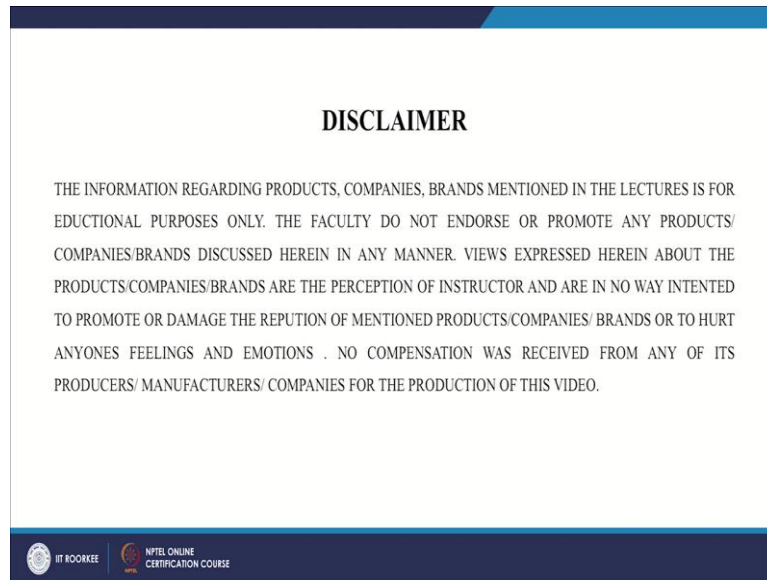


Product and Brand Management
Professor Vinay Sharma
Department of Management Studies
Indian Institute of Technology, Roorkee
Lecture 46
Brand Elements – 1

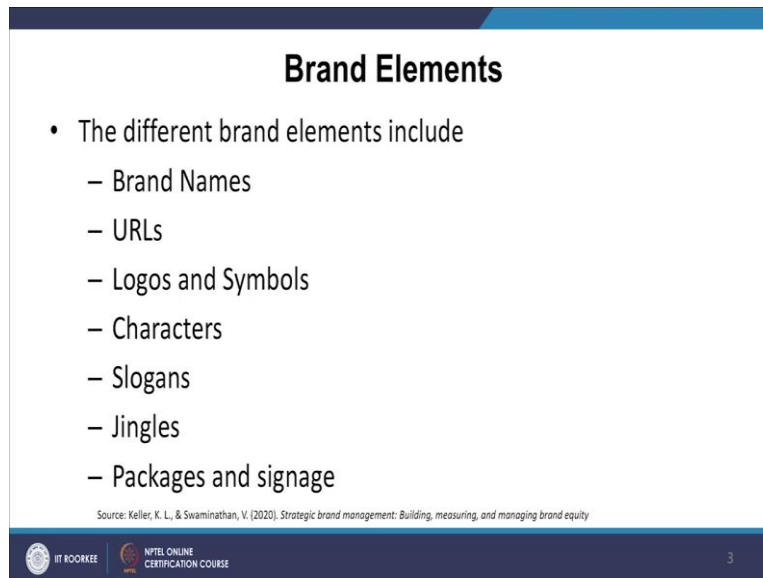
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Hello friends, welcome back to product and brand management. We talked about the brand value chain, we talked about several stages of the brand value chain in the preceding sections as well. And now deciphering the secret (I should not be saying that). It is a known fact, but the secret lies in the fact itself which talks about how to steer the value chain. That is what we have to learn. There are several actions and several elements in terms of the strategic learning which we should be going through for driving the brands.

Let us talk about brand elements first, a very soft kind of a subject, a very creatively associated subject. I know it is associated with brand and branding and there is lots of research which has been done in terms of linguistic elements of brand names. For example, slogans and jingles and a whole lot of a world of branding is represented by elements of brand.

