

Product and Brand Management
Course Instructor
Professor Vinay Sharma
Department of Management Studies
Indian Institute of Technology Roorkee
Lecture 01

Introduction to Product and Brand Management

Hello friends, I welcome all of you to this course of Product and Brand Management. It is going to be a good journey. And I wish for this journey to be a wonderful experience for you with regards to understanding product, the perspective around a product and the journey of a product to become a brand. We will also look into the details of branding.

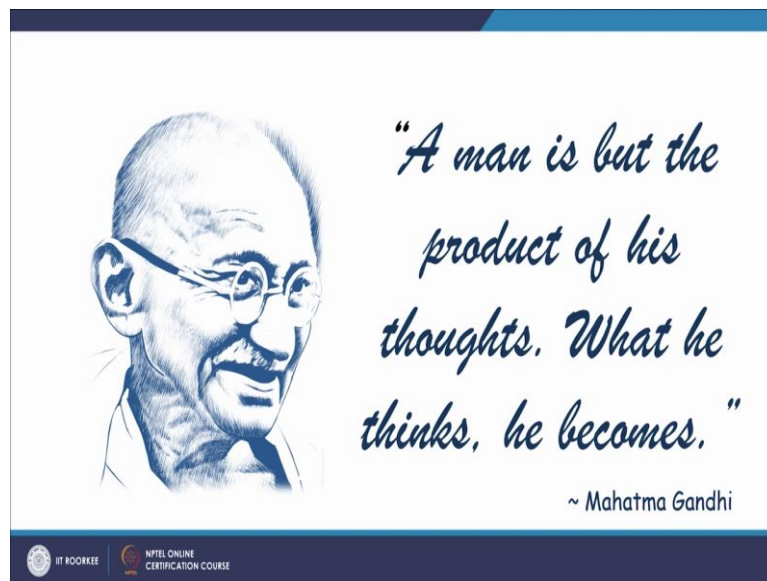
And because it is all about the management of a product and a brand, we would learn how strategically, intelligently, meticulously and creatively it is done. We will try to understand the elements around a product and then the concepts around a product, the association of product with other elements of marketing and how everything gels with each other.

And subsequently, we will try to build up the story wherein, we would get to learn how all these products around us become a brand, how we keep up the product as a brand, what is branding? And how do we manage brands? What is the relevance of a product being a brand? Why we strive for that? And how we take it forward?

All these questions which would spontaneously evolve in due course of time, would be addressed while we try to learn this art. Because the ultimate objective of this course is not only for you to understand the subject, but to become someone who can drive product and brand management, who can become a product and a brand manager, who will understand how one should manage the journey of a product, the journey of a brand and the journey of a product to become a brand.

So, let us begin. Let us see what comes our way. And I will start from a bigger picture, a philosophical perspective. And then I will take you to finer details of products and brands.

(Refer Slide Time: 03:48)



The father of the nation, Mahatma Gandhiji once said, “A man is but the product of his thoughts. What he thinks he becomes.” it is a wonderful thought actually. How thoughts, one's own thoughts develop oneself, structure oneself and while I was reading this quote, somehow it clicked to my mind that a product probably is the reflection of a person's thoughts basically. See a man is but the product of his thoughts.

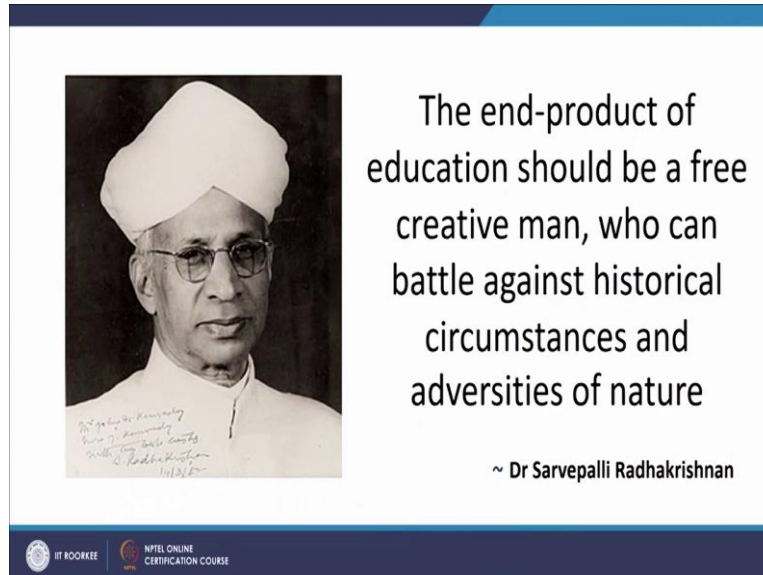
A product probably is the reflection of a man's thought or a human's thought so much so that a human can be seen as the creator of that product, the originator of that product. Thomas Alva Edison invented light bulb, that light bulb is a product, which reflects the thoughts of the inventor. If you will look into these kinds of stories and narratives, you would realize that definitely there is a deeper connect with the perspective of the originator and the product and we will see this into specific details, when we will talk about all the elements.

