

**Product and Brand Management**  
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**Lecture 47**  
**Brand Elements - II**

Hello friends, welcome back to the discussion on brand elements in product and brand management. We were talking about names, and the relevance of names, and we tried to decipher the perspective on how names can be generated, and what kind of effect a name would give as far as the journey of a brand goes. So many researchers have gone into this.

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After that we focused on URLs and then we talked about the colorful world of logos and wondered about, how people would have worked upon developing logos, what kind of science, design elements would have gone into logos, and then I gave you clues from where to fetch the details about these kinds of things. Because they stay forever, I tried to mention in front of you how Mercedes logo is very visible when the car is coming, and then what it generates as a feeling or as an emotion, especially in the mind of the owner and person who is fond of this car.

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### Characters

- Characters represent a special type of brand symbol—one that takes on human or real-life characteristics.
- Brand characters typically are introduced through advertising and can play a central role in ad campaigns and package designs.
- The human element of brand characters can enhance likeability and help create perceptions of the brand as fun and interesting.



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

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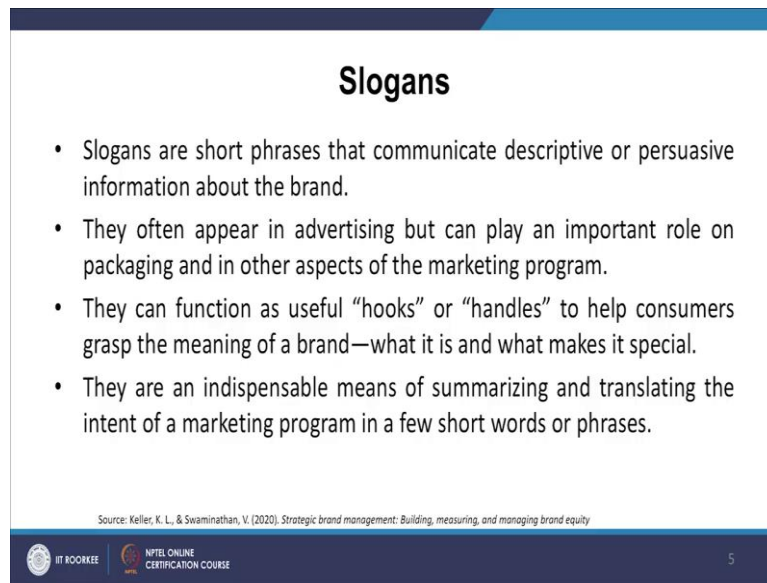
Carrying forward with this journey and importance of names along with logos we come to characters. All of you must know the sweet little girl from “Utterly Butterly Delicious Amul” and several other characters like KFC. Then all these pictures or characters come alive and after a while they become part of our lives.

They represent a special type of brand symbol- one that takes on human or real-life characteristics. Many times, I have realized that the significance of the product having a particular character, which resonates a feeling in our mind, is that the product becomes important because that character tends to speak with us. Especially in the case of younger children or people who cherish that feeling. For example, Mascot of Air India, The Maharaja, enjoyed a kind of a space which we remember all through our life and there are several stories around these characters. How they came up and how they became a memorable kind of a feature of the brand itself. They have merged so much with the brands, that it is difficult to separate both of them.

So, the human element of brand characters can enhance likability and helps in creating perceptions of the brand as fun and interesting. Then comes slogans, and it is very interesting because we are progressing from names to logos, to characters, to slogans now, and if you will realize there is a genuine progression of one's desire as the originator of the brand i.e., the founder or the leader or the person who is actually the owner of the brand or the person who has steered the brand.

So, if you look at the situation with his or her perspective, you would realize how important it is to add brand elements. Imagine yourself as someone putting up a name on a product and an organization, and then you will realize you have gone through all the things which we have discussed. Then definitely you would come to the stage of putting up a slogan further elaborating that name, logo and associated characters.