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Brand Elements

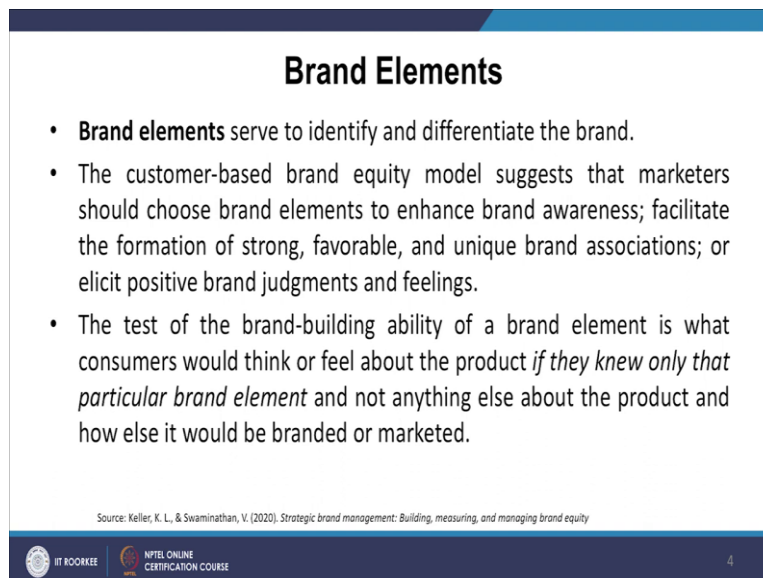
- The different brand elements include
 - Brand Names
 - URLs
 - Logos and Symbols
 - Characters
 - Slogans
 - Jingles
 - Packages and signage

Source: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity

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Let us see what are different brand elements. This includes Brand Names, URLs, Logos and Symbols, Characters, Slogans, Jingles, Packages and signage. These in totality or many times individually represent a brand in terms of its recognition and association with the customer, in terms of evoking feelings or resonance. So, let us see how Brand Elements work? How do marketers think in terms of Brand Elements?

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Brand Elements

- **Brand elements** serve to identify and differentiate the brand.
- The customer-based brand equity model suggests that marketers should choose brand elements to enhance brand awareness; facilitate the formation of strong, favorable, and unique brand associations; or elicit positive brand judgments and feelings.
- The test of the brand-building ability of a brand element is what consumers would think or feel about the product *if they knew only that particular brand element* and not anything else about the product and how else it would be branded or marketed.

Source: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity

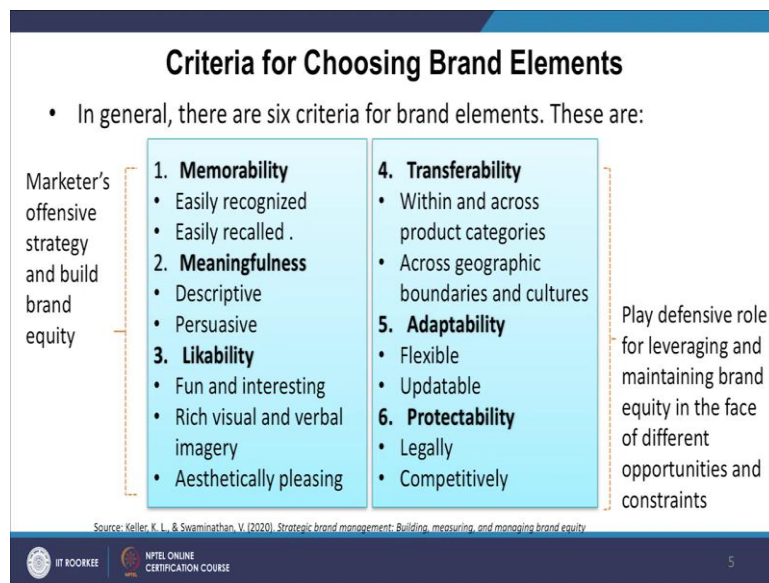
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Brand elements serve to identify and differentiate the brand. **There, they looked upon it with the perspective of being a device.** The customer-based brand equity model suggests that marketers should choose brand elements to enhance brand awareness; facilitate the

formation of strong, favorable and unique brand associations; or elicit positive brand judgments and feelings.

The test of brand building ability of a brand element is what consumers would think or feel about the product, if they knew only that particular brand element, for example, a symbol, or a name. And apart from that, the customer does not know anything or does not remember anything at that particular moment about the product. That is where the brand building ability of a brand element comes into form.

