

The Brand

Lesson 1.

LUMSA
UNIVERSITÀ

What is a brand?




BOTTLED AT THE SOURCE, SAN PELLEGRINO TERME - ITALY
S.PELLEGRINO
SPARKLING NATURAL MINERAL WATER
S.PELLEGRINO
VERY LOW SODIUM
6 x 8.45 OZ BOTTLES (50.7 fl.oz.) 1.5 LITERS
NATÜRLICHES MINERALWASSER MIT KOHLENSÄURE VERSETZT
AGUA MINERAL NATURAL GASIFICADA


PELLEGRINO

And what about this bottle?





EVIAN CHIARA FERRAGNI

Formato: 12 Bottiglie da 75 cl. in vetro.
Tipologia: Naturale
Provenienza: Francia

Consegna in circa 10 giorni

EUR 72,50

QTÀ: 1 ACQ

+ aggiungi alla wishlist

Even during the Pandoro scandal

Ferragni, l'impennata dei prezzi (dei suoi prodotti) su eBay: fino a 600 euro per il pandoro Balocco. Dall'acqua alle uova (in vendita anche le lacrime): le cifre folli

Venerdì 22 Dicembre 2023, 12:00 - Ultimo aggiornamento: 23 Dicembre, 14:57

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di Fausto Caruso

1 Minuto di Lettura

L'acqua, il pandoro, le uova, ma anche le lacrime. Mentre la Ferragni perde consensi sui social e contratti con i brand (Safilo si è già defilato), dopo il caso Balocco, sulle aste on-line i prodotti da lei sponsorizzati schizzano nell'Olimpo delle ricerche. È caccia su eBay al pandoro Balocco griffato Chiara Ferragni (ma non solo). Nonostante il dolce sia scaduto (ad aprile 2023) si è aperta una vera e propria asta su internet. Con persone che mettono in vendita il prodotto fino a 600 euro (negli scaffali dei supermercati si trovava a 9 euro).

1. Ferragni, l'impennata dei prezzi (dei suoi prodotti) su eBay: per il pandoro fino a 600 euro
2. Ferragni, il pandro su eBay a 600 euro
3. Le uova di pasqua sono introvabili
4. All'asta anche l'acqua
5. Il barattolo di lacrime

Ferragni, il pandro su eBay a 600 euro



Nuovo | Venditore privato

EUR 95,00

0 offerte · 1g 12h
o Proposta d'acquisto
+EUR 8,00 di spedizione



Pandoro Chiara Ferragni Balocco
Nuovo | Venditore privato

EUR 85,00

o Proposta d'acquisto
Spedizione gratuita



Pandoro Chiara Ferragni + Zucchero a velo in omaggio
Nuovo | Venditore privato

EUR 600,00

o Proposta d'acquisto
Ritiro gratuito dell'oggetto in zona

Risultati trovati con meno parole



Pandoro Ferragni Balocco Per Collezionismo
Nuovo | Venditore privato

EUR 100,00

0 offerte · 5g 6h
o Proposta d'acquisto
+EUR 15,00 di spedizione

Forbes

EDITORS' PICK | LEADERSHIP > CAREERS

How Taylor Swift Built A Billion-Dollar Brand Identity

By Goldie Chan, Senior Contributor. I explore personal branding and storytelli... Follow Author

Dec 04, 2023, 12:00pm EST

Save Article Comment 0



GLENDALE, ARIZONA - MARCH 17: Taylor Swift performs onstage for the opening night of "Taylor Swift | ... [+] GETTY IMAGES

"Best believe I'm still bejeweled / When I walk in the room / I can still make the whole place shimmer," - Taylor Swift, "Bejeweled"

