

Product Brand Management
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Lecture: 37
Defining Brand

Welcome back, friends. The last session was related to a perspective, which we tried to build up around the subject of Brand and Brand Management, wherein we talked about some examples. In the end, I mentioned Bisleri as a product and a brand. Just visit that video and especially focus on the last part, wherein we were talking about a product being a brand or let us say product versus brand. You see a product is (and we have talked about this at length) (Refer Slide Time: 01:23)

Product vs Brand

- A product is anything we can offer to a market for attention, acquisition, use, or consumption that might satisfy a need or want.
- Brand is therefore more than a product, because it can have dimensions that differentiate it in some way from other products designed to satisfy the same need.
- These differences may be rational and tangible—related to product performance of the brand—or more symbolic, emotional, and intangible—related to what the brand represents.

'Brand carry associations, even stronger ones.'

Source: Keller, K. L., & Swaminathan, V. (2000). Strategic brand management: Building, measuring, and managing brand equity

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that a product is anything we can offer to a market for attention, acquisition, use or consumption that might satisfy a need or want. For this kind of a discussion, I am using Professor Keller's book Keller and Swaminathan 2020 Strategic Brand Management published by Pearson. You see, the next stage the authors take us to is when they say that a brand is therefore more than a product because it can have dimensions that differentiate it in some way from other products designed to satisfy the same need. Mark these words dimensions, and differentiation or dimensions, developing differentiation. These differences may be rational and tangible on the one side, related to the product performance of the brand, or on the other side may be more symbolic, emotional, and intangible related to what the brand represents.

The authors have beautifully and clearly demarcated the perspective into tangible and intangible aspects. Briefly, they have given us a wonderful idea on product performance and symbolic emotional and intangible aspects that a brand represents. We will be deciphering this in due course of time and we will try to build up our understanding around these aspects.

Then, further, authors say brands carry associations, even stronger ones. Now, one very interesting thing, which I mentioned about in my product management discussion as well, wherein, Professor Keller talks about small 'b' and Big 'B' and that video is available on the American Marketing Association website also. I mentioned this last time but just to reiterate and I will be talking about this in due course of time at length. Just remember that you see, when the name is there it is a small 'b'.

You remember IIT, you remember IIT Roorkee, you remember Bisleri, you remember Barbie. You remember these names as we talked about in the last section, wherein remember it with the perspective of performance, emotional aspect and intangibility. So that is where Big 'B' comes in.

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Small 'b' & Big 'B'

- For example,
Paracetamol— Calpol
Mosquito Repellent
- There is a relationship between a product being Core, Augmented, Potential with being small to big B but it is evident in all the stages.
- The question is ***"when does a brand takes birth?"***

Source: Keller, K.L., & Swaminathan, V. (2008). Strategic brand management: Building, measuring, and managing brand equity

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For example, Paracetamol as a salt might be a brand in itself and it has a brand value. Then the name associated with paracetamol, let us say Calpol. It again has a brand value, which is a differentiator also though it is associated with Paracetamol. Now, you see, I am trying to build up the perspective around these kinds of things, wherein you would realize that though brands or brand management has a relationship with a product being at the core, at the

augmented level, at the potential level and so on. We talked about that earlier, just remember those lessons.

Though it has an association with this journey of a product, from being core or basic to augmented to potential, but still, there can be a strong brand value and equity at the levels of a product being at the core itself. For example, a mosquito repellent, machar agarbatti, or kachua chaap machar agarbatti, is a fundamental product. It is a mosquito repellent, or, let us say, some mosquito repellent mat, it is a simple core product, but still has a brand value, which is large. We will be talking about this, but I just want to draw your attention to that as a potential product.

For example, a beautiful car, which definitely has so many features. It definitely has a brand value, but a product at the core also has a brand value. But again, I will draw your attention towards the fundamental question as this big 'B' and small 'b' discussion also is very interesting. The fundamental question is, when does a brand takes birth?

There can be several answers, but genuinely at this stage, let us remember a few things. The brand takes birth almost simultaneously, or probably before the product comes to the fore because the producer puts up a name for the product, she would be producing, the manufacturing and service, they will be providing. So, definitely, the names usually come first. The brand actually gets emanated at that or takes birth at that particular kind of a stage.

If a brand has taken birth at that kind of stage, that means the rest of the stages are associated with building up the brand. So, are we talking of a brand which takes birth, even before the product or service comes into being and then the building of a brand's journey or a brand's building journey or we can think of it with a different kind of perspective, wherein name has to be given, but that name starts carrying value after a particular stage, and that is where a brand takes birth.