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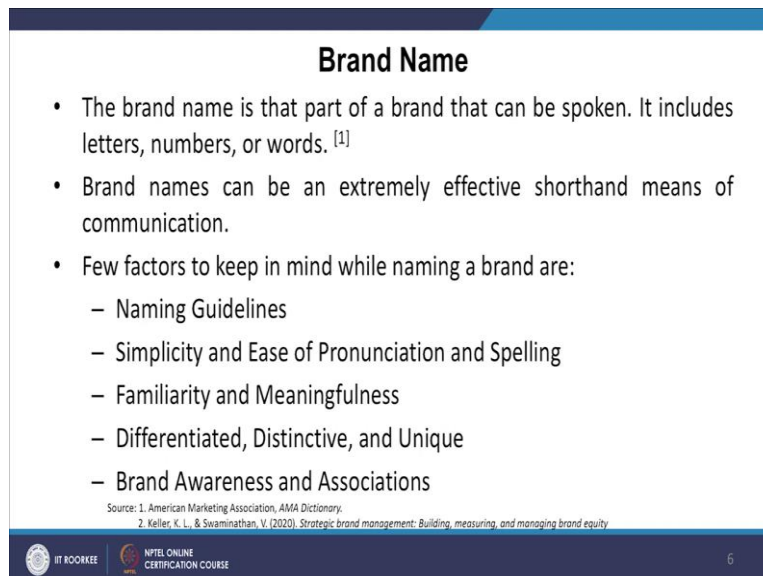
Let us see some examples, but before that let us see the criteria of which are required to be understood for choosing brand elements. Broadly, authors have suggested six criteria, wherein three are related to building a brand's equity, it is an offensive or aggressive or proactive strategy and other three elements which are Transferability, Adaptability and Protectability are related to maintaining brand equity in the face of different opportunities and constraints.

So, it is a sort of defensive role which these three elements play. The proactive role is played by memorability. First of all, **Memorability** is related to easy recognition and easy recall. Here, recognition and recall are very important. Because if at a particular point of need, you go to a medical shop and a young kid has cut her finger and is in an urgent need and if I remember band aid or handy-plast that is where memorability comes in. And for **recall**, you never say the word 'bandage' or ask for something to cover this wound up, you just say band aid.

Meaningfulness has an element of being descriptive and persuasive and we are talking of brand elements here. And we have talked about elements in terms of names, URLs, logos, jingles and slogans and so on. Fun and interesting, rich visual, verbal imagery, and aesthetically pleasing are the aspects of **likability**. So, these are proactive aspects wherein elements have a strategic contribution in terms of being proactively used for building brand equity. **Transferability** within and across product categories and how easily the brand name can traverse across geographic boundaries and cultures is very important. There are several stories, for example, a slogan or a jingle verbatim used in some other country which deciphered in terms of different kinds of meaning for that audience and so on. You can go to any reliable source and learn about these stories.

Adaptability is an aspect of being flexible and updatable by the brand element is required. Protectability is where a brand is legally and competitively protectable such that people should not be able to copy it and not because of avoiding the legal aspect. Legal part should be taken care of very carefully.

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Brand Name

- The brand name is that part of a brand that can be spoken. It includes letters, numbers, or words. ^[1]
- Brand names can be an extremely effective shorthand means of communication.
- Few factors to keep in mind while naming a brand are:
 - Naming Guidelines
 - Simplicity and Ease of Pronunciation and Spelling
 - Familiarity and Meaningfulness
 - Differentiated, Distinctive, and Unique
 - Brand Awareness and Associations

Source: 1. American Marketing Association, AMA Dictionary.
2. Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity

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Let us start with elements now. So, the first element is the name. Brand Name is that part of a brand that can be spoken. It includes letters, numbers or words. This is a definition from the American Marketing Association dictionary. Brand names can be an extremely effective shorthand means of communication. What is in a name? You must have heard of this but everything is in a name, particularly if we think in terms of a brand name. What is in the name comes to our mind when a name becomes successful as a brand.



So, you put up any name to a product, if it is doing well it becomes a brand name in itself. Many times, there are many brands which have done well, they come from the names of the families, they come from the names of their founders, and so on. For many products, people from a particular country do not understand the meaning of a particular brand's name. For example, earlier many people would not have known what Toyota or Hyundai means but still the brands worked well. On the other side, you strategically think in terms of a name and propel it and that supports your branding journey as well. It works both ways. Let us see how.

Brand names can be an extremely effective shorthand means of communication. A few factors to keep in mind while naming a brand are Naming Guidelines, Simplicity and Ease of Pronunciation and Spelling, Familiarity and Meaningfulness, Differentiation, Distinctiveness and Uniqueness, Brand Awareness and Associations. It is very important to understand what is going to click. So, we can put systematic progression of our linguistic understanding or any other for that matter, but we must know that at the end of the day whatever we are thinking in terms of a name representing a brand should click in the minds of the customers.