NOW PLAYING: Z



FORBES' FEATUR

Anything can be branded



A brand can be a person, place, firm, or organization

Source: Strategic Brand Management, 4th ed. – Kevin L. Keller, Pearson 2013

Origin of branding

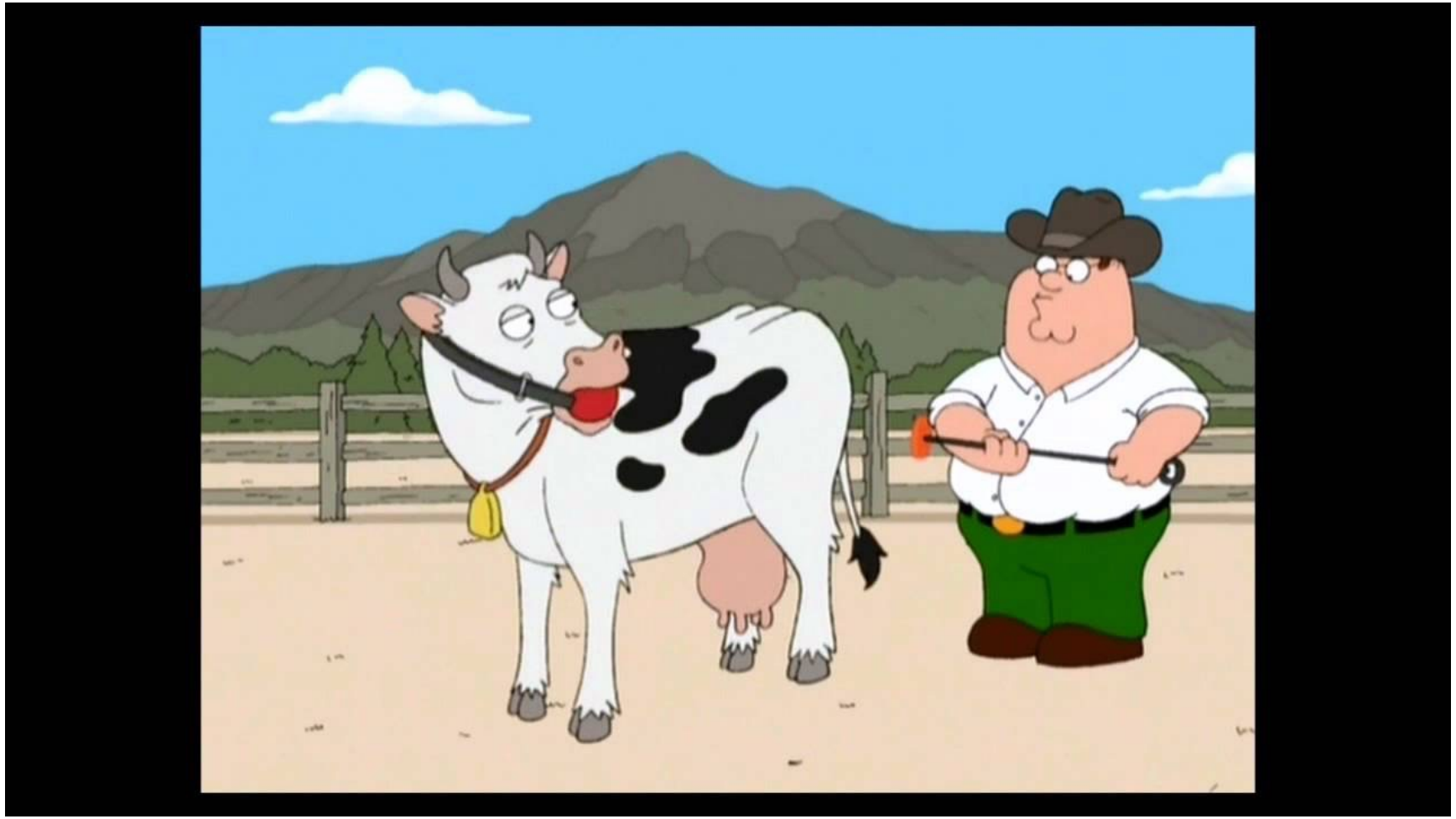
Origin of branding

2'22''



Branding for Designers – Sean Adams – Lynda.com

Originally, brand meant ownership



Branding for Designers – Sean Adams – Lynda.com

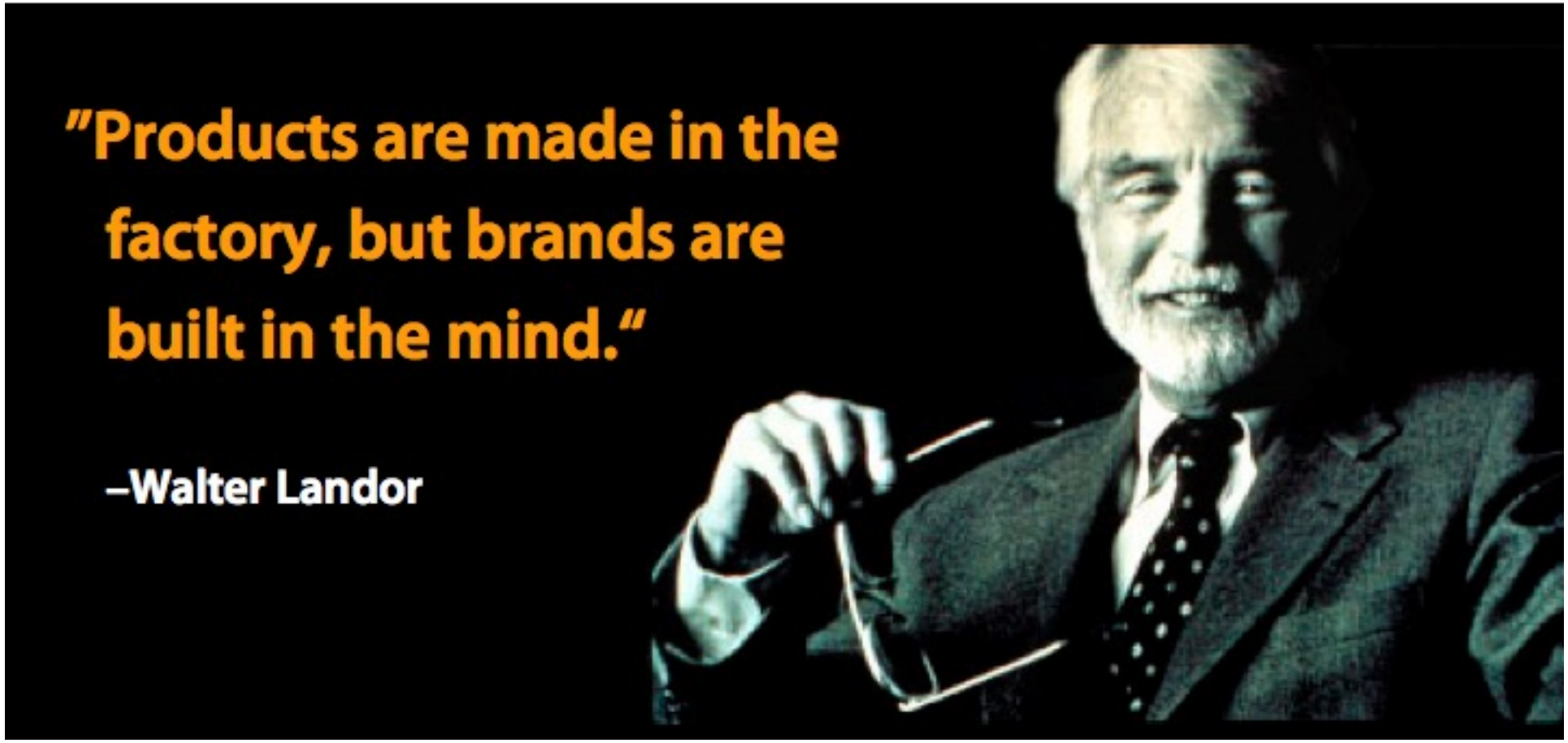
And now?

What is a Brand?



Branding Foundations – Drew Boyd – Lynda.com

The Brand is a promise


"Products are made in the factory, but brands are built in the mind."
–Walter Landor

Brand logos and brand names are the **visual cues** to trigger that locus of emotions that the brand promises you

Logo associations… let’s go to menti.com



Mentimeter

What does this brand stand for? What is its promise?

- Products
- Qualitative standards
- Aesthetics
- Status symbol
- Price
- .....



We can differentiate between

Brand Identity
(how the brand owner WANTS the brand to be perceived)



Brand Image
(how it is actually perceived)

The **brand** is how
everything (the company does)
is **perceived.**
(brand = brand image)

Definitions of brand and branding

American Marketing Association. 2011

Brand:

A name, term, design, symbol, or any other feature that **identifies one seller's good or service** as distinct from those of other sellers.

The legal term for brand is trademark.

Kevin L. Keller. 2015

Branding is the process of **giving meaning to a specific company, product or service** by **creating and shaping a brand in consumers' minds**.

It is a strategy designed by companies to help people **quickly identify** their products and organization and give them a **reason to choose** their products over the competition's by clarifying what this particular brand is and is not.

Kevin L. Keller

Branding creates **mental structures** and helps consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm.