On the other side, when I say that a product has a reflection of its originator, the product can be seen with the perspective of reflection of its customers as well. How a customer wants to look at the product, or how a customer actually starts looking at the product. Now, that reflexivity that reflection that is the thing which one has to understand. First by observing them by collating all the aspects, which we would be discussing in a sequential manner in this course, and then putting all the things together.

So, that is largely what this course is all about, then it takes me towards another very beautiful quote, by Dr. Sarvepalli Radhakrishnan, a great personality himself, in whose name on his birth anniversary, we celebrate the Teachers Day, and it is a very sacred day for people

like us, who belong to the field of academics, otherwise, also, it is a very important day for almost everyone.

(Refer Slide Time: 06:59)



The end-product of education should be a free creative man, who can battle against historical circumstances and adversities of nature

~ Dr Sarvepalli Radhakrishnan

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE

Now, you see, Dr. Radhakrishnan once said, “The end product of education --” now mark these words. His perspective was on defining a human being and the role of education in defining that human being, but I am just referring to it with the perspective of taking a direction and a clue for our subsequent discussion. So, he said that, “The end product of education should be a free creative man, who can battle against historical circumstances and adversities of nature.” it is very interesting.

You see in today's world, education plays a very prominent role, not only for defining a human being, developing the intellect of a human being, the personality of a human being, the persona of a human being, and please keep on marking these words intellect, persona, personality because we are going to refer to these in subsequent discussions. So, not only education does that, but education actually directs all of us towards our professional capabilities as well. It plays a very specific role there.

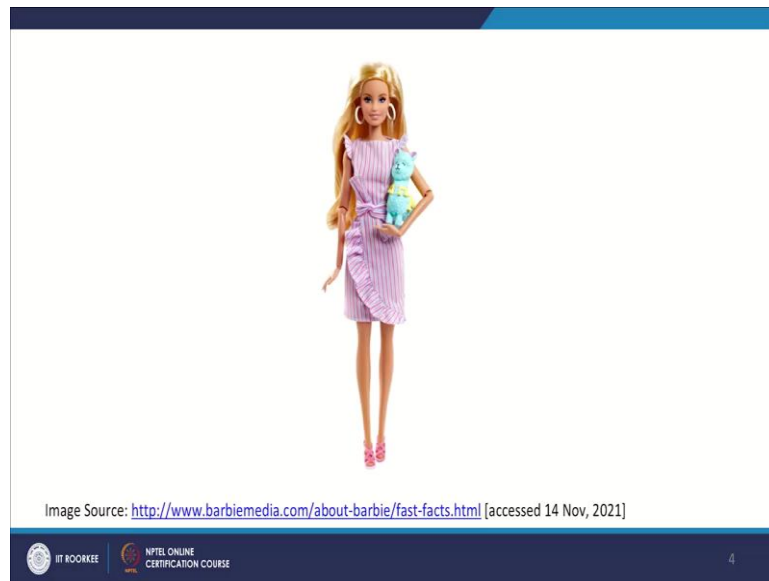
And in today's professional world, when you look at technology institutions, management institutions, other professional courses and institutions, can we think of these institutions as a system where processes are there and a raw student seeking information, knowledge and capability comes and then whole of the system supports that student to become a professionally capable individual.

