

Branding and promotion

A brand is

- A strategy – This is considered as a type of long term plan that helps with the promotions for the company or the products.
- The perception – The public recognise brands that are familiar to them, they are what the public sees on a specific product or a company. A brand has to represent everything that the company stands for.
- A logo – Logos are part of the branding on a product, it is a symbol that is placed on different products so people know that the product belongs to a particular company
- A legal instrument – Brands are classed as the exclusive properties of its owners. Nobody else can make a profit of them.
- A company – Companies are things such as Sky and Virgin Media. Their branding is a range of other, different companies, these companies usually benefit from how much/well the branding is recognised/organised.
- A personality – Consumer, perceptions of a brand include how they imagine a brand might behave from how well recognized the name is
- Consumer perceptions of that brand including how the public or business would imagine how a brand would behave depending on how well recognised the brand name is.
- A vision – Most brands are usually created with the vision of using it with all of their range of products.
- An Identity – Branding a product that belongs to a particular company will give it its own unique identity.
- An Image – Every brand will have its own unique image and associates. For example, Range Rovers offer style and luxury whereas Renault offers reliability and comfort.

Why do businesses use branding?

Businesses use branding a lot so that they can try and create a clear image that their customers will find easy recognisable. Branding a product will show that the products are part of your company and you own it. For example Apple iPhones belong to Apple because Apple have created a simple logo to make it easy for the public to recognise and when you see the product with the logo on it, you know that Apple have branded that product and it belongs to Apple. Also, Coca Cola have a clear logo that is also very easily recognised by the public, when you see their logo; you automatically know that the product belongs to Coca Cola just by the branding. From the logo, you can tell what the company's message is and what you would expect from that product. E.g. Apple offer high quality phones whereas Coca Cola offer High quality drinks with reasonable prices.

The two businesses I have chosen are:

- Apple and Coca Cola.

<p>Apple</p> 	<p>Coca Cola</p> 
<p>Description of each business Apple is an organization that makes and sells products such as Iphones, I pads and Ipods. It is a very popular brand and all people know their name.</p>	<p>Description of each business Coca Cola is also a very popular company who make and sell cans of pop. They are famous for their Coca Cola and they are very popular everywhere.</p>
<p>Identification of each business brand/brands Apple is an easy brand to identify. Apple has lots of products out and every device has their famous logo on it, a silver Apple on the back of the device. When you see that the device has the Apple logo on it, you know that the device belongs to Apple because of the identification.</p>	<p>Identification of each business brand/brands Coca Cola are also a very easy brand to spot because their identification is the Coca Cola. Coca Cola re very popular and when you go into a shop, and you see cans of coke, you would easily identify Coca Cola as the logo is right at the front of the cans/bottles.</p>
<p>Explain how the brand/branded products /services have added value to each business I think that Apple have added extra value to their products by adding their own unique identity (logo.) Adding their own branding to their products is giving Apple an edge on other stores. Without branding, Apple products such as the iPhone wouldn't be named and it wouldn't have Apples identity on it so it would just be a normal phone. Because Apple has added their own stamp on their products, it is also increasing value. For example, if Apple bring out a new iPhone, people are more likely to buy that phone because they are familiar with that branding and know it is a popular make, by selling more products this is adding value to that product and if they sell more than expected, Apple might sell the iPhone for a slightly higher price.</p>	<p>Explain how the brand/branded products /services have added value to each business Coca Cola have added value to all their products because they have put their own stamp on it. By putting their own stamp on it, Coca Cola have turned a normal bottle of coke with no added value to one with the famous brand name which now has added value because it has the name on the bottle. If Coca Cola introduced a new coke, and it sells very well and is popular, Coca Cola might consider putting the price up on that product as it adds more extra value.</p>
<p>Description of how the brand</p>	<p>Description of how the brand</p>

personalities appeal to you and other customers

The brands appeal to me because they are very useful, with an Iphone; it is like any other smartphone but has better applications and software. They are very easy to use on the go and have lots of different applications that could help you with your work or your social life. The designs also really appeal to me because they put a lot of effort into their design and it is brilliant quality.

I think that other customers who like Apple would also say about the design and software about the phone. It has a very neat design and the applications are specifically adjusted to fit your lifestyle. If you were a business customer, you would be more likely to choose an Apple iPhone over other phones because it has lots of applications such as Microsoft Word that could be useful to you as not many other phones would offer this feature. They also offer good quality cameras so if you like to use Skype, you would get a good quality call.

personalities appeal to you and other customers

The Coca Cola brand appeals to me because when I see a Coca Cola advertisement, I immediately think of Coca Cola pop. This appeals to me because I see the red label with the famous white Coca Cola logo written across it. If I was in a shop and I was looking to buy a can of pop, I would look at the different brands but then choose Coca Cola because the vibrant red cans catch my attention among the other brands and the name stands out because it is easy to recognise.