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Brand Name Taxonomy	
Descriptive	Pizza Hut, General Motors, Intel
Evocative	Amazon, Nike
Personality	Dream11
Synthetic	Nintendo Wii, Dulux (derived from the words 'durable' and 'luxury')
Founder	TATAs, MDH, Aditya Birla Group, Disney

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

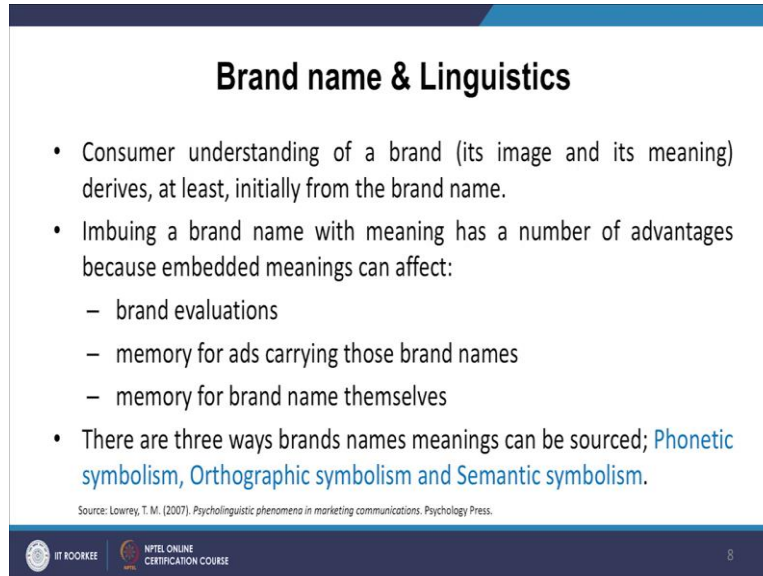
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Brand name taxonomy is related to being descriptive, for example, Pizza Hut says that it is a pizza based organization although they sell several other products also. General Motors, Intels are other examples. Then there is an element of a brand name being Evocative. Amazon, Nike has a personality connotation which helps the brand position. Then there is a synthetic aspect to it, that is derived from some words, for example, Dulux may be associated with durability and luxury. And then on the basis of founders, as I said, they are associated

with their organization's names or product names, for example, TATAs, Aditya Birla group, Disney, MDH, and so on.

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Brand name & Linguistics

- Consumer understanding of a brand (its image and its meaning) derives, at least, initially from the brand name.
- Imbuing a brand name with meaning has a number of advantages because embedded meanings can affect:
 - brand evaluations
 - memory for ads carrying those brand names
 - memory for brand name themselves
- There are three ways brands names meanings can be sourced; **Phonetic symbolism, Orthographic symbolism and Semantic symbolism.**

Source: Lowrey, T.M. (2007). Psycholinguistic phenomena in marketing communications. Psychology Press.

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Now, as I stated previously, there is an aspect of names and linguistics. Consumer understanding of a brand (its image and its meaning) derives, at least, initially from the brand name. The name that comes to your mind, or it brings a picture, and if you do not know about the product at all then definitely it has to play a very important kind of role. Imbuing a brand name with meaning has a number of advantages because embedded meanings can affect brand evaluation.

There are three ways brand name meanings can be sourced, one is Phonetic symbolism, the other is Orthographic symbolism, and the last is Semantic symbolism. It is not a complex thing, it is related to words and meanings and sentences. So, just go to the fundamental definitions of these terms if you want to further dwell into them, but how it would ring the bell is the objective of this discussion.

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Brand Name Linguistic Characteristics		
Phonetic Devices	Definitions	Examples
Alliteration	Consonant repetition	Paypal, Coco-Cola
Onomatopoeia	Use of syllable phonetics to resemble the object itself	Zoom, Twitter
Masculine rhyme	Rhyme with end-of-syllable stress	Micromax
Feminine rhyme	Unaccented syllable followed by accented syllable	Disney, Singapore Airlines
Blending	Morphemic combination, usually with elision	Duracell, Facebook

Source: Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity*

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Phonetic Devices wherein there is an aspect of Alliteration i.e. Consonant repetition and I would suggest you to think of these in the spirit of the names which resonate with these descriptions. I would subscribe to the fact that brand managers or heads of the organizations or people who generate and originate brand names or people from the world of creatives and advertising who actually work upon these things, they look into these elements scientifically they look into linguistics and with lots of creativity they come up with a brand name. So, they work upon these things and that is why we must understand them.

There are several examples wherein we can put them into categories to understand the concept. So, it is a methodology which is always followed in terms of putting up a brand name. First, alliteration which means consonant repetition. PayPal and Coca-Cola etc. are the brand examples. It is a matter of how it sounds, how it is pronounced.