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**Slogans**

- Slogans are short phrases that communicate descriptive or persuasive information about the brand.
- They often appear in advertising but can play an important role on packaging and in other aspects of the marketing program.
- They can function as useful “hooks” or “handles” to help consumers grasp the meaning of a brand—what it is and what makes it special.
- They are an indispensable means of summarizing and translating the intent of a marketing program in a few short words or phrases.

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

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Slogans are short phrases that communicate descriptive or persuasive information about the brand. There is a genuine human aspect to it as well, we always do that, we start from a single word then we try to expand that in terms of pictures and visuals and later on as slogans and jingles. I will be talking about that further. Though sometimes we think of a story and then we come to a single word. Other times you talk to a director or a story writer, he would have a story in his mind, he would write the story and would come back to the name of that story he would put up a term associated with that story, so that also happens.

But anyways we move from naming and logos to slogan writing, they often appear in advertising because you want to expand, you want to decipher the meaning of the name and other elements as well, and they can play an important role in packaging and other aspects of marketing programs as well.

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**Famous Slogans Quiz Hope Happiness Expression**

- \_\_\_\_\_ Just do it
- \_\_\_\_\_ Life's Good
- \_\_\_\_\_ Das Auto
- \_\_\_\_\_ India ka Dil. India ka AC
- \_\_\_\_\_ Badhti Ka Naam Zindagi
- \_\_\_\_\_ Daag Acche hain
- \_\_\_\_\_ Thanda Thanda Cool Cool
- \_\_\_\_\_ The Banker to every Indian
- \_\_\_\_\_ Because we're worth it
- \_\_\_\_\_ Pal Banaye Magical

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Here are a few examples of slogans, just do it. It is a sort of quizzing where you can recognize these slogans in association with symbols and names as these are very famous slogans. The first one is Nike as you all know. I would not be naming all of these, you can search them on Google and then you can find out which organization has tried to expand their persona, their perspective, their reflection of themselves and their reflection of their own names through these slogans.

These slogans are also important in emphasizing the positioning of the product, and the organization in front of the target customers, which is a very important thing because all through the journey of a brand position, strengthening positioning, generating value of a brand is what has to be done. For example, “India ka Dil, India ka AC”, now you have to remember this as I would not be telling you the answer right away.

“Daag Acche hain” is a very famous slogan we all know and that looks into the intelligence, the creativity, the perspective associated with the person or people who were involved in developing this line. These few words about detergent, wherein, that detergent is required to clean the clothes and on the other side if you denounce the spots there can be so much which can be told about. Intelligently the creators they said “Daag Acche hain”.

Now, whatever perspective they have generated, it has worked well for them. “Thanda Thanda Cool Cool”, we all know that, others are “Because we are worth it” etc. Many times slogans rhyme like “Pal Banaye Magical”. We have already talked about phonetics. We have talked about linguistics in names, which is very much alive as far as slogans go. So, a whole

lot of a linguistic perspective is stated with the slogans. Keep enjoying these, watch as many as you can, and try to find out what would have gone into them as far as developing these slogans go.

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**Jingles—Want to stay in your memory**

- Jingles are musical messages written around the brand.
- They often have enough catchy hooks and choruses to become almost permanently registered in the minds of listeners—sometimes whether they want them to or not!
- Jingles are not nearly as transferable as other brand elements because of their musical nature.
- Jingles are perhaps most valuable in enhancing brand awareness. Often, they repeat the brand name in clever and amusing ways that allow consumers multiple encoding opportunities.