The key to branding is that **consumers perceive differences** among brands in a product category.

Source: Strategic Brand Management, 4th ed. – Kevin L. Keller, Pearson 2013

The two dimensions of brands

Keller defines a **brand** as a product that **adds** either

- **rational and tangible dimensions** (related to product performance), the "**brand skills**"
- or **symbolic, emotional and intangible dimensions** (related to what the brand represents) that differentiate it from other products designed to fulfil the same need.[1] The "**brand charisma**"

[1] Keller, K.L. (2008), Building, Measuring, and Managing Brand Equity, 3rd edition. Upper Saddle River, NJ: Prentice Hall.

The brand structure

Kapferer. 1992

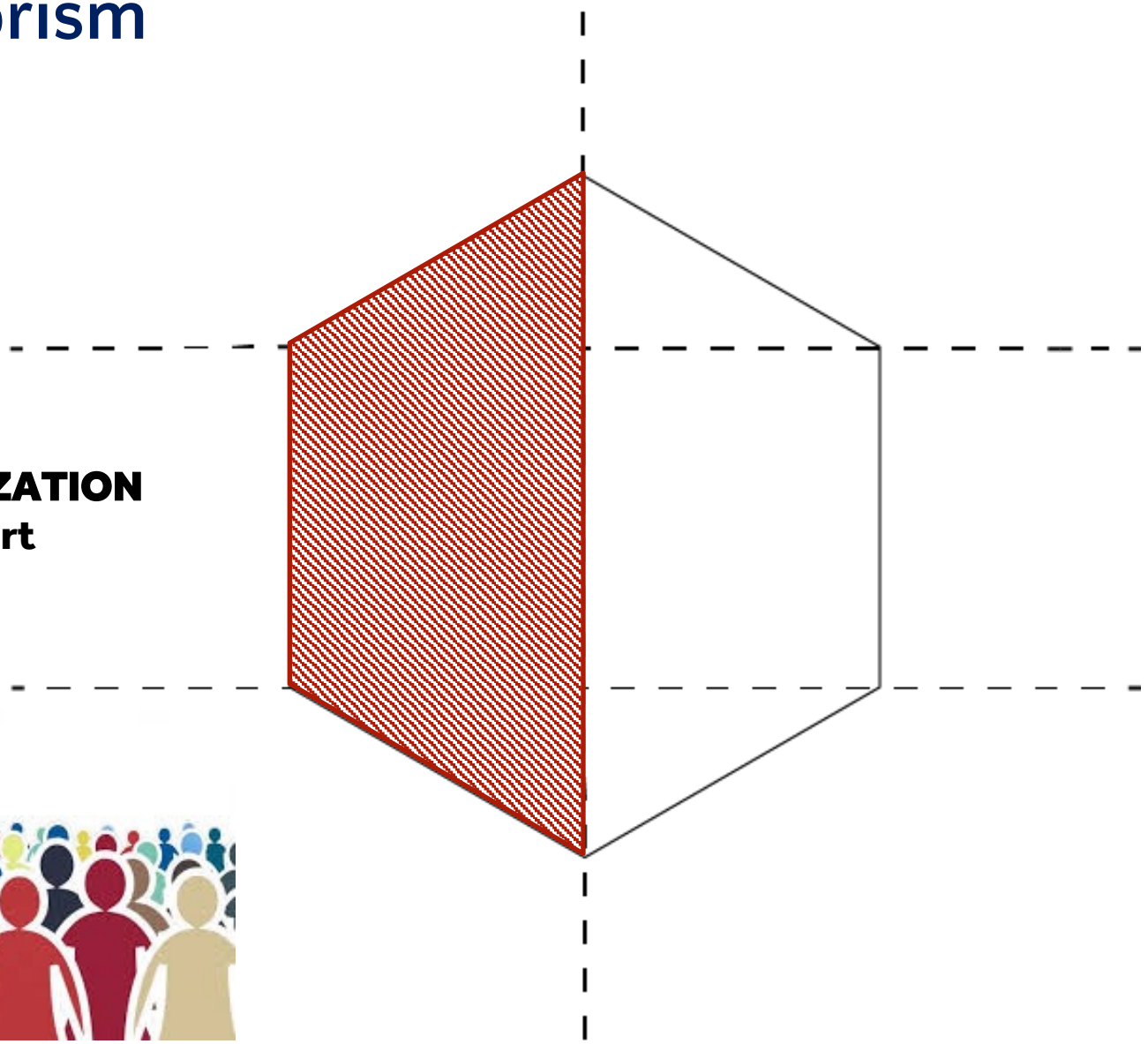
Kapferer has emphasized
brand as an **identity structure**
with 6 integrated facets of personality, culture, self-projection, physique, relationship and reflection.

Kapferer, J.-N. (1992). Strategic brand management: New approaches to creating and evaluating brand equity. New York: The Free Press.