I think that the colour of the cans and the fact that it is easy to recognise would also appeal to other customers too. I also think that other customers would also like the taste so when they buy a can of coke, they would prefer Coca Cola because it has a taste that beats other flavours, so the taste, the vibrant cans and the famous logo appeals me and other customers to buy the famous Coca Cola.

Explain the benefits of the brands/brands to each business

Some benefits of Apple are:

- Customers love their devices
- Ideal for business customers
- Good for everyday use
- Customers love their sleek design
- They just keep improving their products further
- Everybody knows their identity
- You could get your name engraved on your device

Explain the benefits of the brands/brands to each business

The benefits of Coca Cola are:

- Everybody knows their identity
- Their cans are very popular around the world
- They have a unique taste
- Cheap prices
- Personalise their cans with your own message

Explain the likely effects of unsuccessful branding for a business, include examples e.g. international

Unsuccessful branding can be caused by different ways. The most common way is that the business is not selling enough stock and because they are not selling any stock, they are not making any profit, so without money they are struggling to keep the business open. However, it is not always caused by not selling enough. A shop could have unsuccessful branding because they got a bad reputation and this has caused a negative impact on their store. For example Tesco, Tesco received bad publicity because of the "horsemeat" scandal. This was all over the papers and the internet. This gave Tesco a bad reputation because the word had gotten out everywhere and Tesco lost some customers. However Tesco recovered but another example would be International. This was unsuccessful branding because they were

not having enough customers and without enough customers, you would be making no profit. Because they didn't make enough profit, they had to shut the shop down because they couldn't afford to keep it open.

Reasons why each business needs to promote itself

Promotion is very important for all businesses no matter what it is, if a business promotes itself well; they are one step above their competitors. If you have a good promotion method, it will inform customers about e.g. Apples latest product. When Apple released the new Iphone 6plus, Apple needed to create lots of promotion for that product to make sure that people was aware that it was out and to persuade them a little bit further to buy it. Without promoting the new product, some people might not buy it because they didn't see any ways of promotion. It is vital for Apple to use promotion for all their products, as it pushes the customers that one little step further to buying that product and to wanting to know more of what it can do. Apple needs to promote their new products to keep the customers interested in buying it.

Reasons why each business needs to promote itself

Promotion is very important for all businesses no matter what it is, if a business promotes itself well; they are one step above their competitors. If you have a good promotion method, it will inform customers about e.g. Coca Cola. Thousands of people already recognize Coca Cola without them promoting new cans, however Coca Cola still use promotion because if more and more people see their advertisement on TV and will recognize Coca Cola straight away. When customers recognize Coca Cola, it is making them one step ahead of their competitors. Around Christmas season, the popular Coca Cola Christmas advert come on TV and promotes their products but at the same time, advertises the Coca Cola truck tour. By advertising the truck tour, they are persuading more and more fans of Coca Cola to go and see the truck. By doing this, they are staying ahead of their competitors and also promoting the business at the same time.

Examples of ways each business promotes its brand

Apple uses various methods to promote their new products. Some of these are:

- TV advertising
- Posters in phone shops
- Online
- Website
- Newspapers

Examples of ways each business promotes its brand

There are lots of different ways that businesses can promote their brands.

Coca Cola uses

- TV advertising
- Billboards
- Magazines
- Social networking

You need to include information about the marketing mix and the role of promotion. Select a branded product from one of the businesses you have been researching. (Apple Iphone)

Consider the marketing mix for this product and include a section in your report to address

Apple iPhone	
Product	Price
The iPhone is the leading brand in smart phones. The products are sold world wide and are regularly updated. The iPhone started in 2007 and is now up to its 6 th generation in 2015. This shows that product has been successful and regularly updated to keep up with changes in the industry.	It is important to make the right decision about how to charge for the product. Charging too much might put people off and charging too little will leave a business with no profit. The iPhone is currently on sale from £619 for a basic model and is also available on contracts which make the costs a lot cheaper.
Promotion	Place
Apple promotes their products on TVs, social media and in their own Apple Stores. They are also promoting their products in high streets stores such as currys and carphone warehouse.	The product is sold online and in stores. It is important to have the items on sale in the right places to get the right customers. For example, you wouldn't sell an iPhone in a discount store such as pound land.

The purpose of each of the elements of the promotional mix for your selected product.

