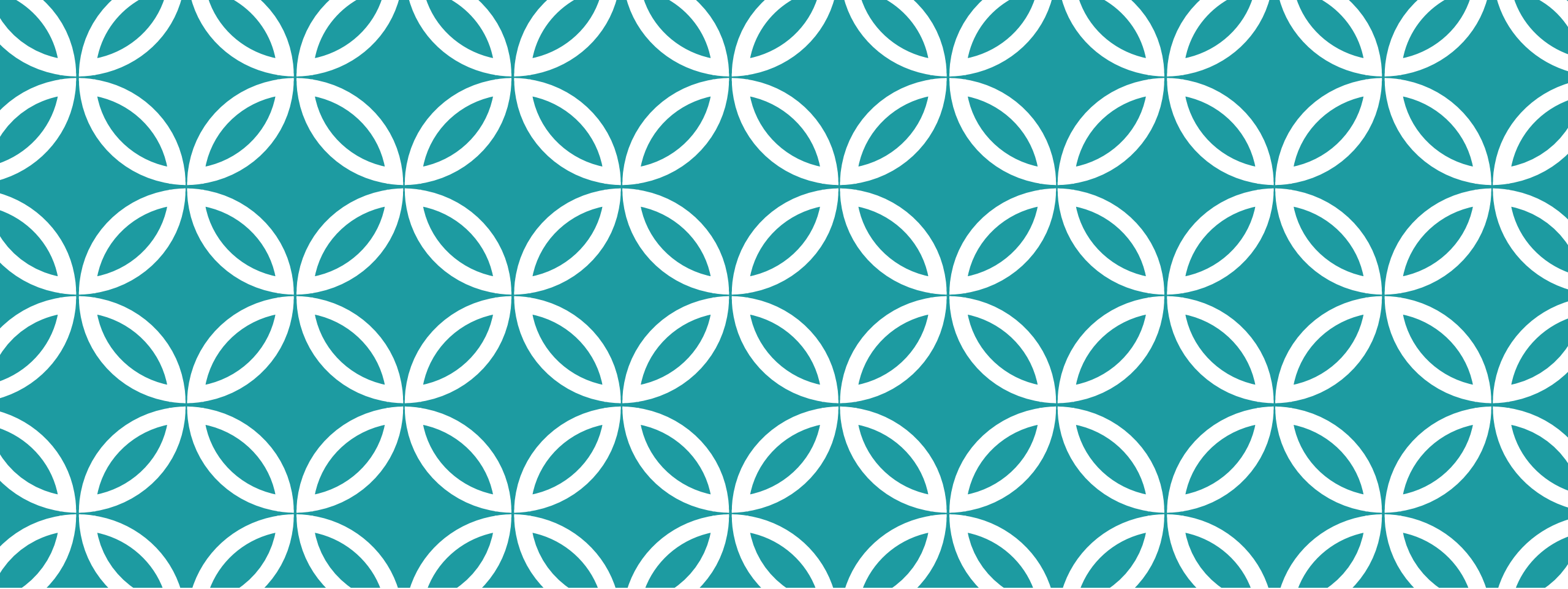
Something that ties you into the brand because how it makes you feel about the brand. Could be self image or social image.

Cars

Apple computers

Travel and Hospitality





WHAT ABOUT DIGITAL BRANDS? |

TYPES OF DIGITAL BRANDS

* Digital version of physical product: Bank apps, Car apps



* Digital interface for physical products: Swiggy, Zomato, Uber, Big Basket, flight booking



* End to end digital: Udemy, Gaana, Netflix, Magic 11, Gpay, Norton, Zerodha



Role of brand varies by nature of digital brand.