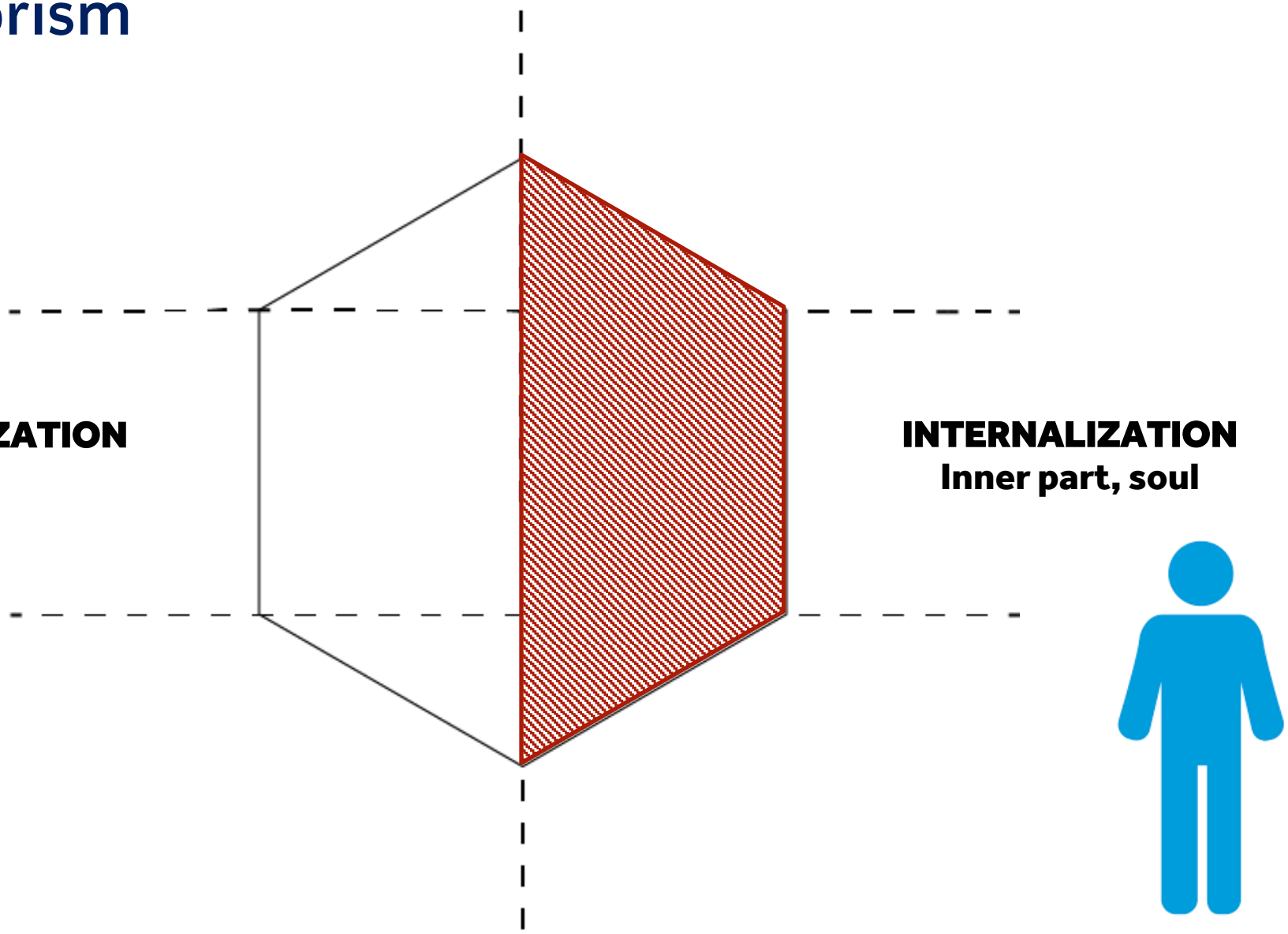
Kapferer's prism

EXTERNALIZATION
social part

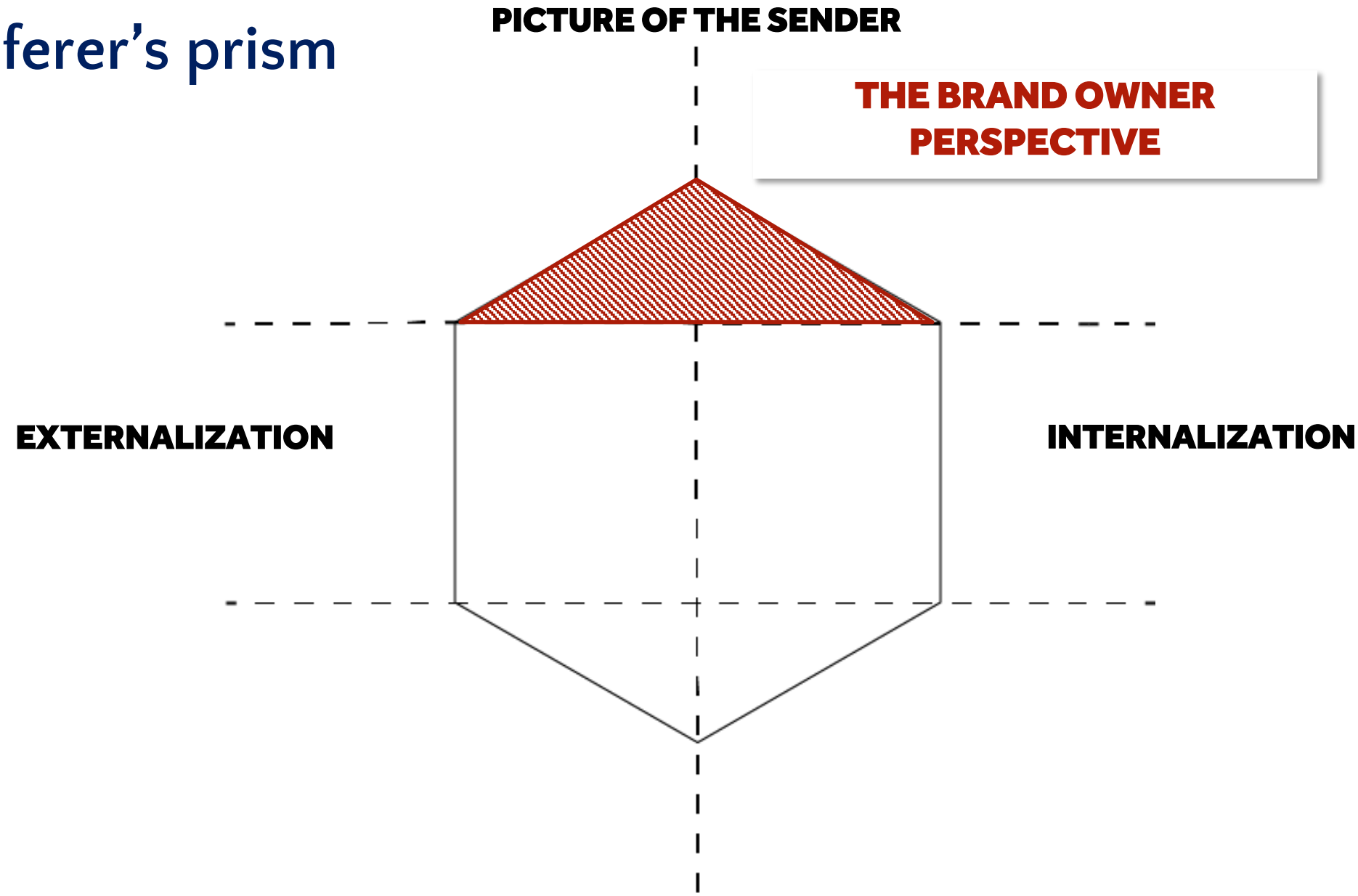




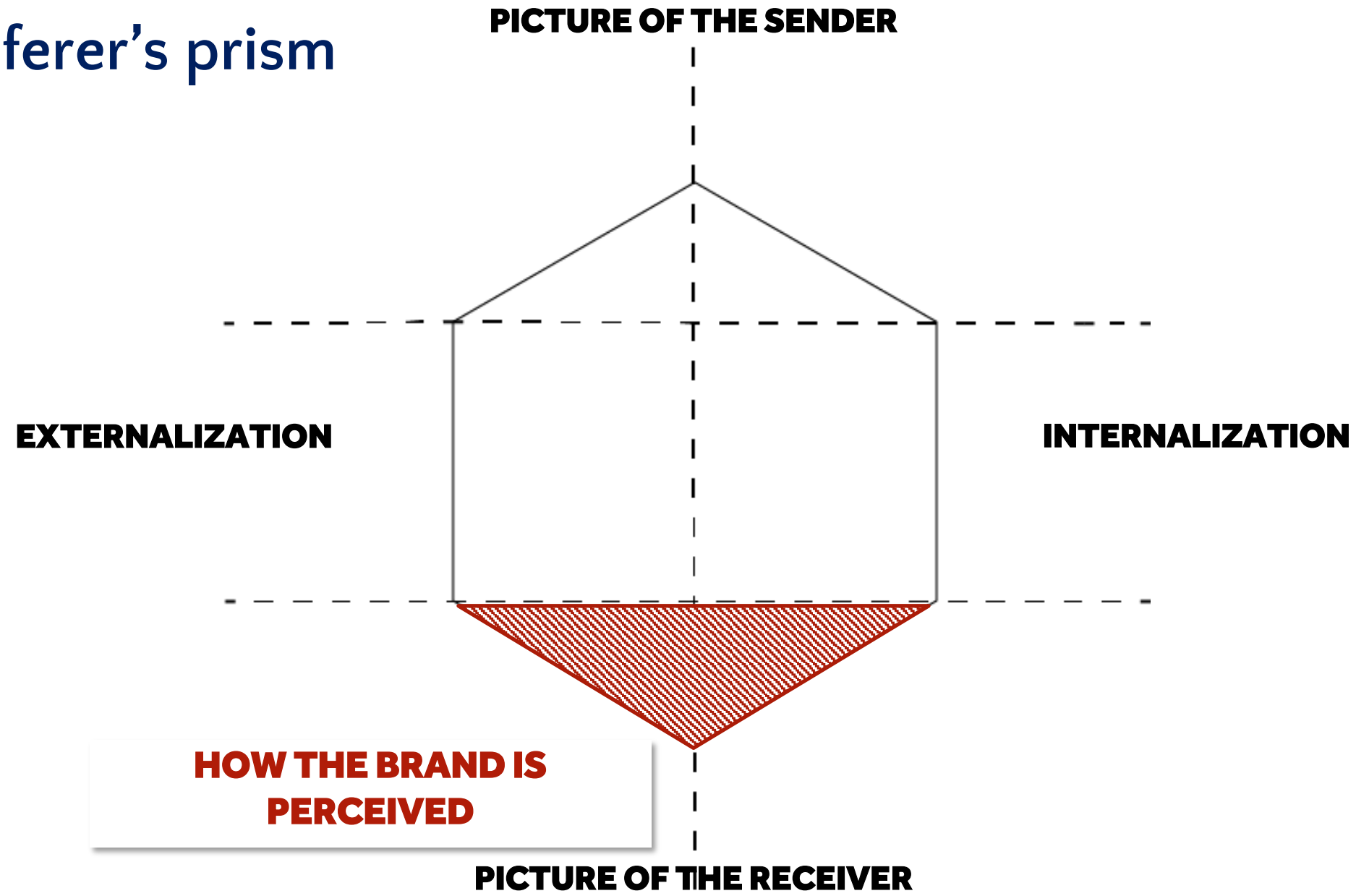
Kapferer's prism



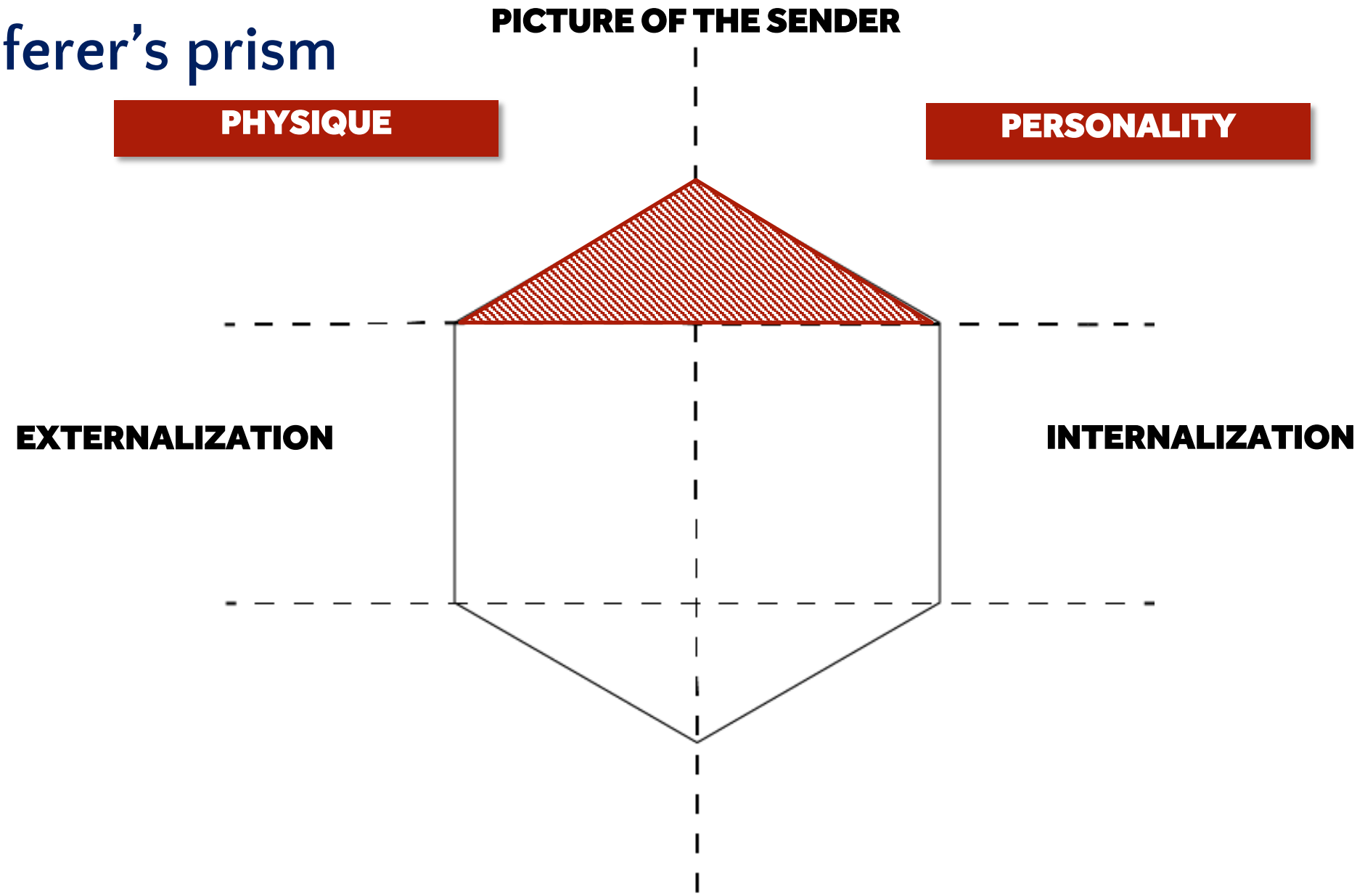