Can we say that we have shaped up a student in the form of a product? Not to be taken as a literal thing, basically, and there is a disclaimer that I am not denouncing anything and I am not denigrating human beings. But you see, that, I am just correlating the processing associated with education institutions to develop professional capabilities of students, which can be utilized for further economic development or other forms of contributions, wherein the students become human resource for several organizations or economies at large. So, can we say that we can look at them as products? If, somehow, we can, then this quote of Dr. Radhakrishnan can give us an inspiration to see that way. And once we start looking at humans with the perspective of being a resource, a product and a resource, which can contribute in the tangibility in terms of revenue generation or output or whichever way we want to look at it creativity, production, manufacturing, services, where ever human resource is functional.

And if we try to percolate that thing into functionalities and specific skills where human resource is being utilized nowadays, or convincingly since ever, then it is a wonderful thing, because that human who is structured and developed for his contribution has attributes, has ideas, ideology, perspective, persona, personality, everything, and this is precisely what we are going to learn in due course of time. If you can say that, if we can witness these elements alive in human beings, then it would be simpler for us to associate such elements with products, or in any form of a product for that matter.

And that is precisely my objective is wherein, in due course of this journey, you try and associate, all the elements, which we would be discussing with reference to as if we are thinking of a living being as an entity, which actually responds to us, talks to us. I will be coming back to this point, just keep this thought in mind, start nurturing it and look at yourself as a resource which would be contributing somewhere, and so on. So, let us take things further.

(Refer Slide Time: 12:28)



Look at this, look at this beautiful character, this character, which has become a part of so many lives, so many girls, they have been talking to this character for 'n' number of years now, for a very long time, if I am not wrong, almost 60-65 years probably. But then, you see how well she has become an intense part of the lives of so many girls.

And that is precisely what I was referring to. If Barbie would have been a living girl, she would have exemplified several kinds of personas and personalities, which could have been associated with so many girls. Just imagine that and that is what precisely Barbie was meant to do and she did for a very long time.

(Refer Slide Time: 13:32)



And we will talk about Barbie, but just focus upon what are the aspects associated with Barbie all around in this picture, wherein one is innovation, yes, definitely, there has been product related innovation, how innovatively we can put a personality and a persona to Barbie, what kind of roles to think about this doll, because she is one and here we have to multiply the elements of how Barbie can dwell into different kinds of roles, which gel with the thought process of little girls. For example, a little girl wants to become a pilot actually.

And then there is a pilot Barbie Girl. Now, she somehow responds to what Barbie personifies and that Barbie carries the reflection of a girl child's thought process. That is where innovation in terms of putting up that personality around Barbie comes in. And then lots of marketing innovation, which we will talk about wherein how that point is well communicated in an innovative way to those small little young girls who actually look forward to their companion that is Barbie.

Then comes that it became a global symbol of beauty, elegance, style all these little cute girls there have been thinking in terms of Barbie as someone who could be looked upon basically, I am not talking of universal kind of an acceptance of this point of view, but this is how Barbie has come all through in due course of time. Then comes in an aspect of a friend and family, so, Barbie is a part of your life.

And then emotions, you see when we talk of products, carrying the similar kind of an aspect which we discussed about humans as products, there are elements of emotions, which get associated with us. We will see that in due course of time. Happiness, how a product gives us

that kind of satisfaction and happiness, which we always wanted to derive or we thought about that there should be a product of that sort, which gives us that kind of satisfaction and perspective around us.

Comfort and I will be talking about these elements in sequence as well and in correlation also and so on. Sense of belongingness, now, that is the most important thing, you see. I do not know what kind of a product are you having in your hands when you are watching this video. Are you drinking some beverage or tea or something at this moment, if you are, then look at your cup, is it your favorite one which you are having in your hands right now, or are you just playing with one of your favorite pens, which somehow is associated deeply with you, or you are continuously taking your eyes off the screen at this moment and you are watching messages pouring on your mobile phone.

So, which is actually trying to gain your attention time and again despite the fact that probably mobile phone knows that you are watching an educational course video. I am not saying literally mobile phones know but mobile phone is distracting you continuously at this moment and mobile phone is doing that because somehow your mobile phone belongs to you and you belong to that mobile phone.

Right now, it is happening with you somehow. And then love, affection, persona. But you see this is how a personality or a person gets revealed. So, the revelation of the product in consonance with a person actually where persona comes in and we will talk it about briefly later on as well as I said.

