

## **Brand**(ing Platform Types (New) ...

Branding is a crucial aspect of marketing that helps to identify and differentiate products, services, or organisations. Here are some key types of branding:

### **Co-brand and Co-branding**

#### **Co-brand**(ing (Partnership/Collaboration/Alliance)

e.g. Apple+Nike. Apple+Motorola. Puma+Starck. Redbull+GoPro. Audi+Bose. Audi+Bang & Olufsen. Oneworld Alliance / Star Alliance ...

**Co-brand** generally refers to a product or service that is explicitly associated with two or more brands. These brands come together to combine their strengths, market presence, and brand equity in a collaborative effort. A co-brand might carry the logos and brand markers of both companies and is designed to benefit from the reputation and customer base of each.

**Co-branding** is a strategic marketing and branding partnership between two or more companies where they collaborate to create a unique product or service, leveraging each other's brand strengths to enhance perception, reach a wider audience, and increase value. Co-branding can take various forms, such as promotional co-branding, ingredient co-branding, and joint venture co-branding. The aim is typically to combine resources, share costs, and capitalize on the distinct brand attributes of each partner, such as trust, quality, or customer loyalty. This strategy often helps companies tap into new markets, expand their customer base, and enhance their offerings by associating with partners whose capabilities complement their own.

### **Co-brand and Co-branding incl., some examples**

**Co-brand** refers to a product or service that is jointly offered by two or more brands. It typically carries the branding elements—like logos and design motifs—of all the brands involved. This collaboration allows each brand to leverage the strengths and market presence of their partners, potentially reaching a broader audience and enhancing overall brand equity.

**Co-branding**, on the other hand, is a strategic partnership where two or more companies team up to work on a marketing strategy or product development that combines their brand identities. This strategy is used to capitalize on the reputation and strengths of each collaborating brand. Here are some common forms of co-branding along with examples:

1. **Ingredient Co-branding:** This occurs when one brand's product is used as an ingredient or component in another brand's product. For example, Intel processors in Dell computers. The "Intel Inside" campaign is a classic example where Intel's brand was used to endorse the quality of the computers made by its partners.

2. **Promotional Co-branding:** In this strategy, brands collaborate on a promotional campaign or event that synergistically benefits all involved. A famous example is the Uber and Spotify partnership, where users could personalize their rides by playing their Spotify playlists during Uber rides.

3. **Joint Venture Co-branding:** This involves two or more companies jointly creating a new entity or product, leveraging the strengths of each. An example is Sony Ericsson, where Sony and Ericsson combined their expertise in consumer electronics and telecommunications respectively to produce mobile phones.

4. **Retail Co-branding:** This occurs when a retailer partners with a brand to sell exclusive merchandise. An example is the Target and Lilly Pulitzer collaboration, where Target sold an exclusive line of clothing and accessories designed by Lilly Pulitzer, attracting both Lilly Pulitzer's high-end customers and Target's broad customer base.

Each form of co-branding serves different purposes, from expanding market reach to enhancing product offerings, and can significantly boost brand visibility and consumer trust when executed effectively.

## Sub-brand and Sub-branding incl., some examples

### Sub-brand(ing)

e.g. Scion—Toyota—Lexus. Hugo—Hugo Boss—Boss.

A di Alessi—Alessi—Officina Alessi. Emporio Armani—Giorgio Armani—Armani+ ...

A **sub-brand** is a secondary brand that operates under the umbrella of a main brand but has its own brand identity, including unique branding elements like names, logos, and marketing strategies. This approach allows a company to target specific market segments without diluting the main brand's reputation or overarching identity.

**Sub-branding** is the strategy of creating a sub-brand to cater to different customer needs or market segments while still leveraging the equity of the parent brand. Sub-branding can help a company expand its market presence, explore new categories, or differentiate offerings within its portfolio without confusing consumers.

### Examples of Sub-branding

1. **Google and Google Nest:** Google Nest is a sub-brand focused on home products like smart thermostats, smoke detectors, and security systems. This branding strategy allows Google to expand into home automation while keeping its core brand focused on internet-related services.

