

**CHAPTER
12**

Branding

Part 1: Content Review

Matching

Write the letter for the correct term for each definition on the line provided.

- _____ 1. Protects taglines, names, graphics, symbols, or any unique method to identify a product or company.
- _____ 2. Consumer product that lacks a widely recognized name or logo.
- _____ 3. Tagline or slogan set to music.
- _____ 4. Animal, real or fictional person, or object used to advertise a good or service.
- _____ 5. Actions of a business to further social good.
- _____ 6. Brand created by a manufacturer for its own products.
- _____ 7. Something that comes from a person’s mind, such as an idea, invention, or process.
- _____ 8. Picture, design, or graphic image that represents a brand.
- _____ 9. Statement made by an organization to its customers that tells customers what they can expect from its products.
- _____ 10. Way in which a business wants to be perceived by customers.

Terms

- A. brand identity
- B. brand promise
- C. corporate social responsibility (CSR)
- D. generic brand
- E. intellectual property
- F. jingle
- G. logo
- H. national brand
- I. trade character
- J. trademark

Completion

Fill in the blanks with the term that best completes each sentence.

Terms

- | | | |
|---------------|---------------------|--------------|
| brand equity | metaphor | service mark |
| brand loyalty | naming rights | tagline |
| brand name | private-label brand | tangible |
| intangible | | |

- 1. Customer dedication to a certain brand of product is known as _____.
- 2. _____ is the value of having a well-known brand name.
- 3. A(n) _____ is similar to a trademark, but it identifies a service rather than a product.
- 4. A(n) _____ is a phrase or sentence that summarizes some essential part of the product or business.

5. A(n) _____ is owned by and created specifically for large retailers.
6. The name given to the product consisting of words, numbers, or letters that can be read and spoken is a(n) _____.
7. The _____ elements of a brand include the implied promise of the brand, consistency of the brand, and customer perceptions of the brand image.
8. The _____ elements of a brand can be seen and heard.
9. A word or phrase for one thing used in reference to a very different thing in order to suggest a similarity is a(n) _____.
10. Some large corporations buy the _____ for sports stadiums, convention centers, and other public places to show their support for a community.

True or False

Decide whether each statement is true or false. If the statement is true, write *True* on the line provided. If the statement is false, write *False* and rewrite the statement to make it true.

1. Not all goods, services, and businesses have a brand.

2. A logo may also be called a brand mark.

3. Packaging does not always include labeling.

4. Metaphors are often used in advertising as a way to enhance the perceived value of a product.

5. Customers do not always remember failed expectations.

6. The true power of a brand lies in its ability to influence purchasing behavior.

7. Product features cannot easily be copied by the competition and are unique.

8. Customer experience with the brand is the main factor in brand loyalty.

Name _____

9. Research has shown that it costs twice as much to attract a new customer as it does to keep an existing one.

10. Trademarks and service marks protect the product itself from theft.

Part 2: Concept Review

Brand Names

What do Boeing, Ford, and Marriott have in common? They are all large international companies named after the founders, which means the founders' names are considered to be strong brands. In fact, these brand names are almost synonymous with their products. William Boeing started the Boeing Airplane Co. Henry Ford started the Ford Motor Co. J. Willard Marriott started the Marriott Corporation (hotels and foodservice). Answer the following questions about brand names.

1. List five brands named after people. For each one, describe the product that the brand stands for. Then, describe the image of the brand.

A. Name: _____

Product: _____

Image: _____

B. Name: _____

Product: _____

Image: _____

C. Name: _____

Product: _____

Image: _____

D. Name: _____

Product: _____

Image: _____

E. Name: _____

Product: _____

Image: _____

2. List five brands that are *not* named after a person. For each brand, describe the product and the image of that brand. Then, explain why the brand name works.

A. Name: _____

Product: _____

Image: _____

Why name works: _____

- B. Name: _____
Product: _____
Image: _____
Why name works: _____
- C. Name: _____
Product: _____
Image: _____
Why name works: _____
- D. Name: _____
Product: _____
Image: _____
Why name works: _____
- E. Name: _____
Product: _____
Image: _____
Why name works: _____

Your Name as a Brand

Imagine that your name is the brand for a company or product. What kind of product would it be? What kind of image would it have? Describe your brand and product by answering the questions that follow.

