

**Advertising & Promotion
Standard 4
Listening Guide**

Use the powerpoint to fill in the missing words

Students will understand the importance of brand image & consumer psychology used in advertising & promotion.

What is Branding?

- Identifying products and distinguishing them from competitor's products.

Names

- _____ is a _____
NAME – the name that identifies a company or organization.
- Town House Classic Crackers is a _____
NAME – the part of a brand that can be spoken such as a _____, _____, letter, _____ or any combination.

Symbols/ Designs/ Brandmarks

- The tree is the symbol for *Keebler*
It can not be spoken, but identifies the brand.
- Trade Characters*
The Keebler Elves
personify
the Keebler brand



Why Brand?

- Without brands, consumers _____ tell

Name _____
Class Period _____

one product from another and advertising would be difficult.

- Role of _____
 - Brands offer instant _____ & _____.
 - Brands promise a consistent, reliable standard of quality, taste, size, satisfaction, etc.
 - Brands must be built on differences in images, meanings & association.

Advantages of Branding

- For Consumers: _____
- For Advertisers: Builds brand equity. Offers customer loyalty, price inelasticity & long-term profits to the marketer

To Brand or Not to Brand

- Branding can be an _____
- Companies must be sure that their _____ will be worth the effort.
- This effort involves _____, _____, and _____ new brands which can cost between an estimated _____ million.

Characteristics of a Good Brand Name

- ⦿ The name should describe the product's _____ and _____.
- ⦿ The name should convey what the product does for the consumer and how it works.
 - > i.e. _____ gives consumer the impression that their motor oil will be changed quickly which saves them time.
- ⦿ The name should be easy to read, pronounce and remember.
 - > i.e. _____
- ⦿ The name should _____ which are appealing to consumers.
 - > i.e. *Lean Cuisine* is an appealing brand name for consumers seeking a low-calorie, high quality, delicious meal.
- ⦿ The name should be distinctive and set apart from other products.
- ⦿ The name should be adaptable to multinational marketing.
 - > i.e. *Kodak* is easy to pronounce by people who speak other languages.
- ⦿ The name should be adaptable to the passage of _____
 - > i.e. Arrow Shirts and A-1 sauce were created brand names before 1900, yet they are neutral and have with stood the test of time.



- ⦿ The name should be legally available. It is _____ to use another company's brand names.
- ⦿ The name should be appropriate for _____ and _____ (not too long for cans, boxes, billboards, etc.)

Stages of Brand Loyalty

- ⦿ **Brand** _____ – occurs when a new brand is introduced and becomes recognized by consumer through promotional media, distribution of coupons, free samples, etc.
- ⦿ **Brand** _____ – occurs after the brand has been purchased and consumers are satisfied with it. During this stage consumers prefer to purchase a brand based on their positive experience with that brand. If the brand is not available the consumer will purchase another brand.
- ⦿ **Brand** _____ – occurs when the consumer insists upon using “their” brand and will not accept a substitute.

Problems with Brands

- ⦿ The number of brands can be _____ & _____.
- ⦿ There are too many similar brands on the market
- ⦿ Branded products may be priced _____ than unbranded products.

- ⊙ Unsuccessful brands can hurt a company's image and or sale.

- ⊙ Some people believe that branding contributes to materialism in society.
 - > i.e. _____ clothes

- > Typically sold at lower prices in large retail chain stores such as Sears, Wal-Mart
- > i.e. Western Family
- ⊙ _____ Brands – Brand names that other companies can buy the right to use.
 - > i.e. Disney Products

Types of Brands

- ⊙ _____ Brands – assign a unique name to each product a manufacturer produces. Companies designate distinct target markets for each product and develop a

Brand Strategies & Positioning

- ⊙ Marketers design & routinely check their goals & strategies. They create an image appropriate to the brand's position.
 - > Brand _____ is defined as the way consumers see the brand as compared to competitive brands often based on quality & the point of difference (the factor that separates the brand from its competitors)
 - > Brand Repositioning is re-evaluating the brands' _____, _____ and benefits & making necessary changes in order to change the way in which consumers see the brand.

- ⊙ Can be Expensive

> i.e. Unilever markets its toothpaste individually as AIM, Pepsodent & Close-Up

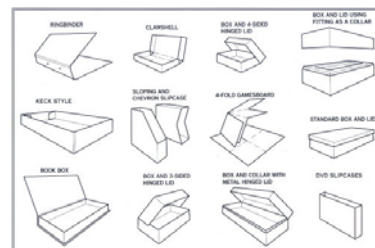


> Family Brands – Marketing of various products under the same umbrella name. Cost effective but a bad product line can hurt the whole family.

- ⊙ _____ (or Manufacturer's) Brands – Product brands are marketed in several regions of the country

> Expensive for manufactures to market
> i.e. Coca-Cola

- ⊙ _____ Labels – Personalized brands applied by distributors or dealers to products supplied by manufactures



Considerations In Package Design

- ⊙ Identification – unique combination of trade name, trademark or trade character
 - > _____ design
 - > quickly _____
 - > High _____
- ⊙ Containment, Protection & Convenience
 - > Must adhere to legal protection requirements, easy to stack, display, carry, open & store
- ⊙ Consumer Appeal - Results from _____, _____, _____, shape or packaging & environmental awareness
- ⊙ Cost-of identification, protection, convenience & consumer appeal

Consumer Psychology

- ⊙ is the study of _____, _____, _____, and _____ people do or do not _____ product.
- ⊙ provides opportunities to examine issues such as:
 - > what factors are most important when people decide to purchase a particular item.
 - > how customers determine the value of a service
 - > whether or not advertisements can convince a reluctant consumer to try a new product for the first time.

Consumer Psychology Elements

- ⊙ _____ & _____
 - > Easy to recognize, memorable, geared to the target audience
 - > Color
 - > Knowledge of how color affects different target markets and emotions
- ⊙ _____, _____ & _____
 - > for ambiance, give an advertisement a “feel”
- ⊙ Pricing
 - > Odd-Even (\$4.99), Prestige, Multiple unit, Promotional, Everyday low price, Loss leader



Save \$380 UP TO Instantly! on any Sprint Smart Phone when you sign up for a \$59.99 per mo. Sprint Voice Plan!*

*Requires 2-year Sprint service agreement & qualifying Sprint Smart Phone.
*Restrictions apply. See page 41 for details. Sprint mail-in rebate requires Data plan activation of \$25 or higher.

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