Experience associated with the product. How do you feel when you ride your favorite bike or scooter? how do you feel that when you go on bicycling in surrounding areas or you drive your favorite car, or you go somewhere, to a favorite restaurant with your friends that is what precisely experience is and that is where the products are associated with generating an experience. But what is that experience? That experience is what we desire from that particular kind of a product.

And that is how it is a continued reflection and reflexivity which keeps on playing a particular kind of an intense role all through. And then comes in set of all the items needed to develop a product. So, what is product made of also makes a lot of difference and we will try to understand that as well, because somehow in due course of time the material matters. And I will share with you some examples, for example, your house.

You would have constructed your house or someone somewhere else in your family would have constructed your house if you are staying in a constructed house and remember, what kind of intense discussion you would have gone through in terms of the material you would be utilizing and remember there are several organizations which position the strength of their products as the part of your life.

For example, I remember a beautiful advertisement wherein it is shown in the storyboard that someone is constructing a school and the engineer asks the head that what kind of wiring should we be doing in this school building. So, then the head engineer's response is that if your son or daughter would be going to one school, what kind of a wiring you would have desired for in that building. The safe wiring. So, that is how material also becomes a very intense and an important part of the product perspective, which we will carry and we will talk about. We will try to build up things around all these things which we are discussing at this moment.

Ultimately Barbie is a toy, but the point is, that is she actually only a toy or is she a part of a young girls mind and personality, and that is what we have to learn in due course of time. And now, let me take you to something more in relation to the discussion which we are carrying forward with. Now, let us take a few more examples.

(Refer Slide Time: 20:53)



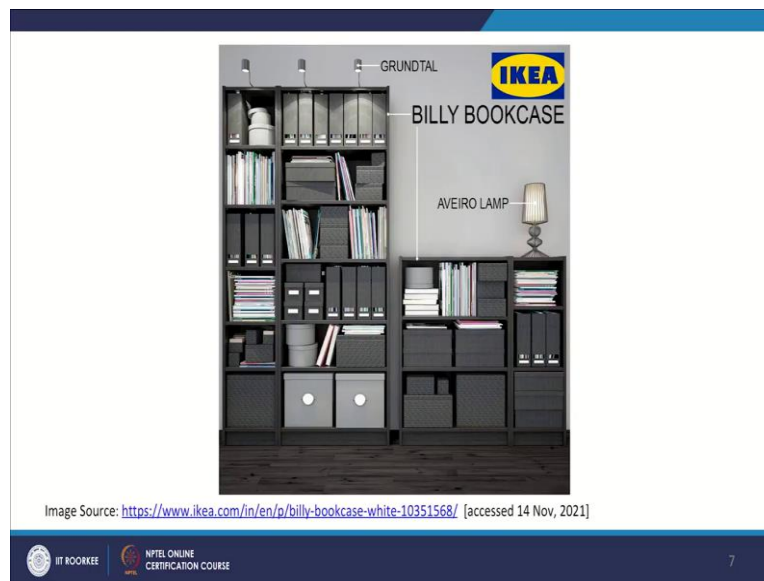
Let us talk about for example, Lego toy bricks, simple plain toy bricks, which you use for constructing something for yourself as a model or a toy, according to your own abilities and potential or a child does that even families I have seen doing that together to entertain themselves or to develop the creativity around or to spend their time constructively.

And the kinds of shapes and structures they make that actually reflects what they want this to act for them as. A small simple plastic brick, which you join in numbers and you give it a shape basically. I remember, you may surf it on Google or some other source you like wherein a young boy developed a Braille printer with Lego toys basically, Lego bricks and Lego toys at large.

So, you see, that a fair imagination comes in that is where your association and intensity of your thoughts along with the products and the product persona and personality comes into play. And you shape up those things around you. And that is why I chose this example of Lego bricks, which is a universally similar kind of a product produced in 'n' numbers.

And several shapes are advised to you but then people start developing their own shapes, wherein they want those bricks to be seen as a cumulative structure of their imagination. And that is the beauty of this product that you can do so many things out of that. And keep on imagining all the elements we talked about in Barbie case also about LEGO bricks, then, let us see few more examples.