Onomatopoeia wherein use of syllable phonetics to resemble the object itself. Zoom, Twitter has worked quite a lot in this aspect. Next is a Masculine rhyme, there is a Feminine rhyme then there is Blending. These are concepts which are self-explanatory, for example, in blending you have a Morphemic combination, usually with elision, and that is Duracell or Facebook as an example.

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Brand Name Linguistic Characteristics	
Orthographic Devices	Examples
Unusual or incorrect spellings	Tumblr, Flickr
Initialism	IBM - International Business Machines
Acronyms	Adidas (founder's name Adolf Dassler)

Source: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity

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Now, Orthographic devices wherein unusual or incorrect spellings occur like Tumblr or Flickr. So, remember one thing when we are talking of a brand name or whenever an organization will be thinking in terms of customer expansion, brand name should not restrict that. Although many a times even if the brand name belongs to a particular kind of a family, it may limit itself to a particular kind of a product because by the time they think in terms of product expansion or brand expansion, it has resonated so deeply with that kind of a product, customer does not expects that organization to bring in a different diversified product at all.

For example, can we think of Coca-Cola producing a different kind of a variant? Many times it is difficult for them though they have been trying and Coca-Cola is doing exceptionally well all over the world. Further, Initialism's example is IBM International Business Machines. It is a concept similar to Acronyms e.g., Adidas (founder Adolf Dassler).

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Brand Name Linguistic Characteristics

Semantic Devices	Definitions	Examples
Metaphor	Imaginative way to show that somebody/something has the same qualities as another thing	Safari, Starbucks
Personification	Humanizing the nonhuman, or ascription of human emotions to the inanimate	Betty Crocker, Mr Clean (P&G)
Oxymoron	Conjunction of opposites	

Source: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity

Linguistics in Branding

- Branding relies heavily on language, and consumers often come to know a brand through language—
 - the language in advertising or on packaging
 - the words used in social media or word-of-mouth
 - brand names themselves, serve to communicate the meaning of a brand and influence perception, memory, attitudes, and behavior.
- Language plays a fundamental role primarily because its structural properties affect how people think.

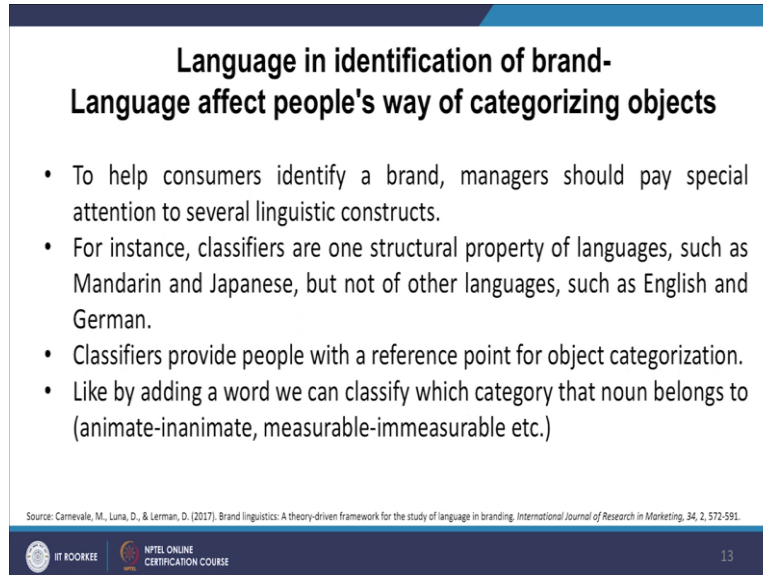
Source: Carnevale, M., Luna, D., & Lerman, D. (2017). Brand linguistics: A theory-driven framework for the study of language in branding. International Journal of Research in Marketing, 34, 2, 572-591.

Metaphors are semantic devices where an imaginative way to show that somebody or something has the same qualities as another thing. We all know what metaphors are e.g., Safari, Starbucks. Then there is an element of personification. Others are Oxymorons which are used for as far as naming the brands go.

Now, there are other elements of Linguistics in Branding. Branding relies heavily on language and consumers often come to know a brand through language - the language in advertising or on packaging, the words used in social media or word of mouth, brand names themselves, serve to communicate the meaning of a brand and influence perception, memory, attitudes and behavior. Language plays a fundamental role primarily because it is structural properties that affect how people think, and that is where I would draw your attention.

The structural properties of language and its effect on how people think. That is where we should focus upon language. Identification of a brand language affects people's way of categorizing objects also. So, think about structural properties of language in association with people's thought process. You can refer to several authors who have worked on this.