TYPES OF DIGITAL BRANDS

Digital version
of physical
product

- +Same values, offers etc as physical, start off with brand image
- When things don't work, impacts parent brand
- Loyalty connected to physical brand

Digital interface
of physical
products

- + expectation of efficient delivery of good products, image built on delivery, price, efficiency
- When things don't work: money back

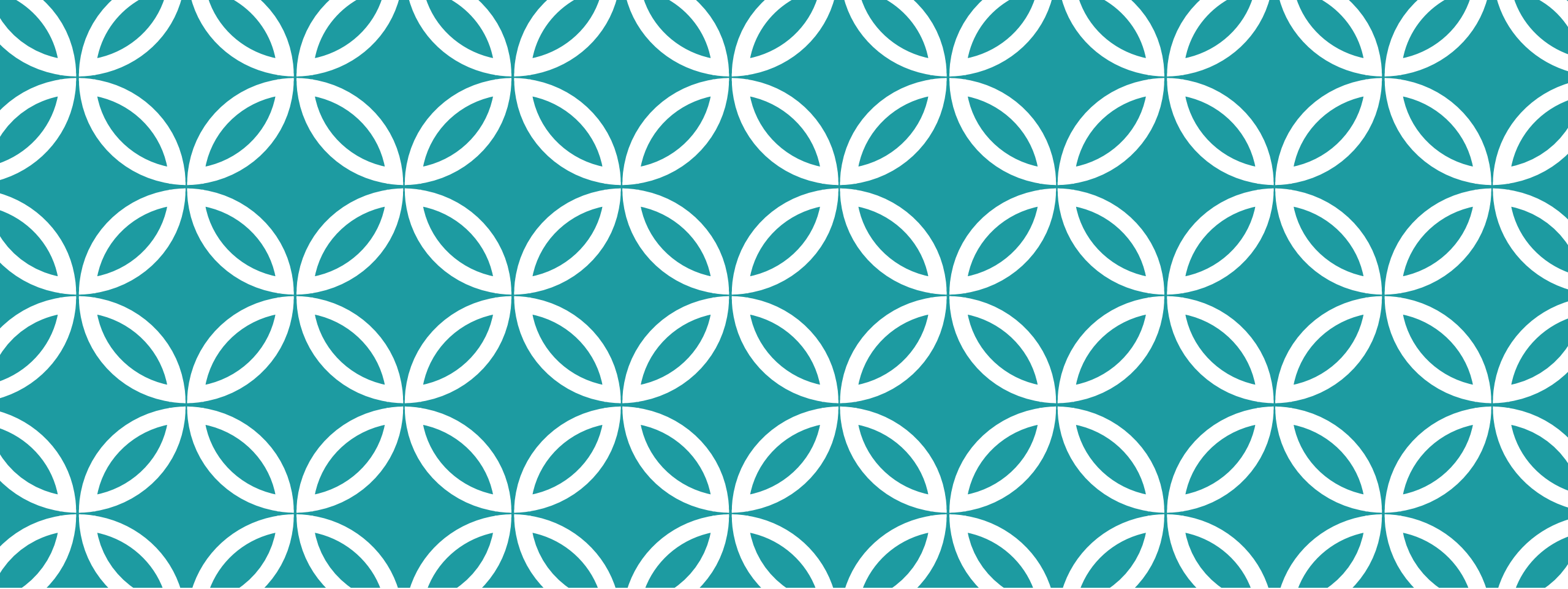
End to end
Digital

- Need to build brand from scratch. Role of content becomes vital.
- In some cases when things don't work, impact on brand: eg social media.

BUILDING BONDS

Digital interface of physical products:
Swiggy, Zomato, Uber, Big Basket,

End to end Digital: Udemy, Gaana,
Netflix, Magic 11, Gpay, Norton,
Zerodha



BUILDING BONDS FOR DIGITAL BRANDS



STRUCTURAL BONDS

Swiggy/Uber: Addresses,
previous orders, preferences

Zerodha: Stocks, reports,
analytics etc



FINANCIAL BONDS

Cash back

No transaction fees

Discounts

Subscriptions



EMOTIONAL BONDS

??