These are two sides of a very important aspect which, we are going to discuss in due course of time almost all through this subject. I just want you to carry this in mind. Now onwards, I suggest that you look around yourself. There might be products, there might be services, which are known to very few people in the community. Do they have a particular kind of brand value? Yes, they have and then there might be products and services which are not even distantly related to you.

For example, let us say health services, which might not be of concern to you, few educational services or let us say few geographies, which might be of little concern to you, or let us say even some organizations, some social organizations which do not belong to our country and you are least concerned about them, but still, you know about them.

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Why do brands matter?	
Consumers	Manufacturers
<ul style="list-style-type: none"> • Identification of source of product. • Assignment of responsibility to product maker. • Risk reducer. • Search cost reducer. • Promise, bond, or pact with maker of product. • Symbolic device. • Signal of quality. 	<ul style="list-style-type: none"> • Means of identification to simplify handling or tracing. • Means of legally protecting unique features. • Signal of quality level to satisfied customers. • Means of endowing products with unique associations. • Source of competitive advantage. • Source of financial returns.

Source: Keller, K. L., & Swaminathan, V. (2008). Strategic brand management: Building, measuring, and managing brand equity.

Why do brands matter? This is what we are trying to build up here. Let us focus on this briefly. For example, if you look at this from the perspective of consumers so why it matters for consumers? Identification of the source of the product definitely, consumers want credibility and trust, assignment of responsibility to product maker, risk reduction, search cost reduction. If you know a brand name in your mind you can just go and purchase the product, because, you know that the product would be good and that is where that Paracetamol-Calpol comes into being. Promise, bond or pact with the maker of the product is how consumers try to differentiate it. And then symbolic value and definitely the perception about the quality.

Then, if you look at the manufacturer's perspective, it definitely is related to means of identification, to simplify handling or tracing or so. Manufacturers want to rely on the credibility of the brands they are getting associated with because their end product would definitely matter to their consumers, and they do not want to take chances. Intel Inside, for example, is what I am talking about.

Now then there are legal aspects. Legal protection in terms of features or IP and even many, many other aspects and then definitely quality for them also matters a lot. It may be a means

of endowing products with unique associations also. Then definitely, it is related to being a source of competitive advantage and source of financial returns also. So, they might be thinking in terms of their stakeholders, their end consumers, their partners or whichever way you want to look at it.

That is how largely the broader perspective of why the brand matters come to the fore. Now, again a very interesting question. Can anything be branded? You see, we just talked about small 'b' and big 'B' and vendors. If a brand takes birth, so can anything be branded.

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Can Anything Be Branded?

- The key to branding is that consumers perceive differences among brands in a product category.
- **Basic Commodity-** a product so basic that it cannot be physically differentiated from competitors in the minds of consumers.
- **Can you Brand a commodity? HOW?**
- Soap- Dove, Fiama Di Wills, Lux
- Salt- Tata- **Desh ka Namak**, Catch
- Aata (Flour)- Aashirvaad, Patanjali
- Milk- Amul- **Amul Dudh Peeta hai India**, Mother dairy
- Diamond- De Beers Group - "**A Diamond Is Forever**",
- Nakshatra Diamonds- **Heera hai sada ke liye**"

Source: Keller, K. L., & Swaminathan, V. (2000). Strategic brand management: Building, measuring, and managing brand equity

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Now, the authors have given a very apt perspective on this, that the key to branding is that consumers perceive differences among brands in a product category. See, differentiation is a very prominent keyword that many authors have used with prominence in terms of the relevance of a brand. Although it is much more, much beyond and we will be talking about this, just let us start building up our discussion on this aspect. And when we talk of can anything be branded? So, can it be seen from the perspective of a basic commodity, a product? So basically, that it cannot be physically differentiated from competitors in the minds of consumers? Can we brand a commodity, how?

For example, can we brand iron bars used in the construction of homes and houses? TMT Sariya, have you heard this. I remember, there are several names to these products, and why they started putting up advertisements for consumers and that is again a very interesting part. I will be talking about this later on, but, remember that you see a product which is specifically related to being utilized by a construction company, and that construction

company already enjoys a certain brand value and brand equity in the minds of their customers, who have already got engaged in the process of the construction because they have actually paid an instalment of the house.

They are in the process now that the construction company is still actually projecting the name of the material they are using and that material companies especially, iron rods, for example, they are also projecting that they are a strong part of this construction. For example, cement is a basic product and still, they try to project themselves with a consumer's value. How do we do that? That we will talk about in due course of time. But, again the process is reflected by the approach they use to reach the consumer's mind, which definitely starts with Integrated Marketing Communication.