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**Language in identification of brand-
Language affect people's way of categorizing objects**

- To help consumers identify a brand, managers should pay special attention to several linguistic constructs.
- For instance, classifiers are one structural property of languages, such as Mandarin and Japanese, but not of other languages, such as English and German.
- Classifiers provide people with a reference point for object categorization.
- Like by adding a word we can classify which category that noun belongs to (animate-inanimate, measurable-immeasurable etc.)

Source: Carnevale, M., Luna, D., & Lerman, D. (2017). Brand linguistics: A theory-driven framework for the study of language in branding. *International Journal of Research in Marketing*, 34, 2, 572-591.

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So, to help consumers in identifying a brand, managers should pay special attention to several linguistic constructs. How would this word sound? How would this word be deciphered or what kind of an imagination would this word bring to the minds of people? Would they be imagining the product, and then subsequently the product category? And if a diversified product is added to this whole thing would it resonate with that as well? Many times, you would realize that Patanjali is the name of a sage in India, and Patanjali as an organization is developing so many products with the same name.

So, would they have gone through this kind of a linguistic associated exercise, I do not think so, but then all this can be seen with reference to that example, how is it working for them, that should be our main point of concentration for now.

To help consumers identify a brand, manager should pay special attention to several linguistic constructs, for instance, classifiers are one structural property of languages such as Mandarin, Japanese, but not of other languages such as English or German, and many classifiers are used to distinguish words, for example, animate to inanimate, measurable to immeasurable and so on.

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Language in identification of brand-
Language affect people's way of categorizing objects

- Thus, Chinese speakers are more likely to perceive two distinct objects as similar if they share a classifier than if they do not.
- From a managerial point of view, this has important consequences for brand positioning and retail layout strategies.
- For example, Chinese department stores often group together objects that share the same classifier, such as scarfs, whereas the same does not happen in US stores.

Source: Carnevale, M., Luna, D., & Lerman, D. (2017). Brand linguistics: A theory-driven framework for the study of language in branding. *International Journal of Research in Marketing*, 34, 2, 572-591.

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So, you have put up a classifier to distinguish a particular kind of word, thus, Chinese speakers are more likely to perceive two distinct objects as similar if they share a classifier than if they do not. From a managerial point of view, this has important consequences for brand positioning and retail layout strategies. For example, Chinese department stores often group together objects that share the same classifiers, such as scarfs, whereas the same does not happen in US stores, and in today's globalized world this is a very important thing for us to understand.

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Language cue Brand identities

- As the increasing use of pronoun brand nomenclature might suggest (e.g., iPhone, MySpace, YouTube), pronouns are yet another set of language elements that have been shown to significantly affect consumers perceptions.
- Most recently, Kachersky and Carnevale (2015) build on these findings by incorporating product positioning.
- Specifically, they show that "I" brand names garner more favorable responses only when the brand is positioned on personal benefits, whereas "you" brands garner more favorable consumer responses when the brand is positioned on social benefits.

Source: Carnevale, M., Luna, D., & Lerman, D. (2017). Brand linguistics: A theory-driven framework for the study of language in branding. *International Journal of Research in Marketing*, 34, 2, 572-591.

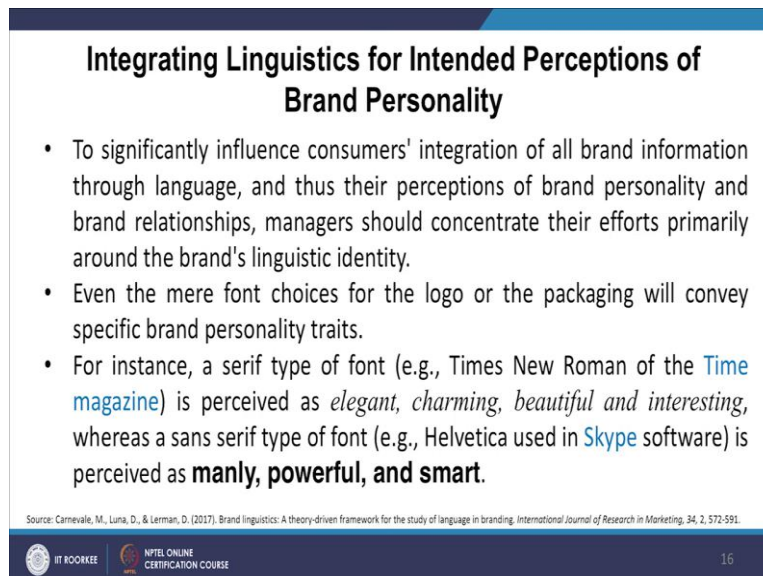
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As increasing use of pronoun brand nomenclature might suggest, for example, iPhone, Myspace, YouTube, Pronouns are yet another set of language elements that have been shown

to significantly affect consumers' perception. We are talking about how it works. I would suggest that it is not necessary for us to think that brands would have chosen to do this way, although they might have.