2. **Toyota and Lexus:** Lexus is a luxury vehicle sub-brand of Toyota. It targets the premium segment of the car market, offering high-end features and superior quality. This allows Toyota to compete in the luxury car market without changing the perception of its main brand, which is known for reliability and affordability.

3. **Coca-Cola and Diet Coke:** Diet Coke is a sub-brand of Coca-Cola targeted at consumers looking for low-calorie soda options. It has its own distinct marketing campaigns and product design but benefits from the strong brand recognition of Coca-Cola.

4. **Sony and PlayStation:** PlayStation is a sub-brand of Sony focused exclusively on gaming and related entertainment. This sub-branding allows Sony to dominate a niche market with highly specialised products while maintaining its broader reputation in electronics and entertainment.

These examples illustrate how sub-branding can be used to address different customer needs or values without compromising the parent brand's identity, allowing businesses to diversify their offerings and strengthen their market position.

### Component-brand and Component-branding incl., some examples

**Component-brand**(ing (incl., **Ingredient-brand**(ing) e.g. Nike Air, Nike Shox. Nike Flyknit. Intel Inside. Apple MagSafe, Apple Retina Display, Apple Multi-touch Apple M2 Chip. Ecco Shock Point. Tefal Thermo Spot. Gillette Lubrastrip. Ingredient-brand(ing): Xylitol. Dupont Teflon. 3M Thinsulate ...

**Component-brand** refers to a specific part or ingredient within a product that is branded separately from the final product itself. This allows the component to carry its own brand identity and reputation, which can add value to the end product by highlighting the quality or uniqueness of the component.

**Component-branding** is a strategy where manufacturers market a distinctive component or ingredient within their products under its own brand name. This approach enhances the perceived value of the final product and can influence purchasing decisions by showcasing the inclusion of a high-quality or innovative component.

### Examples of Component-branding

1. **Intel and "Intel Inside":** Perhaps the most iconic example of component-branding, Intel's processors are marketed as key, desirable features in computers and laptops. The "Intel Inside" campaign helped establish Intel as a mark of quality in computing technology, encouraging consumers to look for computers powered by Intel processors.

2. **Gore-Tex in Outdoor Clothing:** Gore-Tex is a waterproof, breathable fabric membrane used in many high-end outdoor clothing brands. Products featuring Gore-Tex market this component heavily, using the Gore-Tex brand to signify durability and protection against weather, thus allowing clothing manufacturers to command higher prices.

3. **Dolby Technologies in Consumer Electronics:** Dolby licenses its sound technology to various consumer electronics manufacturers, who then highlight Dolby's audio enhancements in their products. From smartphones to home theatre systems, featuring Dolby technologies enhances consumer perception of sound quality.

4. **Shimano in Bicycles:** Shimano is renowned for its cycling components, such as gears and brakes, which are used in various bicycle brands. Bikes featuring Shimano components often advertise this fact to appeal to consumers who recognise Shimano's reputation for quality and reliability in cycling gear.

**Component-branding** is particularly effective in markets where the components can significantly impact the performance and desirability of the final product. It allows component manufacturers to build a distinct brand identity and create additional value in the supply chain.

### **Define: Ingredient-brand and Ingredient-branding incl., some examples?**

**Ingredient-brand** refers to a specific material, component, or ingredient used in a product that is branded distinctly from the final product. This approach leverages the reputation and quality of the ingredient to enhance the overall appeal of the product it is used in.

**Ingredient-branding** is a marketing strategy where the manufacturer of an ingredient or component promotes it as a brand in its own right, distinguishing it from other components in the market. This strategy aims to add perceived value to the end product by emphasising the quality, performance, or unique characteristics of the branded ingredient.

### **Examples of Ingredient-branding**

1. **Intel and "Intel Inside":** One of the most successful examples of ingredient branding, Intel's processors are promoted as key components in computers. The "Intel Inside" campaign helped consumers recognise Intel as a symbol of quality and innovation in computing, encouraging them to seek out products containing Intel components.