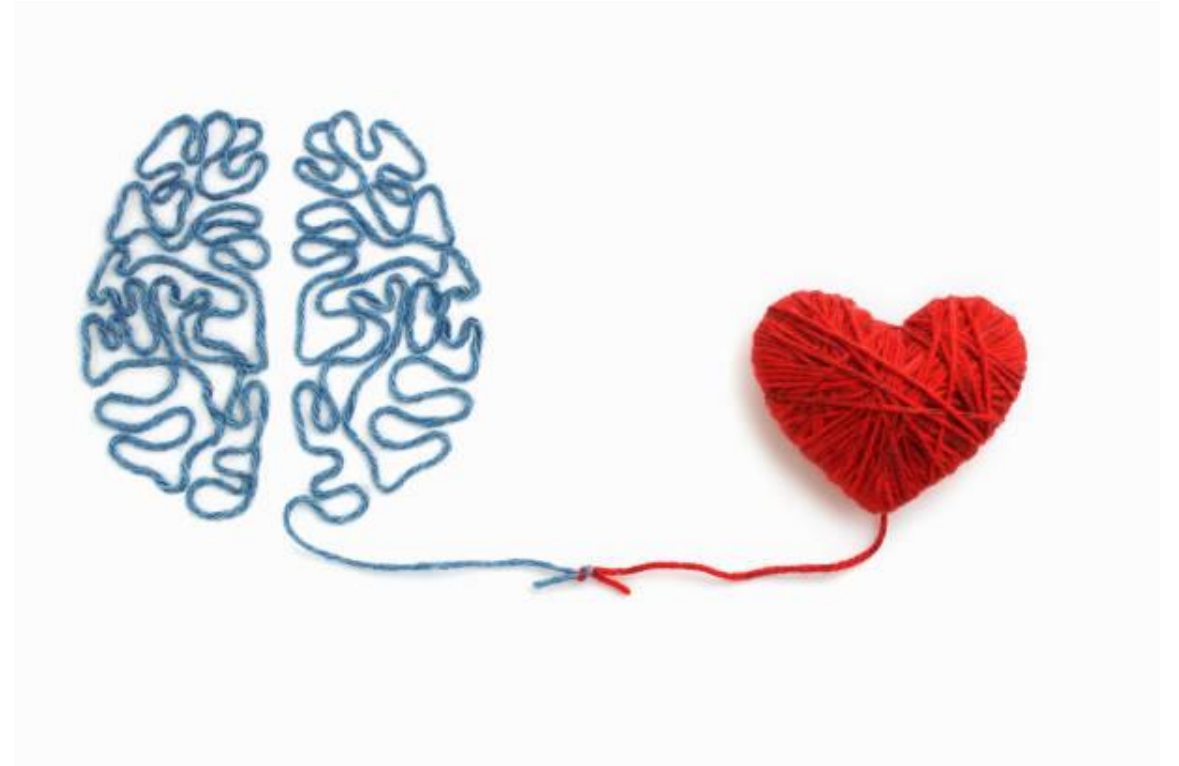
CAN WE CREATE EMOTIONAL BONDS FOR DIGITAL BRANDS?

Swiggy or Zomato?

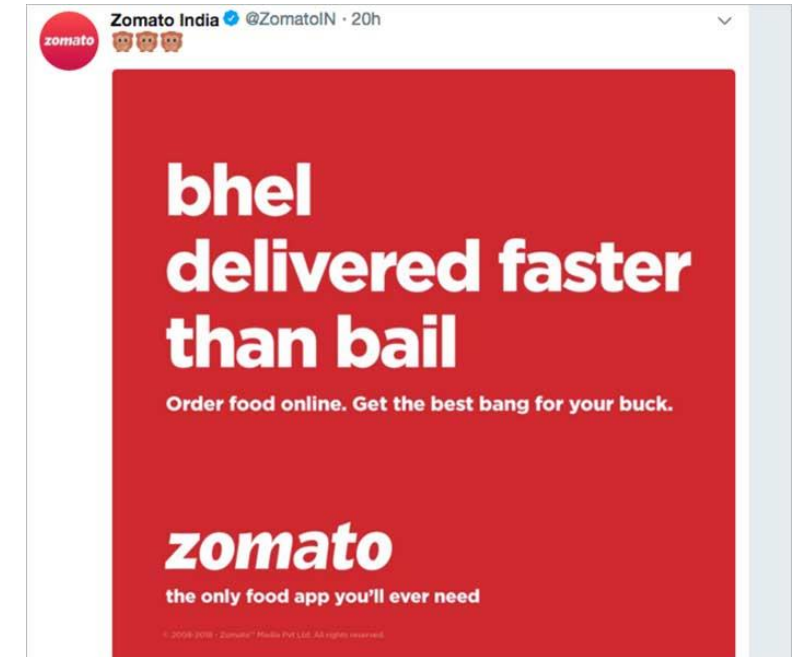
Amazon or flipkart?