Now, most recently Carnevale and others build on these findings by incorporating product positioning. Specifically, they showed that “I” brand names garner more favorable responses only when the brand is positioned on personal benefits, whereas “you” brands garner more favorable consumer responses when the brand is positioned on social benefits. This is the kind of research which has given particular results, which are useful to develop our understanding. I definitely advise you to think in terms of it.

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Integrating Linguistics for Intended Perceptions of Brand Personality

- To significantly influence consumers' integration of all brand information through language, and thus their perceptions of brand personality and brand relationships, managers should concentrate their efforts primarily around the brand's linguistic identity.
- Even the mere font choices for the logo or the packaging will convey specific brand personality traits.
- For instance, a serif type of font (e.g., Times New Roman of the [Time magazine](#)) is perceived as *elegant, charming, beautiful and interesting*, whereas a sans serif type of font (e.g., Helvetica used in [Skype](#) software) is perceived as **manly, powerful, and smart**.

Source: Carnevale, M., Luna, D., & Lerman, D. (2017). Brand linguistics: A theory-driven framework for the study of language in branding. *International Journal of Research in Marketing*, 34, 2, 572-591.

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Now, Integrating Linguistics for Intended Perceptions of Brand Personality. To significantly influence consumers' integration of all brand information through language, and thus their perceptions of brand personality and brand relationships, managers should concentrate their efforts primarily around the brand's linguistic identity.

Even the font choices for logo or the packaging will convey specific brand personality traits, for example, a serif type of font and it is very interesting (Times New Roman of the Time magazine) is perceived as elegant, charming, beautiful, interesting, whereas a sans serif type of font example, (Helvetica used in Skype software) is perceived as manly, powerful and smart. That is an inference which has been brought by authors, references are given for you. Now onwards, start noticing the fonts and the effect they make on your preferences.

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Linguistics cue Brand associations

- Special consideration should be given to the choice of other brand elements, such as product packaging as they may generate strong brand associations.
- In fact, a certain combination of packaging elements might become powerful “visual vocabulary,” which symbolizes the entire brand.
- Snickers brand managers were well aware of such power as in 2006 they replaced the word SNICKERS on the packaging with resemblance of hunger-related words (e.g., hungerectomy) in the attempt to associate in a unique way, the consumption of the candy bar with hungry moments.



Source: Carnevale, M., Luna, D., & Lerman, D. (2017). Brand linguistics: A theory-driven framework for the study of language in branding. *International Journal of Research in Marketing*, 34, 2, 572-591.
Image Source: https://www.adsoftheworld.com/media/print/snickers_hungerectomy



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Linguistics cue Emotional connection

- The order of words chosen, the words themselves, their rhythm, and tone of voice will all evoke different emotions and actions.
- In the context of service encounters, several studies have explored the role of auditory cues, such as the accent of a communication source (i.e., salesperson), on the receiver's evaluations, purchase intentions, and overall perceptions.
- These findings show that a salesperson with a standard accent or dialect is perceived more favorably and inspires more favorable purchase intentions than foreign-accented salespersons.
- These implications of interactions ask for further research in case of artificial intelligence agents, not only in text-based online communications, but also in voice-based systems.

Source: Carnevale, M., Luna, D., & Lerman, D. (2017). Brand linguistics: A theory-driven framework for the study of language in branding. *International Journal of Research in Marketing*, 34, 2, 572-591.



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Linguistics cue brand associations. Special consideration should be given to the choice of other brand elements, such as product packaging as they may generate strong brand associations and I will be talking about this once again in packaging for a while. In fact, a certain combination of packaging elements might become powerful ‘visual vocabulary,’ which symbolizes the entire brand. We have seen this in the case of ‘snickers’. Then Linguistic cue emotional connection as well, the order of words chosen, the words themselves, their rhythm and tone of voice will all evoke different emotions and actions.