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

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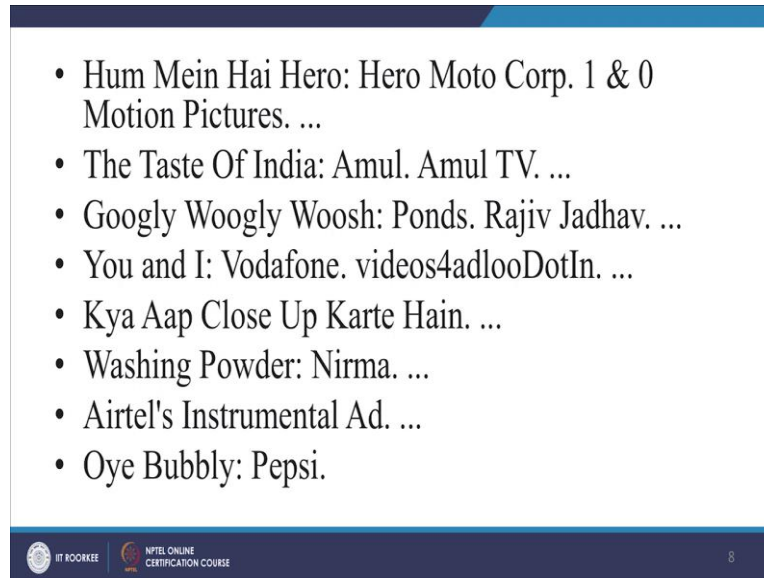
Now, let us come to the most important part or let us say the most exciting part and the most creative part “jingles” because they stay in your mind. If I randomly ask you to reminisce about some jingles there would be so many which would come to you. The beautiful songs have been reduced into jingles, and many wonderful singers have devoted their creative energy, and creative perspective to developing tunes and jingles.

So, this is a wonderful thing for me in integrated marketing communication, especially advertising. Jingles are one of the most attractive parts. They not only generate or propel awareness but most of all they support in the development of retention of that brand's name. And in subsequent sessions, probably second session from now, I would be talking about brand audit, brand research wherein, I would be mentioning that there are several qualitative techniques wherein you talk to customers about brand recall and these jingles are a mainstay because jingles help in keeping the brand name in the mind of people. If it is in your mind you might think in terms of moving ahead and buying that.

Jingles are musical messages as they are catchy to become almost permanently registered in the minds of listeners. They are not nearly as transferable as other brand elements because of their musical nature. Now, that is a very important part of jingles, and you can think of

similar names in terms of some other elements, but if an organization or a product has generated a jingle no one would be able to copy it so easily.


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- Hum Mein Hai Hero: Hero Moto Corp. 1 & 0 Motion Pictures. ...
- The Taste Of India: Amul. Amul TV. ...
- Googly Woogly Woosh: Ponds. Rajiv Jadhav. ...
- You and I: Vodafone. videos4adlooDotIn. ...
- Kya Aap Close Up Karte Hain. ...
- Washing Powder: Nirma. ...
- Airtel's Instrumental Ad. ...
- Oye Bubbly: Pepsi.

So, they are perhaps most valuable in enhancing brand awareness as we have talked about “Hum Mein Hai Hero” that is where Hero Moto Corp. brought in “Desh ki Dhadkan”, a slogan along with a musical tune which became a jingle. Amul The taste of India and “Googly Woogly Woosh”, and “Kya Aap CloseUp Karte Hain” that was a typical one you all must have remembered. Washing Powder Nirma has stayed with us forever and I should commend that it resonates with Nirma; whenever you hear it, even the slightest sound, you will realize that it is Nirma. We are talking of Airtel’s instrumental tune, Mr. A. R. Rahman did a wonderful job there, and then Pepsi had so many ‘*Oye bubbly*’ as one of the best, and then there are several others. So, that is where jingles keep things alive.

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**Packaging**

- Packaging is the activities of designing and producing containers or wrappers for a product.
- From the perspective of both the firm and consumers, packaging must achieve a number of objectives:
  - Identify the brand.
  - Convey descriptive and persuasive information.
  - Facilitate product transportation and protection.
  - Assist in at-home storage.
  - Aid product consumption.