2. **Gore-Tex:** This is a high-performance fabric used in outdoor and all-weather gear. Products that include Gore-Tex, such as jackets and shoes, prominently display the Gore-Tex logo, signalling superior waterproof and breathable properties that appeal to consumers looking for durable outdoor wear.

3. **Microban:** This is an antimicrobial technology used in various consumer, industrial, and medical products. Products infused with Microban advertise this ingredient to highlight their enhanced antimicrobial protection, appealing to health-conscious consumers.

4. **Lycra:** A brand of stretch fiber used in clothing, especially in sportswear and active apparel. Garments made with Lycra are often marketed using the Lycra brand to emphasise comfort, fit, and freedom of movement, attributes that are highly valued in sports apparel.

**Ingredient-branding** not only enhances the final product's marketability but also allows ingredient manufacturers to differentiate their offerings in a competitive market, commanding premium pricing and building brand loyalty among both B2B customers and end consumers.

### Corporate-brand and Corporate-branding incl., some examples

**Corporate-brand**(ing (Umbrella) e.g. Samsung. Unilever. Nestle. Apple. P&G. Johnson & Johnson. S.C. Johnson & Son ...

**Corporate-brand** refers to the overall image and identity of a corporation or organisation as a whole, rather than specific products or services. This brand encapsulates the company's values, culture, and reputation, and is represented by its name, logo, and overall brand messaging.

**Corporate-branding** is a strategy aimed at building a positive reputation and a strong, coherent identity for a company across all its activities and products. It involves promoting the corporate name as a symbol of trust and quality, influencing perceptions among customers, investors, employees, and other stakeholders.

### Examples of Corporate-branding

1. **Apple Inc.:** Apple's corporate branding strategy revolves around innovation, quality, and design. The brand is known not just for its products like the iPhone and MacBook but also for representing cutting-edge technology and a premium user experience. Apple's branding communicates a lifestyle choice and an aspirational status.

2. **Google:** Known for its search engine, Google's corporate brand extends much beyond, encompassing various products and services in tech. Google stands for

speed, efficiency, and innovation, and its corporate branding strategy focuses on making information universally accessible and useful.

3. **Coca-Cola:** Coca-Cola's corporate branding goes beyond its flagship soda to include a wide range of beverage products. The company focuses on themes of happiness, sharing, and community, creating a powerful emotional connection that resonates globally, transcending product lines.

4. **Samsung:** As a corporate brand, Samsung is associated with innovation, cutting-edge technology, and high-quality consumer electronics. Its corporate branding strategy is evident in everything from smartphones to home appliances, emphasising superior technology and customer satisfaction.

These companies use corporate branding to maintain a consistent identity that supports and enhances the reputation of their various products or services. This strategy helps them build brand equity, foster customer loyalty, and create a competitive advantage in the market.

## Endorsed-brand and Endorsed-branding incl., some examples

### Endorsed-brand(ing)

e.g. Nestlé: Nescafé, Nespresso, Perrier, S.Pellergrino, Cheerios, Kitkat, Milkybar, Smarties ...

**Endorsed-brand** refers to a product or service brand that is directly linked to a parent company's corporate brand but still maintains its own individual identity. The parent brand "endorses" the product brand, lending it credibility and associating it with certain values or qualities. This connection is typically made visible through the branding elements, such as logos or taglines, that explicitly show the relationship between the parent and the subsidiary brand.

**Endorsed-branding** is a strategy in which a parent brand supports its sub-brands by associating them with its own established reputation and brand equity. This approach helps to reassure consumers about the quality and reliability of the new or lesser-known brands under its umbrella.

### Examples of Endorsed-branding

1. **Marriott International:** Marriott uses endorsed branding for its portfolio of hotels. Brands such as Courtyard by Marriott, Fairfield by Marriott, and Residence Inn by Marriott all feature the Marriott name, benefiting from its reputation for quality and trust in the hospitality industry.