Uber or Ola?

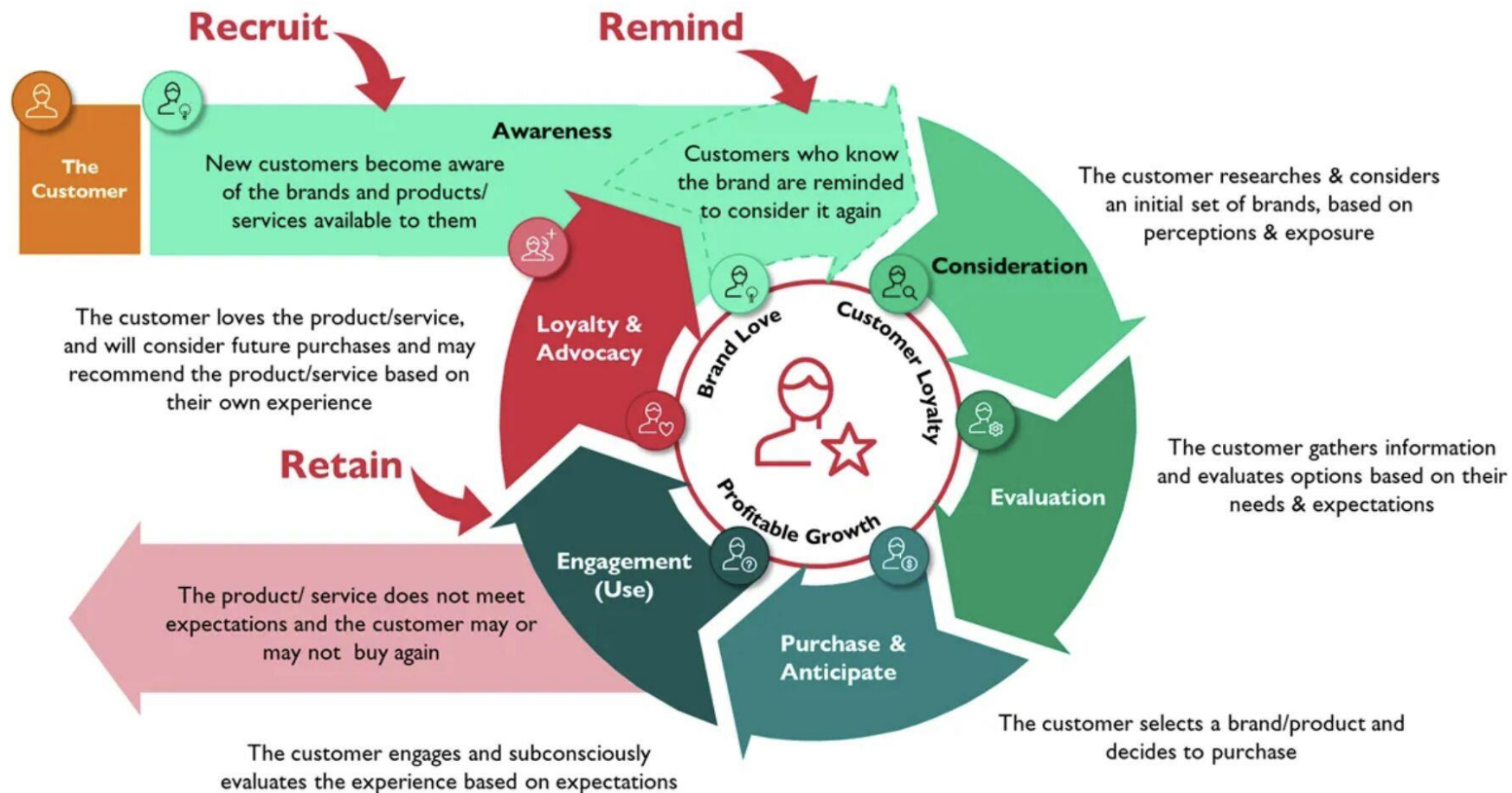
Zerodha or Groww?