Kapferer's prism



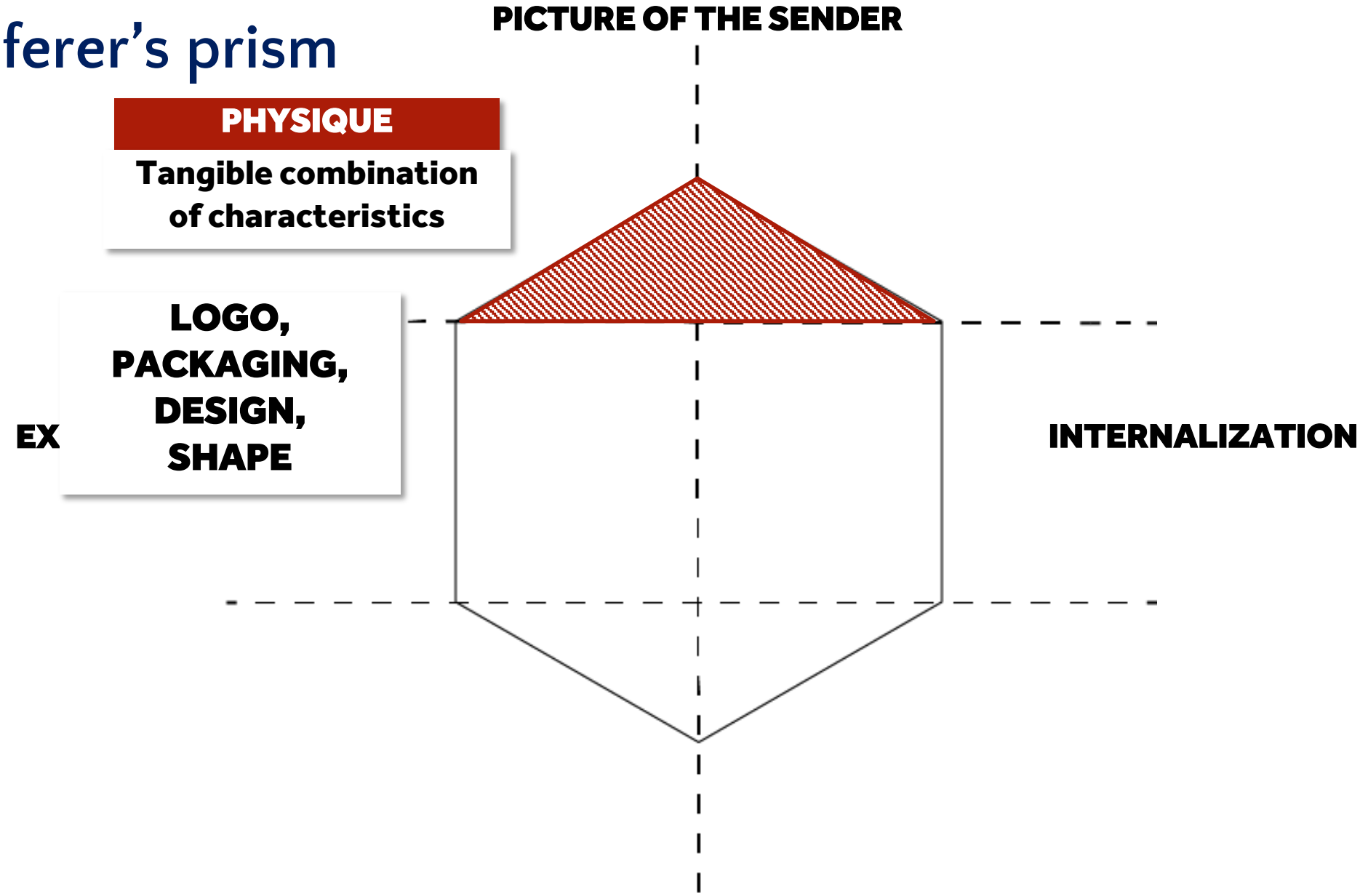
Kapferer's prism



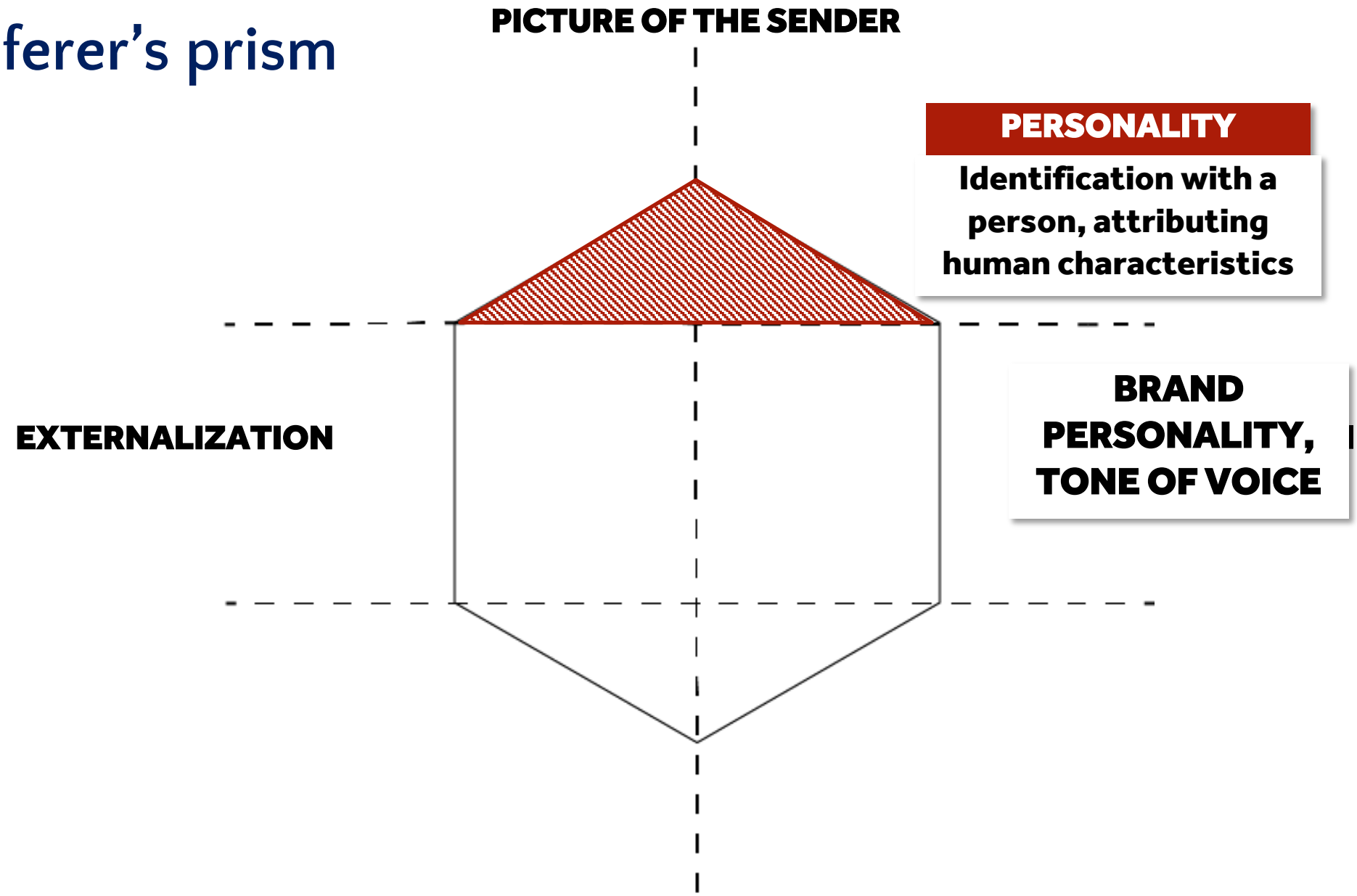
Kapferer's prism



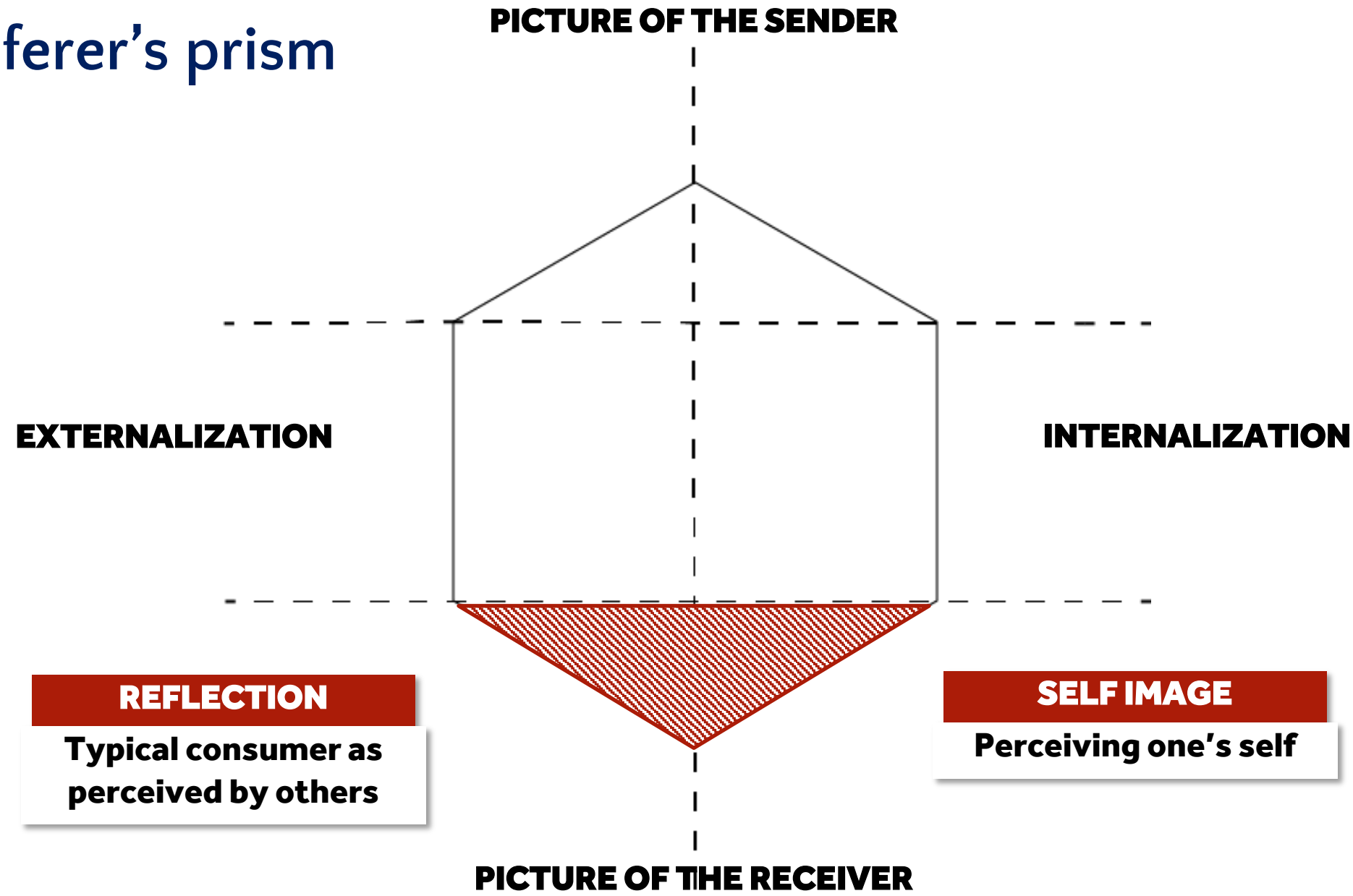
Kapferer's prism



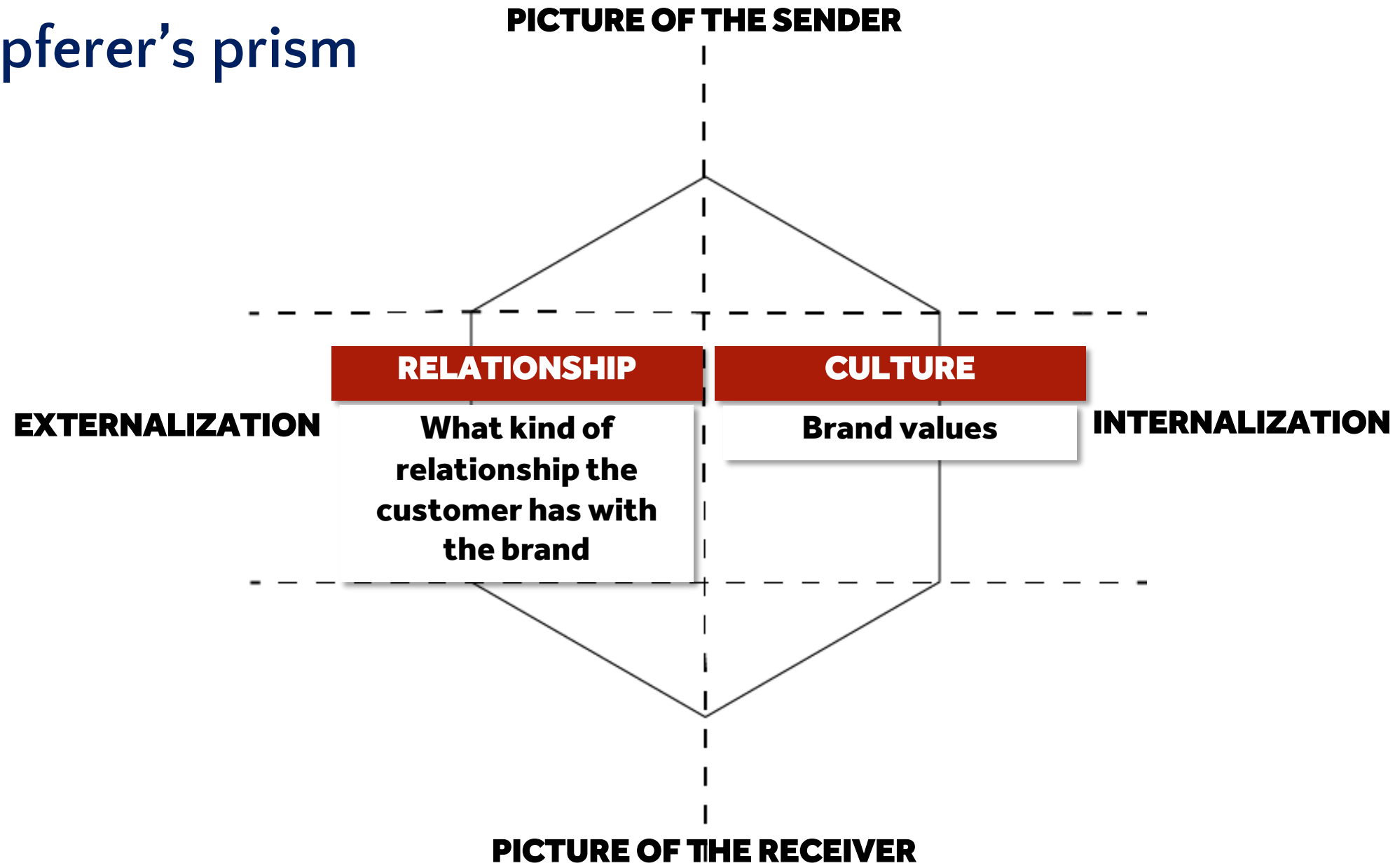