1. What is your brand name? You can include other words in your brand name, such as Joseph Patel Paints or Karrie's Beauty Salon.

2. Describe your product.

3. Create your tagline or slogan.

Name _____

4. When people hear or see your brand name, what image do you want them to have?

5. What distinguishes your brand from others in the same field?

6. How would you represent your brand when you market it?

7. What would you wear when you market your brand?

8. What would you be seen doing when you market your brand?

9. Why should customers buy your brand instead of your competitors'?

10. What benefits does your brand offer?

Brand Loyalty

Some customers will only buy a certain brand of a product. They would rather do without that product than buy another brand. One such product is Heinz ketchup. It does not matter how its price compares with other brands, how many brands of ketchup grocers stock, or what new varieties of ketchup are introduced. Heinz continues to keep and even increase its market share. Its share of the US ketchup market continues to be greater than 50 percent. Answer the questions that follow using complete sentences.

1. Ketchup is a product with little to distinguish one brand from another. Why do you think people prefer and buy Heinz?

2. What do you think a company like Heinz does or can do in order to maintain and increase brand loyalty?

3. List three brand-name products that you, your family, or your friends insist on buying.

4. Choose one product of the products you listed in the previous question and explain why you (or they) are loyal to that brand.

Name _____

- Using the same product as you selected for question 4, explain what might cause you to purchase a different brand.

Part 3: Marketing Math

Negative Numbers

Business losses are written as negative numbers. For example, suppose as a marketing manager you have a \$6,000 monthly marketing budget. However, in one month you had marketing expenses of \$6,500. To find the difference between the budgeted amount and the actual expenses, you would subtract \$6,500 from \$6,000, which results in $-\$500$. This number is read as a negative 500 dollars. Negative numbers can also be expressed by using parentheses. In the same example, $-\$500$ dollars could also be expressed as $(\$500)$.

The following example will help you understand and work with negative numbers. Assume you are standing on level ground. You begin to dig a hole in the dirt using a spoon. You remove 12 spoonfuls of dirt (or -12). You then remove another 9 spoonfuls of dirt (or -9). How many spoonfuls have you removed altogether? If you said 21 spoonfuls, you would be correct ($-9 - 12 = -21$). One might say that you are 21 spoonfuls *in the hole* or a *minus 21*.

While at -21 , suppose you replace 6 (or $+6$) spoonfuls of dirt into the hole. Now what is your status? By replacing 6 spoonfuls, you are now at -15 spoonfuls of dirt ($-21 + 6 = -15$).

Perform the following calculations. If you are unsure whether to add or subtract the numbers, think in terms of *spoonfuls of dirt*. Also, use estimation to help you determine whether your answer is correct. An example problem is completed for you.

Example	
Actual	Estimate
-16	-20
-45	-50
Total	
-61	-70

Problem 1	
Actual	Estimate
-27	
-82	
Total	

Problem 2	
Actual	Estimate
-83	
-12	
Total	

Problem 3	
Actual	Estimate
-124	
-475	
Total	

Problem 4	
Actual	Estimate
874	
-268	
Total	

Problem 5	
Actual	Estimate
-882	
-457	
Total	

Problem 6	
Actual	Estimate
-1,358	
-4,752	
Total	

Problem 7	
Actual	Estimate
-5,720	
6,100	
Total	

Problem 8	
Actual	Estimate
306,771	
-388,539	
Total	

Problem 9	
Actual	Estimate
-145,963	
238,960	
-439	
-167,904	
455,790	
Total	

Problem 10	
Actual	Estimate
1,245,969	
-4,118,430	
8,936,408	
12,268,004	
-3,662,804	
Total	

Name _____

Part 4: Be Your Own Leader

Team Members

Every leader needs a great team. Your team members want you to succeed, reach your goals, and take risks. Your team wants to help you along your leadership journey. These are the people who are, or could be, your mentors as you build your leadership skills.

Identify people who have qualities you want on your team. You may choose people that you do or do not know personally or who are no longer living—it is your decision. List five people who you want on your team. Once you have completed the list, answer the questions.

1. People I want on my team:

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____

2. Explain why you would want each of these people on your team.

- A. _____

- B. _____

- C. _____

- D. _____

- E. _____

3. How might your team members change over time?

4. Who do you think might invite you to be part of his or her team?

5. If you were on someone else's team, how would you support that person as the leader of the team?