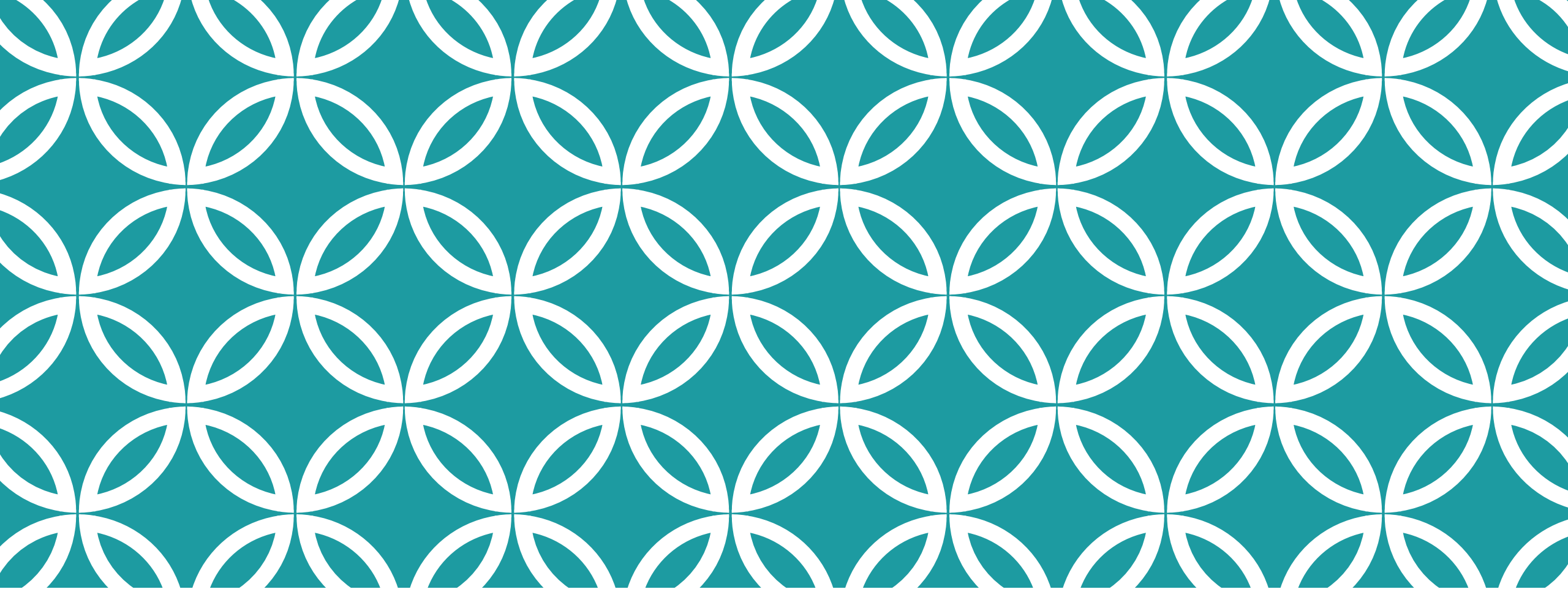


BRANDS TRYING TO BUILD PREFERENCE



LOYALTY CREATES THE BRAND FLYWHEEL





ONE MORE THING |

AI AND BRANDS

- **Personalisation:** Example: Netflix uses AI to recommend shows and movies based on a user's watch history and preferences, creating a more engaging and personalised experience
- **Content Creation:** Example: Many media houses use AI to generate headlines, social media posts, and even draft articles, allowing them to create more content and personalise it for specific audiences.
- **Brand Image Analysis:** Example: Companies like Amazon use AI to analyse social media sentiment and brand mentions, helping them understand how customers perceive their brand and adjust their branding strategy accordingly.
- **Creative Optimisation:** Example: Coca-Cola uses AI to optimise their marketing campaigns across different channels, ensuring they get the most out of their branding efforts.
- **AI-powered Chatbots:** Example: Many brands like Swiggy, Zomato, Banks use AI chatbots to answer customer questions, offer product recommendations, and personalise the shopping experience.

AI AND BRANDS

Positive Impacts

- **Personalisation:** AI can analyse customer data to create highly personalised content and recommendations, leading to a more engaging and relevant brand experience
- **Targeted Advertising:** AI can target ads with great precision, reaching the right customers with the right message at the right time
- **Content Creation:** AI can assist with content generation, creating marketing materials, social media posts