- Advertising – Apple create campaigns to advertise their latest products months before the release to build up hype.
- Sales promotion – This is where you are persuading a customer to buy your product. Sales promotion is usually a short term tactic that will help you to boost sales.
- Personal selling is face-to-face selling in which a seller attempts to persuade a buyer to make a purchase. Apple has sales reps called a ‘genius’ in their apple stores which promote sales.
- Direct marketing keeping up to date with customers directly through emails, newsletters and post.
- Public relations apple stores fix faulty or replace they have stores everywhere

Explain the importance of selecting an appropriate promotional mix for your chosen branded product. You should consider

The relevance of the type of market B2B (business to business or B2C (business to consumer)

To create an effective promotional campaign, a business will need to identify the different types of customers that they are targeting with their promotions.

- Business to business (B2B)
When a company for example Apple sell a goods or service to other companies it is targeting a business to business market.
- Business to consumer (B2C)
Consumers are the people who will be using the goods and services. There are different ranges of products in the business to consumer markets.

How the target market was segmented

Splitting up the market into groups of different people will allow money to be spent more efficiently. The process of identifying and targeting a group of people have similar interests. This is what segmentation is, different markets can be segmented in different ways.

Age	Different needs at different stages in our life.
Family status	People have different needs depending on whether they are single/married, whether they have children or whether they are elderly dependant.
Gender	Some products and services are marketed differently for women and men. E.g. deodorant and aftershaves are targeted for men whereas perfumes are targeted towards women.
Income	Consumers can be divided up according to how much they earn. Supermarkets aim premium products at wealthier customers.
Attitudes	People buy different products according to how they see the world. E.g. ethical products represent e.g. Fairtrade.
Lifestyle	Markets can be segmented accorded to people's hobbies and interests. E.g. target knitting/craft magazines at people who have knitting or crafts as a hobby.

The strengths and weaknesses of the promotional tools used (the AIDA model)

A - Awareness

I – Interests

D – Desire

A – Action

The type of promotional activities that you select will depend on the type of products that you want to sell and the market that you will be aiming your product at.

The strengths of selecting an appropriate marketing mix

Selecting an appropriate promotional mix means that money is spent efficiently. If it is not spent efficiently, money will be wasted on activities that only attract a small number of customers. If you plan your activities well, it will make the business more competitive and will allow you to stay ahead of your competitors.

Awareness/attention	Having good promotional material will attract people attention. E.g. eye catching slogans or bright colours.
Interest	The features of your product should be communicated in a way that your customer finds interesting. It is important that you understand the requirements of the segment.
Desire	Having gained the customers interests, you need to persuade them to buy.
Action	Once you have created your desire for your product you must give your customer and opportunity to buy it. E.g. tell them where they can buy it.

Finally, evaluate how effective the branding is for your chosen product. Has the promotional mix worked? Does it communicate the brand to the target market? Were the right promotional tools selected? Does it successfully convey the desired image of the product?

The branding for the Apple iPhone 5 has been very effective. Their easy to recognize logo has branded every product and Apple branding has been very successful especially the promotion which is very persuasive and is persuading you to buy the Apple iPhone 5. Since Apple has released the Apple iPhone 5, they have been doing a big build up to advertise it and make people to buy it. Recent figures show that Apple has sold 91,000,000 iPhone 5's. The promotional mix has worked very well for Apple as they have taken all of the market segmentation on board and also the AIDA model. They have created an interest for the product based on what people are interested in and the desire that they are bringing.

I think that Apple have communicated the brand to the target market well. They have taken note of what the market is segmented into and have used all of the target segments to promote and brand the Apple iPhone 5. They have taken into consideration the customer's age, their family status, their gender, their income, attitudes and lifestyle. Apple knows that they will have to create the Apple iPhone 5 to suit all of the above segmentations. I think that the right promotional tools were selected to suit the product. Apple would have put the iPhone on sale in the correct market that you aiming the product at. E.g. you might aim the iPhone at customers who like the latest phone, business people, people who love Apple products or just simply at customers who want one.

I strongly think that Apple have conveyed the desired image of the product because they have done everything correctly and promoted it very good with the advertising and promotion methods used. Everybody knew what to expect with another iPhone but they didn't expect that they would make it better with better processors and a thinner body. Apple has met the desired image of the product really good and personally, I love iPhones and I think that Apple couldn't have desired the image anymore. Also, Apple target customers in a lot of ways such as emails introducing the new iPhone, they use personal selling a lot when you go into an Apple store and look they are very persuasive towards you buying an Apple product. Apple also convey the image further by fixing or repairing Apple products in their stores all over.