

## Branding

A brand is an identity for a product and/or business. Brands help build a personality for a product or business; some brands are perceived as **value for money**, for example. Other brand personalities include being **durable, luxurious, sporty or exciting**.

A brand can be created through a **brand name, logo, sound (or jingle), strapline, characters or celebrity endorsement** and brands often use a combination of these branding methods.

## Brand Identity

In addition to a brand name and logo, the colour scheme a business uses, the font style they use and the placement of their logo can all help build their brand identity. Ask anyone to name a 'green colour supermarket brand' for example!

## Why is branding used?

- **Trust** – people often trust products that are branded compared to non-branded items.
- **Brand recognition** – having a brand name and logo helps people recognise a product and/or business.
- **Product image** – the perception of a product and/or business is often a result of branding.
- **Differentiation** – having a brand can support a business's aim to be different to what's already on the market (it could convey this message through a strapline, for example).
- **Adding value** – branded products are often priced higher than non-branded products.
- **Customer loyalty** – it is often the case that people repeatedly buy the same brand of product, with branding helping to secure repeat purchases.

## Competitor Analysis

When launching a new product, a business often looks at their competitors to find out what is already available on the market. Businesses look at their competitors' strengths, weaknesses, unique selling points and how their product idea is different to what brands already exist.

## The External Environment

When developing new products, businesses often look at opportunities and threats that exist outside of the business itself (externally).

<b>Economic</b> Factors relating to the economy such as inflation and unemployment.	<b>Social</b> Trends in fashion, changes in taste and changing buying habits.
<b>Technological</b> Changes and advances in technology which can affect new product development.	<b>Ethical</b> The morals and values people have including environmental factors.

# R069

## KNOWLEDGE ORGANISER

### Promotional Objectives

A promotional campaign is a series of activities a business plans to help promote a product. The reason the business carries out a promotional campaign is known as their **promotional objectives**.

Promotional objectives could be:

- To raise awareness of a product or service
- To differentiate
- To create market presence
- To increase market share



### Promotional Campaigns

The material used as part of a promotional campaign (such as a poster) must be appropriate for the product and the target customer profile.

A successful promotional campaign needs planning in advance with a clear timeframe for the whole campaign and each activity within the campaign. Promotional campaigns also need to be reviewed so, beforehand, a business will identify what they think will be the outcomes if the campaign is to be considered a success; these are known as **key performance indicators (KPIs)**.

## Professional Pitches

A professional pitch is a presentation of a new product or service to an audience, similar to those you see on Dragon's Den. When someone prepares a professional pitch, they consider a number of factors beforehand:

### The objectives

The objectives of the pitch are to inform the audience or to persuade the audience. This influences the presenter's style and language used.

### The audience

The presenter needs to be aware of who they are pitching their ideas to, tailoring the content and style of pitch to match.

### The venue

A suitable venue needs to be selected based on size, layout and equipment.

### Media/materials

The type of media (such as a presentation) used will be considered beforehand.

### Personal Appearance

The presenter needs to consider their appearance and ensure it suits the style of pitch being delivered (formal).

### Pitch Structure

Considering the order in which the pitch will be presented is an important factor; starting with an introduction, ending with a conclusion and with logically sequenced information.

### Use of Visual Aids

Including presentations and video clips.

### Audience Questions

Presenters often plan answers to audience questions before their pitch.