- **Efficiency:** AI can automate repetitive tasks in media planning, content creation and marketing campaigns.
- **Speed:** AI can do things faster than humans. So be it creating content, or analysing data to find better media/audiences or drawing insights AI is faster.

AI AND BRANDS

Negative Impacts

- **Loss of Human Touch:** AI-generated content can lack the emotional connection that human-created content can evoke.
- **Brand Identity Dilution:** Overreliance on AI for content creation can lead to a generic brand voice that doesn't stand out from the competition.
- **Transparency Concerns:** If customers aren't aware that they're interacting with AI, it can damage trust and brand loyalty.

1. Rabindranath Tagore:

- "Art is the purest expression of the soul of a nation."

2. Mahatma Gandhi:

- "A nation's culture resides in the hearts and in the soul of its people."

3. Jawaharlal Nehru:

- "Culture is the widening of the mind and of the spirit."
- "The art of a people is a true mirror to their minds."

4. Amartya Sen:

- "Culture and art have a crucial role to play in our societies."

5. Raja Ravi Varma:

- "The true function of art is to tell the truth and project the beauty."

6. Nandita Das:

- "Art, in any form, reflects the society it is born in."

7. M.F. Husain:

- "Art should disturb the comfortable and comfort the disturbed."

8. Satyajit Ray:

- "Art is a protest against the monotonous and the mundane."

9. V.S. Naipaul:

- "Culture is the deeper level of communication that goes beyond words."

10. Swami Vivekananda:



- "Art can bring out the divine from the human. It has the power to bring us to a spontaneous