Now, soap, for example. Dove, Fiama Di Wills, and Lux have a huge brand presence. Salt, there was a time when you know, people used to buy salt definitely with names and they enjoyed that credibility. But then in the past decade or so, if we just Google and go and find the advertisements about salts. For example, Desh ka Namak Tata salt, Catch and several other salts. Pure It, for example, beautiful storyboards, and beautiful messages. They have been aggressive in terms of coming up with this kind of proposition and generating awareness amongst the customers.

Wheet Floor (Aata) again, a wonderful example of Ashirwad Aata, Patanjali Aata. Patanjali has been very aggressive in terms of marketing its products and milk, although Amul has been synonymous with milk. But still, they have been projecting the importance of milk to people, Amul Doodh Pita India. Mother dairy has been advertising themselves. Then which diamond your ring carries probably, you are not bothered about this. You talk to your elders, they were not bothered about this earlier, they relied on their jewelers for this.

They used to tell them what size of diamond they would like to have in the rings for example. But now, you want DeBeers and that is what DeBeers has done in due course of time. A diamond is forever, Nakshatra diamonds, "Heera hai sada ke liye", Heera always is sada ke liye. Again, the point is that they have projected this quality of diamonds as being forever although there was a very interesting movie called diamonds are forever.

You see, I am reminded of the fact that diamonds are forever is a Bond movie and when we talk of brands, definitely Bond movies. They play a very different role as far as being a brand goes. So, the Broccoli family produces Bond movies.

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Can Anything Be Branded?

- **High-Tech Technology-** Infosys, Google, Boeing
- **Services-** Taj hotel, Accenture, TCS, Uber, Netflix, Adobe
- **People-** Amitabh Bachchan, Sachin Tendulkar, Sanjeev Kapoor
- **Organizations-** UNICEF, WHO, FIFA
- **Sports, art and Entertainment-** Harry Potter, Bahubali, Cricket
- **Geographic Locations-** 'Aamchi Mumbai', Kerala- God's own Country, Incredible India, New Zealand's marketing in relation to The Lord of the Rings movie franchise.
- **Ideas and Causes-** Education, freedom, social, justice, health etc.

Source: Keller, K. L., & Swaminathan, V. (2000). Strategic brand management: Building, measuring, and managing brand equity

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Now, again, then there are high-technology products or organizations for that matter. Infosys has a strong brand value. I am just taking you through the categorization of several kinds of aspects associated with starting from commodities to products, which are directly concerned with the consumers to services, and products which are not concerned with us. For example, I said that Infosys is doing so much for everyone, we might know what their products are but we know their name, definitely for sure. Google we all know, Boeing, we all know.

Then there are services like Taj hotels. This is directly connected with consumers. But Accenture, they have a strong brand value, and although our lives, yours and mine might not be directly touched by them, if at all someone of you is working with them that, is a different issue. Tata Consultancy Services, TCS. Again, I talked about IIT and the Indian Institute of Technology here Tata Consultancy Services and TCS. How many of you are fondly calling them TCS. Uber, Netflix, Adobe. Adobe reminds me of the fact that after a certain stage people start actually calling these names with their own connotations actually. So, it is not that they start fondly using these names in their own way and that is where I will be talking about this later on.

Then people like Mr. Bachchan, Mr. Tendulkar, Mr. Sanjeev Kapoor, all these are personalities, and they have their own brand value. Organizations like UNICEF, which has high credibility, WHO you see and then COVID period COVID-19 came up and till now is there, recently we have heard about Omnicron getting spread all over and WHO has played a very important role in the global scenario. And that is where the credibility of an organization

comes in, not only because of the methods and the procedures they utilize for as far as developing their credibility through the work they do but the trust which they have built amongst the people, in terms of what they do.

Sports, arts and entertainment. Harry Potter became a huge brand. I am sure almost everyone would have watched this movie, which did very well, Bahubali. We talked about this and this is again kind of a very important brand. Cricket in itself is a brand and then comes in geography or geographic locations. Aamchi Mumbai, Kerala-God's own country are all respected kinds of connotations used by different geographies or organizations to attract tourists or project their locations or express pride about these places.

You see, again, we all are proud of the places we live, we are all proud Indians. So, we project the names of our places with different kinds of respectable connotations. Incredible India, that is what I am talking about. Then there was New Zealand's marketing campaign in relation to The Lord of the Rings movie franchise, which came up. Then there are ideas in causes, education, freedom is an idea, though it is a reality actually. And then there are social aspects justice, and health. So, these are also used as not only connotations, not only as causes, not only as ideas, but as aspects which are part of our lives, and these words, which are very intense, meaningful and carry lots of depth also, they are used by several brands to bring in meaning to their communication as such. That is what is the importance of how these aspects have to be seen with respect to what can be branded.