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

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Now, let us go to other elements which are very important, and I should probably be spending some time on this, “Packaging”. I have talked about packaging with strong relevance when I was talking about product management, but packaging supporting branding is a very important thing. It is related to the activities of designing and producing containers or wrappers for a product. I would suggest you to go to a departmental store today or any other day, and just stand in front of the shelf where chocolates are or let us say if they are keeping those chocolates in refrigerators then do not stand there, just go to a shelf where they keep biscuits. So, beautiful chocolate cream emanating out of the biscuit and Milano is written over there and it is Choco Fill kind of the names, the packaging has the beautiful picture you feel like bringing at home.

Sometimes, that is the power of packaging, it is not only informative in nature, it is decorative in nature, it is attractive in nature, it has several other features which we will talk about and then it has a huge role associated with the whole of the value chain which I will be focusing upon in a short while from now.

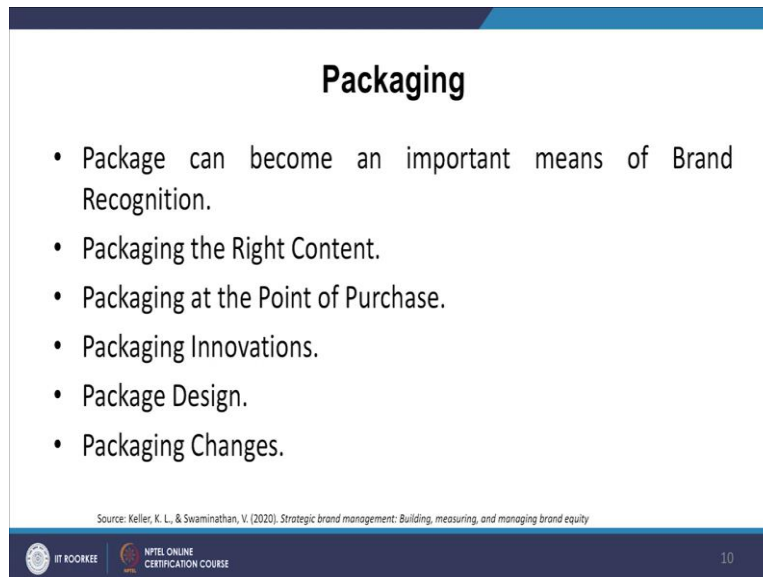
Many people have done immense research on packaging. The role of packaging in market development, brand development specially apart from being associated with distribution and supply chain. So, from the perspective of both the firm and the consumers, packaging must achieve a number of objectives.

So, the name on that particular outer casing is what actually makes you motivated towards as far as the product goes. It conveys descriptive and persuasive information, facilitate product



transportation and protection. Now, this is another very important element and we have used lots of science as far as developing the packaging goes. Today delicate products can be transported and transferred without a scratch and all that happened because of science and development. So, it assists in home storage as well. Many times I have seen people collecting empty boxes for several different kinds of usage as well. It is a good thing to do, it supports sustainability as well, you do not have to throw everything outside your house.


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### Packaging

- Package can become an important means of Brand Recognition.
- Packaging the Right Content.
- Packaging at the Point of Purchase.
- Packaging Innovations.
- Package Design.
- Packaging Changes.

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

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So, it supports product consumption as well. Package can become an important means of brand recognition and demonstrating the right content, packaging can help you as a point of purchase and then there are aspects associated with distinguishing the product of your choice, one thing is attraction. You have a particular kind of product in your mind and they have thousands of detergents in front of you, so many soaps are in front of you.

You randomly go to a particular kind of a product and just pick it up because of the packaging that projects the name. Then there are several innovations associated with design aspects associated with as far as the packaging goes. One thing which I should be talking about before I demonstrate a particular kind of an example in front of you and I have talked about this earlier as well but this is an important element, which I should be mentioning in consonance with branding. There are several cases on packaging, but Ikea furniture is my favorite because the story of their augmentation of production processes, their brand identification, generating a particular kind of a brand value probably not solely because of packaging, but it started from packaging. Somehow that question was very important for



them at one time, and they realized that furniture has different kinds of shapes and it is very difficult for transporting the complete unit.