A FILM BY CHRISTOPHER NOLAN

OPPENHEIMER

IN SUM

A brand is formed by multiple interactions with the product's ecosystem

A strong brand is important for profitability and loyalty

Building a brand takes time but starts with a clear definition of why

Consider the multiple elements of brand building as you plan your brand

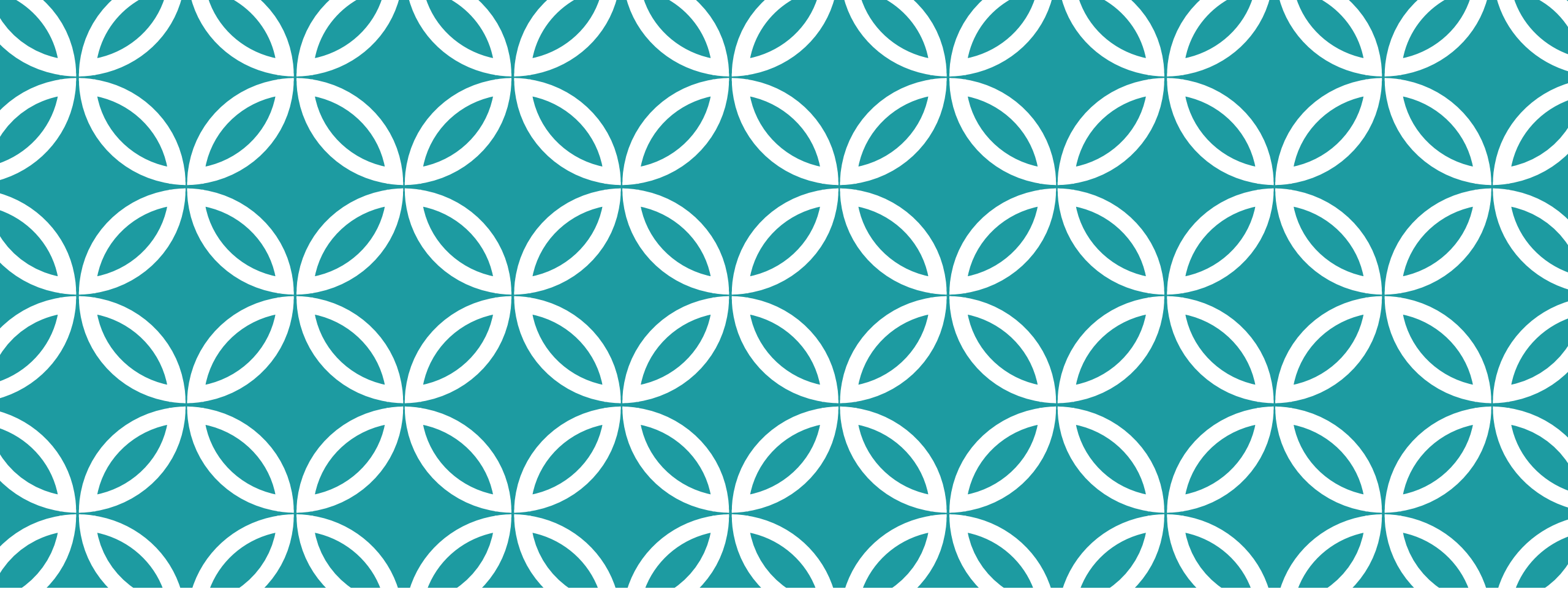
There are some key differences between physical and digital brands

Customer journey starts with acquisition, but continues with retention and advocacy

There are 3 risks that customers weigh when making brand choice

As a brand manager you can work with three types of bonds

AI is your assistant, but not very reliable..yet



**SHOULD YOU LAUNCH A DIGITAL
BRAND?** |



Kunal Bahi

← Post baht

...

🚀 100X More New Age Brands are Going to Start and Succeed in 🇮🇳 in the Coming Decade

Some would consider this contrarian thinking but here are many cogent reasons why, without a doubt, this will happen:

1. *Consumer behaviour has clearly and unquestionably changed* from buying only traditionally famous brands to trying new brands thanks to product innovation, increasing desires and high quality merchandising.
2. *NMPB (Not My Parents' Brand)*: Younger generation doesn't want to use brands that their parents use(d). No wonder we are seeing the rapid adoption of the likes of Ola Electric, Ather, etc.
3. Trust has increased in upstart brands thanks to the likes of Shark Tank. Consumers feel there is a *caring, small business founder behind the brand*, rather than a faceless corporation or shady fly by night operator.
4. *Marketing one's brand has more avenues* than ever before. Instagram, influencers, celebs, podcasts, trial boxes, events, founders' own social media following, etc.
5. *Suppliers are open to working with new age brands* at low starting volumes because nobody wants to miss the next Mamaearth ([@TitanCapitalVC](#) portfolio company 😊)

6. Getting up and running through online sales is easier than before thanks to the competitive dynamics between multiple marketplaces and easy to use software tools like **Unicommerce** that manage the entire operational backend and also enable going omnichannel seamlessly