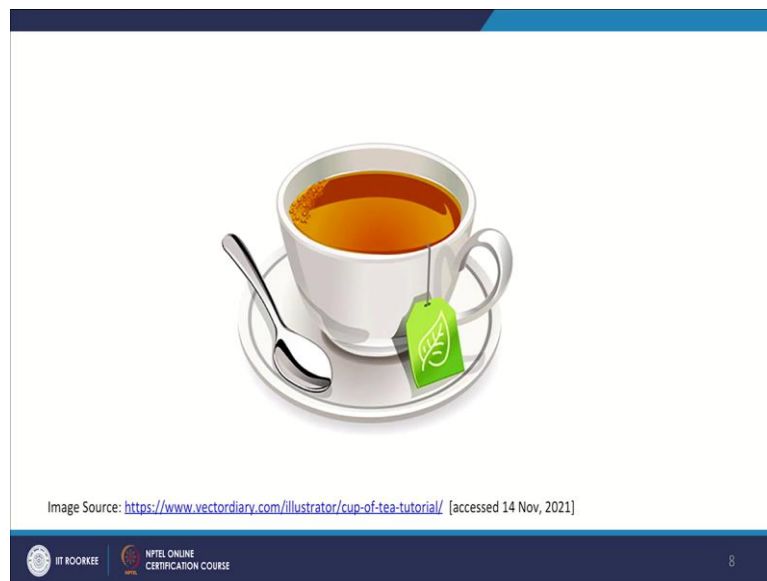
(Refer Slide Time: 23:05)



For example, IKEA furniture has several beautiful products. But let us talk about Billy bookcase for example, a very renowned product, a very well established product and I will be talking about product lifecycle, positioning and those kinds of elements in due course of time and I will be emphasizing upon the fact that simple bookcase which comes as a collection of shelves, in a rectangular box, which you bring home and fix it according to your desired or required shapes which you require according to the availability of space in your room and so on.

So, there are several kinds of dimensions available, and you fit it in there and it becomes a part of your life. It is called as a bookcase, which is primarily used for keeping books but is a sequence of shelves in different heights and different arrangements, you just go to their website and you will find that. And that becomes a part of your life wherein you put so many things on those shelves and so on. And it remains there for a long time, it is always there actually, it becomes so naturally a part of one's life that most probably after a stage we stopped noticing that, but that is the beautiful part. But if you eliminate that product from that particular space, which it has occupied for quite some time, then what happens? Would you feel the vacuum? Yes, you would. Suddenly you would not find that place where you would have been keeping your wristwatch and a mobile phone for example after entering into the house. Suddenly you do not find where to put up my book nicely and that is where it becomes the part of your life. So, you see, a simple thing, which can be arranged in different formations becomes a part of your life. How do we notice that? By just eliminating it, eliminating it for a while.

(Refer Slide Time: 25:15)



And then you can choose examples like beverages wherein a sip of tea calms you down, what is that tea, your favorite one, which you like. And somehow, your mind tells you that this is the time when you should be having that cup of tea, actually. And it talks to you. Remember, when you feel like, Oh, I am unable to think further, you go to your kitchen, you start preparing your favorite tea and when you start pouring that and the aroma comes in.

And at that particular moment, you feel like talking to a tea and you know how much to pour in, what is the combination required and so on. That is what we are talking about at this moment. Who conceives that? Definitely the product manager, the originator, she conceives that, she thinks of that, and then they bring it to you, then they put it in front of you, with the right perspective, it resonates with you, and things go on.

That is what we are referring to. Let us see few more examples very quickly. And then we can keep talking about on this subject with lots of support from lots of examples.

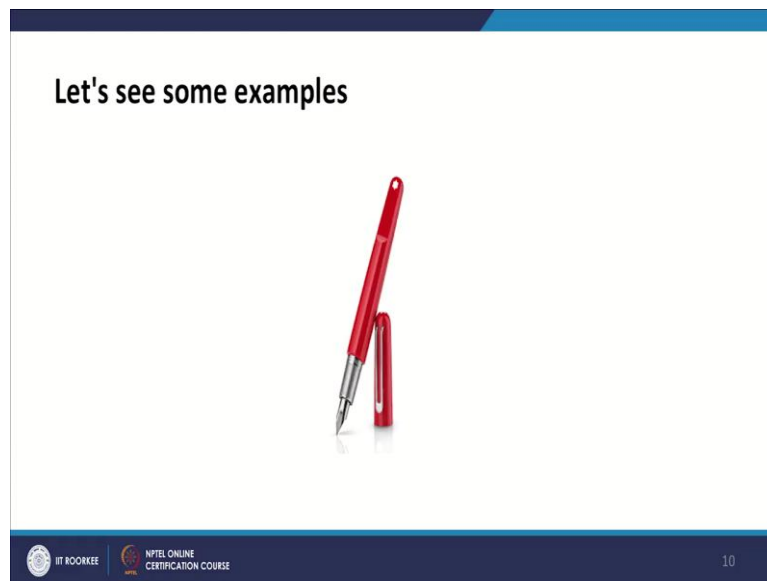
(Refer Slide Time: 26:29)