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What is BRAND?

- The word brand is derived from the old Norse word **brandr (to burn)**, as brands were a cruel means of marking livestock so as to identify them.
- A Brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition." (AMA)
- These different components of a brand that identify and differentiate it are called **brand elements**.

Source: Keller, K. L., & Swaminathan, V. (2008). Strategic brand management: Building, measuring, and managing brand equity

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Now, what is a brand at the end? The word brand, as the definition says, and I am quoting from the same book. The word brand is derived from the Old Norse word *brandr*, to burn as brands and definitely, that was a cruel methodology, I do not subscribe to such methods at all. That was historically done and as the text also quotes. This cruel means of marking the livestock was being used for demarcating the animals sold for purpose of agriculture or animal husbandry or horses for example, to use as a means of transport.

As to demarcating them from the other herds, I think they should have thought of some better methodology of marking them for example. They could have painted them, they could have used some other method instead of doing this kind of a thing. But the differentiation started coming in from there and the word carries that particular kind of a connotation. So, again, it has come a long way and it has become more. The brand in itself has become more beautiful in connotation, starting from the journey of its origin from a different kind of an aspect or connotation, which definitely would not have been liked by anyone at that particular time. I am sure a brand is a name, term, sign, symbol or design. Now, you see, now the definition has become more effective and popular and kind of beautiful also because now when you say God's own country, so, whatever connotation the brand carries, it is a word. But God's own country means Kerala.

So, a brand is a name, term, sign, symbol or design or a combination of these intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition.

This is by American Marketing Association and, again, the point of differentiation comes to the fore.

These different components of a brand that identify and differentiate it are called brand elements. So, just to reiterate once more, name, term, sign, symbol or design or a combination of them are largely brand elements. This is the first specific term, which I have introduced to you with reference to the definition of a brand. Again, let us go forward with the perspective of what is a brand.

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Many practicing managers refer to a brand as more than identification and differentiation, obviously, because it carries equity at the end of the day. You see, it resonates in the minds of the consumers. Consumers get attracted towards the names McDonald's, for example, if I tell you to let us go and have a burger. Probably, that does not come to your mind, you might say, let us we can have a pizza as well.

Now, if I say let us go have a McDonald's Burger, something different comes to your mind. That is related to awareness also and that is much more than the differentiation. For example, let us have a cup of coffee, you might say okay, and let us have Nescafe. Now, something different might come to your mind. And one of my favourite examples, let us have some doughnuts might not ring a bell to your mind or heart for example, in my case, it is more heart, basically more of heart and someone says, and whenever someone tells me especially my daughter when she says, let us go and have Dunkin Donuts, I am always ready even to drive for 100 kilometers and have Dunkin Donuts. Now, you see, the point is that it is not just because I like Dunkin Donuts since my college days. But again, the point is that is more than a differentiator. Dunkin Donuts, brings so much to your mind. So, that is related to awareness, prominence, reputation, and all these three elements, they are deeply connected to each other.

As I said, I remember Dunkin Donuts since my college days. So those memories are associated with having Dunkin Donuts with my friends in the restaurant or Dunkin Donuts

franchise shop. Those memories come along and when I go along with my daughter, I definitely relive those memories many times or almost all the time.

So, and then the quality has been consistent, quite consistent, and the variety has increased a lot. What I am trying to put up here is, I am trying to put up the elements of reputation that Dunkin Donuts has built up in due course of time one by one, one plus one or all together and the prominence that reputation has gained. So, you see, prominence is connected to reputation from the side also and reputation builds up the prominence altogether and both of these actually further propel awareness or reputation and prominence and awareness comes to prominence and reputation and so on.

We can use several examples. Food-related examples are more apt for us to realize this. Then there are apparels for example. Talking of food, you can talk of Pizza Hut also and then Coca-Cola, and Pepsi. All these products have built up such a prominent presence in the minds of people. Sometimes I wonder that a child of 3 years of age, belonging to any region in this world more or less, before that child actually realizes many things about this world three, four or five years of age when slightly you know the child starts observing things around or she would have gone around with their parents basically, so at that particular tender age and there can be a bracket you can look and fix up you know starting from four to six or seven or eight, whatever, at that particular age, before she could realize what is happening, she remembers the name of Coke and Pepsi and Fanta and Miranda and such kinds of names. That is what I am referring to in terms of awareness, reputation, and prominence. And that is why we have to understand how they have built this up in due course of time.

I will be coming back to you with lots of interesting narratives and lots of interesting insights for building up the whole perspective around brands and brand management, in sequence and in correlation with lots of aspects associated with it. Just keep going along with me. I will be seeing you next time. Till then, goodbye.