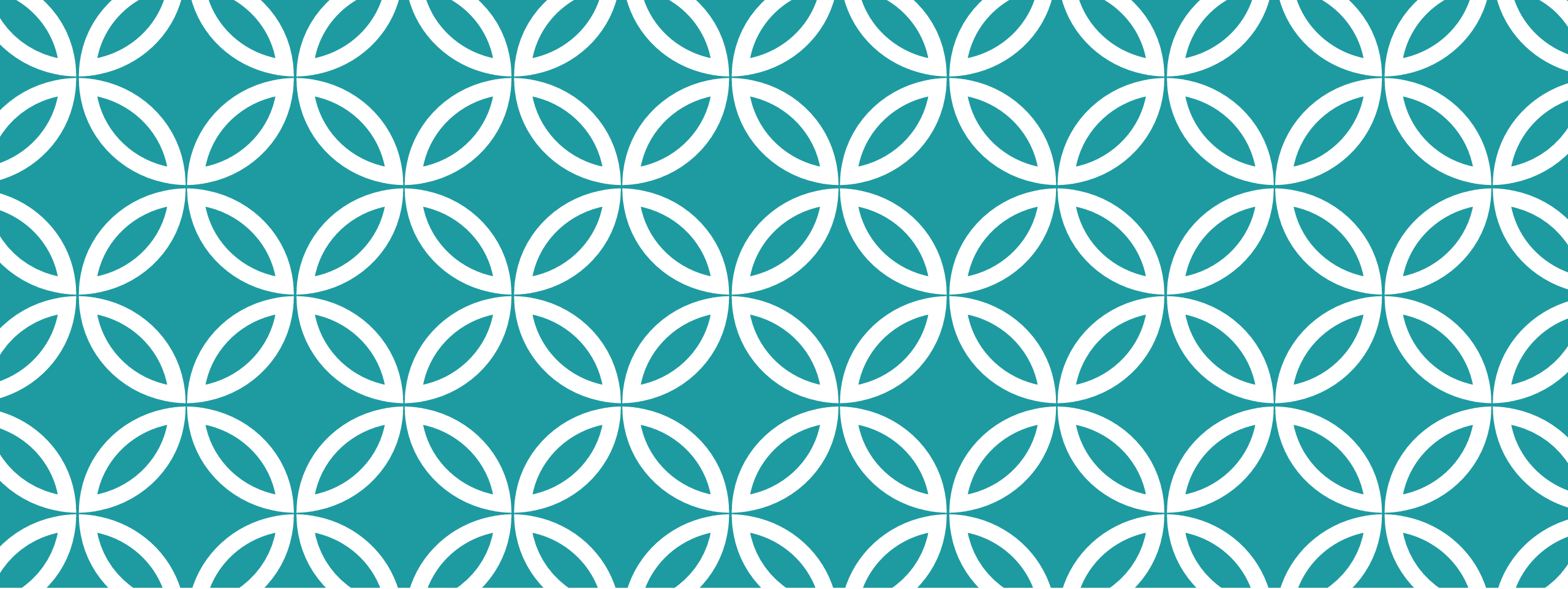
7. With online average selling prices on the rise with growing trust and spending power, the *unit economics continue to improve*, enabling brands to get profitable earlier, leading to lower dilution for founders and sizeable wealth creation eventually

8. *Quick commerce* is providing further impetus to trial and thereafter regular use of new age brands - they don't need to be part of the monthly ration basket anymore (once considered the holy grail). Can be purchased conveniently on impulse and as per need now

9. *Availability of capital* to get from zero to 1 and then beyond has never been easier because nobody wants to miss the next Mamaearth which are now seen as lasting, enduring businesses.

10. Finally, and very importantly, because of the above reasons, *top talent is getting attracted* to building the next generation of consumer brands as founders and their team members.

🇮🇳 continues to be highly under-penetrated by reliable, trustworthy brands and there is room for an unimaginable number of brands across categories for years to come.



THANK YOU

Questions?