Now, a simple water bottle, which you carry along all through, you just cannot live without it after a particular kind of a stage. You leave your room, your bottle is in your hands, you are comfortable, that you have some water with you, basically your throat is soar, the hot water bottle gives you a relief of having a sip of some water and so on.

And if it is not there, you feel uncomfortable, you are going on a journey, you do not look here and there, you do not search for water, whenever you feel thirsty you just have a sip that is how it becomes a part of your life. Who has conceived that? Again, so many people associated with that.

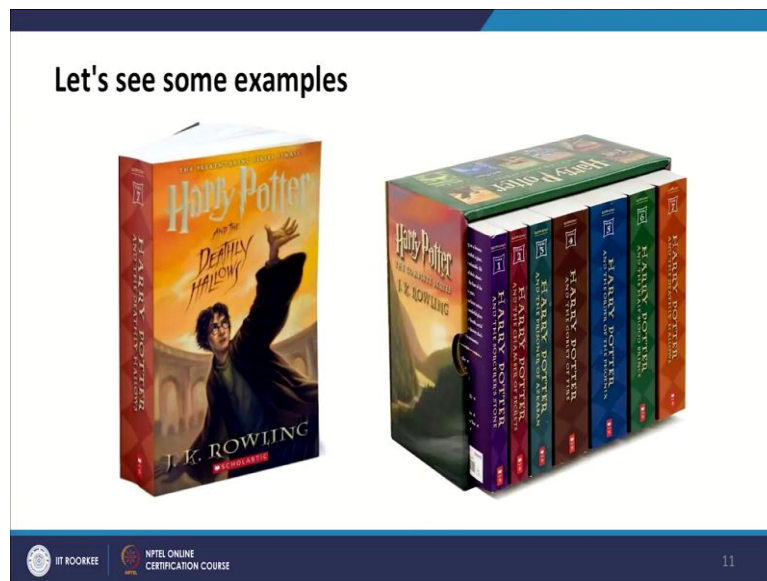
(Refer Slide Time: 27:09)



A pen, one of the most important parts of our lives, basically, when you start writing with your pen. Does it help in propelling your thoughts? Many times if you are writing with a favorite pen, it does so. It is precious for you, and I can keep on going, telling so many stories on pens to you, wherein if that pen is gifted to you by your grandfather, basically. And some elder who loves you.

And in academics, gifting a pen to your friend or to a colleague is a very respectable thing, actually. Because you are actually bowing or I should say, praising the efforts of your colleague. It is a sort of a cultural element in academics wherein you offer your pen, when your friend or colleague has achieved something. You say that I feel utmost respect for you. And I am giving you one of my most important things ; a pen.

(Refer Slide Time: 28:22)



Harry Potter; have you read it? if you have not, do read it. And you will feel that JK Rowling has taken you through so many things. Sometimes books, though being just products, but are so important that you keep those books for life with you. You refer to those books, so many times, you read those books so many times. And sometimes you feel that that a book is actually guiding your thoughts. That is how it goes.

(Refer Slide Time: 29:08)



One of your favorite SUVs, even if you are not driving that you are living with that somehow you want to possess it, you want to buy it and that is what a product is. And a motorbike it gives you a feeling that you are just going on the road as if you are sailing on a boat and that

is what we are talking of when we talk of products with all the perspectives associated with those.

So, I will leave you with this kind of a thought and intensity associated with you and, as you know now; the products. And this is a glimpse of what we have in store, what we will be talking about in due course of time. In the meantime, just start looking around you, just look at your favorite products and try to imagine that how they have become an intense part of your life. So, I leave you with this thought. Goodbye till next time when I begin our discussion from here itself. Thank you and goodbye.