How things are said, what is being said is very important, people who understand poetry would definitely come along with me in this and then people who do not understand that would also come along with me. In the context of service encounters, several studies have explored the role of auditory cues, such as the accent of a communication source that is a

salesperson. How he behaves, how he puts up the things, how he speaks, how he talks about and so on, and that is why many a times you go to restaurants according to the way they represent their brand, the way they talk to you, the way they ask you.


So, implications of interactions ask for further research in the case of artificial intelligence agents, not only in text based online communications, but also in voice based systems. Findings show that a sales person with a standard accent or dialect is perceived more favorably and inspires more favorable purchase intentions than foreign accented salespersons and some kind of researchers have supported that as well.


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Linguistics cue Brand Symbolism


- Special consideration should be given to the use of verbal and visual metaphors as they tend to stimulate deeper level of processing and curiosity about the brand thus further enhancing brand symbolism.
- For example, the arrow from “a to z” within the Amazon e-retailer logo suggests that the company sells everything and at the same time depicts a smile that their customers would experience by shopping on their website.

Source: Carnevale, M., Luna, D., & Lerman, D. (2017). Brand linguistics: A theory-driven framework for the study of language in branding. *International Journal of Research in Marketing*, 34, 2, 572-591.
Image source: www.amazon.com





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Linguistics cue Brand Symbolism. Special consideration should be given to the use of verbal and visual metaphors as they tend to stimulate deeper levels of processing and curiosity about the brand thus further enhancing brand symbolism. For example, the arrow from “a to z” within the Amazon e-retailer logo suggests that the company sells everything, and at the same time depicts a smile that their customers would experience by shopping on their website. It is an interesting thing and here I would suggest trying to go to the stories which are behind the development of these symbols, logos, names and so on and you would realize that a lot of thought process has gone into those and almost every brand has those stories. Find those, read those, it would be interesting for you.

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URLs

- URLs (uniform resource locators) specify locations of pages on the Web and are also commonly referred to as domain names.
- Anyone wishing to own a specific URL must register and pay for the name.
- URLs protect their brands from unauthorized use in other domain names.
- Issue: Cybersquatting is registering, trafficking in, or using a domain name with bad-faith intent to profit from the goodwill of a trademark belonging to someone else.

Source: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity



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Logos And Symbols

- **Logos** have a long history as a means to indicate origin, ownership, or association.
- Logos range from corporate names or trademarks (word marks with text only) written in a distinctive form, to entirely abstract designs that may be completely unrelated to the word mark, corporate name, or corporate activities.
- Non-word mark logos are also often called **symbols**.

Source: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity



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Logos And Symbols



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Now, URLs. URLs specify locations of pages on the web and are also commonly referred to as domain names. They are also very important when we talk of being a brand element course. So, URLs protect their brands from unauthorized use in other domain names, and we are all aware of these things. Now, I am coming to logos and symbols, logos have a long history as a means to indicate origin, ownership or association.

I could have gone into a technical discussion associated with logos wherein I would have deciphered that how every logo is designed but because we are focusing upon the role of a logo into the story of brand development, that is why I would refrain from going into designing of a logo as it would deviate our discussion towards being a design-based kind of a discussion. But I would definitely suggest you to go to those descriptions, they are easily available on the websites of specially those organizations which have designed the logos of different organizations, and you would realize what kind of a meticulous thinking they have gone through for example, Apple has a long story to tell about this.

So, logos range from corporate names or trademarks (word marks with text only) written in distinctive form, to entirely abstract designs that may be completely unrelated to the word mark, corporate name or corporate activities. Non-word mark logos are often called symbols. And here we are with beautiful logos, all of them are distinctly recognizable, many of them as aspirations. For example; McDonald's brings several memories, several thoughts to us. Mercedes brings aspiration, Apple enjoys a very specific place in our lives today and so on. Instagram is also there. And TATAs, if you will read the story how they reached this logo, you would realize that there has been an intense thought process for them to reach this symbol. And before this they had several kinds of 'Ts' associated with their organization. Although everyone may recognize that this 'T' represents TATAs, universalizing a logo was a strategic perspective, which was required and desired by the stakeholders as well.

And at this moment I still want you to remember the brand value chain discussion we have gone through, and just associate the stories of these symbols and logos generated in due course of time. For example, if you read the story of the logo and symbol of TATAs, you would realize that the whole story resonates with our discussion of the brand value chain itself.

I will be coming back to you with some more insights on elements and then switching over towards a different kind of a discussion in terms of strategic perspective of brand management. Till then just go into each of the logos or several other logos, decipher their

stories, think of those stories with a strategic orientation. And I will be catching up with you later on. Till then goodbye.