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Branding Process

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1. Conducting research is the first stage of the branding process and comes in the beginning when the brand is in progress. It provides information on the customers and their competitors. Developing a strategy on how to build the brand is the second stage and comes when the brand establishes what the brand will be. Designing the brand identity is the third stage which comes when the brand decides how their products and marketing will be displayed to the public along with the mission, values, and essence of the brand. The last stage is managing assets which comes when the brand starts to buy and sell their products. This includes the stores, products, employees, and customers.
2. Critical points
 - a. Brand positioning: how the brand appeals to the public alongside their competitors
 - b. Brand promise: what the brand provides for the their customer physically and emotionally
 - c. Brand personality: how the brand looks and represents to their customers
 - d. Brand story: the journey how the brand grew and the evolution of the brand
 - e. Brand Associations: how the brand contributes to society outside of shopping
3. The major differences between a brand and product is that a brand could be a product but the product can't be a brand. The brand is what the product is associated with. You can physically touch a product but you can't physically touch a brand. The brand is the idea of the product. For example, shampoo is made by different brands. You can differentiate the brand by how the product looks. The product is a representation of the brand. The same goes with shoes. Different brands make shoes according to their style and personality. It's distinctive which shoe goes to which company by the design. The shoe is a representation of the brand.