So, furniture must be dismantlable and that is fine but again the point is putting everything into a rectangular box. Why rectangular? Primarily because these carry wagons or trucks or the modes which they are using or everyone uses largely, they are rectangular and as far as their shape goes. So, to adjust rectangular boxes in those shapes, they imagined all of their products into more or less universal size, or if not universal size but similar shapes of packaging.

That not only enabled them to revisit their designing, but enabled them to revisit their production and operations. That enabled them to reposition themselves slightly in front of their customers, that enabled them to actually redesign and restructure their warehousing also. If you will just look at this basically and you can visit their videos and their website you would realize what kind of an impact it has generated in terms of uniquely defining Ikea furniture, or how packaging has supported them that way. And then we have talked about uniqueness and those kinds of elements, and here I am drawing your attention once again towards the brand value chain.

And if you look at packaging with the perspective of marketing program investment and then you take it towards the other value stages or the impact of packaging and even if you look at packaging as a part of the product and look at the resonance pyramid you would realize that Ikea furnitures has done a wonderful job.

Why am I saying so, because they generated a norm for the industry. The whole furniture industry got a model out of it. Everyone started working on the same kind of a perspective around as far as the packaging situation goes and the rest is history. I would not go endlessly on this subject but I want you to realize that ultimately it can have so many impacts and effects, and just to draw your attention, there was a particular kind of packaging associated with medicines earlier. Today you can transport medicines and keep them good for longer life which is very vital especially in case of products like medicines. And I have already talked about Amul milk because of their packaging as they could transport milk to the nooks and corners of this country.

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### Packaging- Chai Point

- Chai Point is one of the first food & beverages companies in India to introduce 100% biodegradable packaging.
- The packaging, made of bagasse, is the fibrous remain of crushed sugarcane stalks. It is used as a biofuel and in the manufacture of pulp and building materials.
- They also launched a unique heat retaining use & throw flask.
- The team at Chai Point saw the necessity to invent this flask based on customer demand for tea delivery at their offices and the scalability and hygiene.



Source: Chai Point's 'Chai Flask': A Design Innovation That Launched a New Business (prnewswire.com)

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So, that is where packaging is playing a very important role. At this moment I am not talking about packaging with reference to a product only but strengthening the brand perspective. Now, Chai Point, for example, is one of the first food beverage companies in India to introduce hundred percent biodegradable packaging. This is again a matter of sustainability. The packaging, made of bagasse, is the fibrous remains of crushed sugarcane when you squeeze on the juice of sugar cane. So, bagasse remains, it is used as a biofuel in the manufacturing of pulp and building materials and it is used in paper as well.

They also launched a unique heat retaining use and throw flask. The team at chai point saw the necessity to invert this flask based on customer demand for the tea delivery at their offices and the scalability and the hygiene associated with that. Now, it is a very good idea to utilize bagasse for developing packaging, to deliver tea, packaging which is degradable.

They would have saved so much, they would have gained the attention of the customers definitely. They have gone for a unique element also. Every table having this chai point tea in front of the person became a way of defining things. Again I am drawing your attention towards value stages as well as multipliers at this stage. So, just visit that chart and try to realize what we are talking about.

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**Branding Perspectives on Marketing**

- As firms are dealing with enormous shifts in their external marketing environments:
  - The marketing strategies and tactics have changed dramatically.
  - Rapid technological developments
  - Greater customer empowerment
  - Fragmentation of traditional media
  - Growth of interactive and mobile marketing options
  - Channel transformation and disintermediation
  - Increased competition and industry convergence
  - Globalization and growth of developing markets
  - Heightened environmental, community, and social concerns
  - Severe economic recessions and COVID-19

Source: Keller, K. L. & Armstrong, J. (2002). Strategic brand management: building, measuring, and managing brand equity

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Now I will be taking you towards the Branding Perspective on Marketing, especially in relation to developing marketing programs for developing brand equity. So, we have gone through elements. Now, look at these with the perspective of using the intensity of those elements through 4 P's should I say, or let us say developing a marketing program and that is one of the most interesting parts because here we are coming up with action and activity.