Kapferer's prism



Kapferer's prism



Kapferer's prism



Let’s see an example

Physics;
Dynamic and powerfull red and gold colors
Logo:Two muscular bulls againts each other stand for power and ambitious

Personality;
Energetic
Risk-taker
Crazy
Funny
Sportive

Relationship;
Gives wings and energy to,
-Extreme sport events
-Dance events
-Music events



Culture;
Sport
Music
Challenging

Reflection;
Young, dynamic and creative people who like challenging the limits

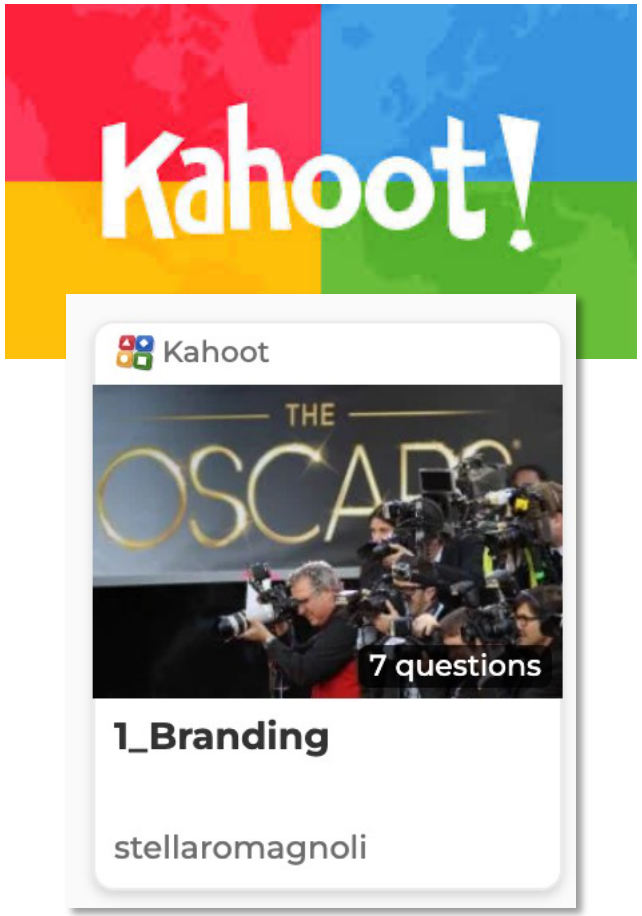
Self-Image;
Adventurous
Daring
Dynamic
Cool

Let’s try it



Mentimeter

And now let’s play



Sources

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