Here the role of a brand manager actually expands or is supported by the marketing team and the sales team. And here you as a brand manager think about what is to be done with your brand, you have almost defined the value chain, or you are going along the value chain and now you want to put things on the ground and that is where this subsequent discussion comes on.

As firms are dealing with enormous shifts in their external marketing environments due to COVID, it has taught us so many things and this has actually emphasized environmental volatility. So, COVID has actually enhanced the importance of packaging in our lives, I was just mentioning other elements. COVID has actually enhanced the importance for those elements to live up because expectations of people is getting raised or let us say people want something more and then there is anxiety and so much of human behavioral change is going on and to retain customers with you in this kind of a situation when you are unable to supply things not so regularly although many companies they have tried to do that, so all of this is a difficult part.

The marketing strategies and tactics have changed dramatically or are continuously changing. Rapid technological developments are going on and in the past 2 years, a major focus of technological institutions have got diverted towards focusing upon software development and algorithms and data sciences and AI and so on.

So, all of the technological development is moving towards these kinds of things, along with manufacturing processes. They are also going through lots of technological development. One thing which is associated with this kind of thing is that, once you enhance technological capacity in manufacturing processes, production capacity would get enhanced by itself. And then it makes a lot of sense to produce more but then it requires marketing and sales and it requires branding support.

Greater customer empowerment- customers have lots of choices just record the time through which you are watching one channel. If you are watching television or internet or TV or your mobile phone for 10 minutes, record the time for how many seconds consistently you have watched one thing and that is what I am mentioning in terms of customer empowerment. Fragmentation of traditional media, that is absolutely known to us, and if you want to go deeper into the understanding of how media is changing, how integrated marketing communication is going ahead, please visit my videos on integrated marketing communication course also on NPTEL.

Now, the growth of interactive and mobile marketing, that is definitely becoming a very important kind of a thing. Here, I have talked about these things in IMC also, and in product management also, wherein growth of interactive options has actually enhanced the reach of the companies to the customers, but then it has made customers behave in a fluctuating manner. Even the loyal customers get tempted to test different kinds of products, for example, if you will just try to write on a piece of paper the products which you have been consistently using in the same form, with the same name, for the past three years and I am talking of specially consumer products apart from those products which are not being prescribed to you.

Channel transformation and disintermediation; that is how things are going on and a whole lot of changes are taking place and we should be naming Amazon and Flipkart and those kinds of people and organizations supporting this kind of a thing. Next, increased competition and inter-industry convergence. I have talked about competition earlier as well, here

direct/indirect substitution, alternatives all those elements would come alive which I have discussed with you earlier.

Globalization and growth of developing markets- today globalization is changing its form, we are intensely globalized but then COVID has taught us that we probably have to be self-reliant along with being globalized. So, 'Make in India' is an important thing in today's world, and then definitely we have to be associated with the whole world as well. So, it has to be a detailed exchange but the point is, to what extent and in which kind of product. So, these are the elements which are going to help organizations in redefining their marketing programs for developing activities and actions to support their brand value chain and brand exercise.

Heightened environmental community and social concerns are very important. Yesterday, I was addressing a seminar of senior executives and I talked to them about what mobile is going to do to their lives. My question was basically associated with technological aspects of mobile manufacturing, and then technology associated with mobile phone development as a device. But randomly and rapidly most of the answers which came to me were related to the social aspects of mobile communication and that is what we are talking of at this moment,

Severe economic recessions have taught us so many things. There was an economic recession in 2008. I would not say that there is a recession in COVID period, but during the recessionary phases we have seen the repercussions, we have seen the downturns or let us say a kind of reduction in economic growth.

So, I would be coming back to you with an intense discussion on all the 4 P's and developing marketing programs for enhancing and strengthening brand equity. Just revisit your marketing lessons.

I will be seeing you, goodbye.