2. **Nestlé:** Nestlé employs an endorsed brand strategy with products such as KitKat, Nescafé, and Nestlé Pure Life. Each product carries the Nestlé logo alongside its own, leveraging Nestlé's image as a trusted global leader in nutrition, health, and wellness.

3. **Sony PlayStation:** Sony endorses its PlayStation brand by associating it with the Sony corporate brand. The use of the Sony logo alongside PlayStation helps to communicate reliability and quality in consumer electronics and entertainment.

4. **Polo Ralph Lauren:** The fashion brand Polo is often marketed as Polo Ralph Lauren, tying it closely to its founder Ralph Lauren's name, which is associated with quality, American style, and prestige. This endorsement strengthens the Polo brand's position in the competitive fashion market.

These examples illustrate how endorsed branding can be effectively used to

## Product-brand and Product-branding incl., some examples

### Product-brand(ing)

e.g. Dove. Maglite. Global Knives. iMac, MacBook Pro, MacBook Air, iTunes, iPhone, iLife, iWork, Apple Watch. Audi A4, BMW 3 Series ...

**Product-brand** refers to the branding associated specifically with a particular product, rather than the company or range of products as a whole. This brand has its own unique identity, logo, marketing strategy, and positioning, which distinguishes it from other products within the same company or in the market.

**Product-branding** is a strategy focused on creating a distinct image and personality for a single product. By doing so, the product can appeal to specific customer segments, stand out in competitive markets, and foster strong customer loyalty based on unique attributes.

### Examples of Product-branding

1. **Coca-Cola Zero Sugar:** This product brand has its own unique identity within the Coca-Cola family. It targets health-conscious consumers who prefer low-calorie soft drinks without sacrificing the classic Coca-Cola taste, distinguishing itself from other Coca-Cola products like Diet Coke and the original Coca-Cola.

2. **Apple iPhone:** Each iPhone model is a product brand under the Apple umbrella. Apple positions each model based on its features, such as camera capabilities, processing power, and design innovations. The branding strategy focuses on premium quality and cutting-edge technology, attracting tech enthusiasts and brand loyalists.

3. **Tide laundry detergent by Procter & Gamble:** Tide is marketed as a leading laundry detergent brand, known for its superior cleaning power and trustworthiness in household care. It stands out in Procter & Gamble's portfolio with distinctive branding that emphasises its cleaning capabilities and innovation.

4. **Dove from Unilever:** Dove products are branded to emphasise nourishment and gentle care, particularly targeting women seeking moisturising and skin-friendly products. The "Real Beauty" campaign has been a cornerstone of Dove's product branding, focusing on natural beauty and self-esteem, which differentiates it from other skincare brands.

These examples show how **product-branding** is used to develop a strong market presence for individual products, catering to specific consumer needs and preferences, and driving the marketing and promotional strategies that directly support the product's unique selling propositions.

### Service-brand and Service-branding incl., some examples

#### **Service-brand**(ing)

e.g. FedEx, FedEx Express, FedEx Freight, FedEx Ground. DHL, DHL Express, DHL Global Forwarding, DHL Freight, DHL Parcel ...

**Service-brand** refers to the brand identity associated with a specific service rather than a tangible product. This type of brand focuses on the unique attributes and benefits of the service provided, such as reliability, customer experience, and quality. Service brands often rely heavily on customer relationships and reputation.

**Service-branding** is a strategy used to create a distinctive identity for a service offering, aiming to differentiate the service in the market, build customer loyalty, and establish a reputation for quality and reliability. Effective service branding involves clearly communicating the value of the service and ensuring a consistent customer experience.

#### **Examples of Service-branding**

1. **FedEx:** A leading example of service branding, FedEx offers courier services known for speed, reliability, and tracking capabilities. The FedEx brand is synonymous with guaranteed delivery times and logistical excellence, which are crucial attributes for shipping and courier services.

2. **American Express (AmEx):** American Express uses service branding to emphasize premium customer service, security, and exclusivity in its credit card offerings. The brand is associated with a high level of customer care and a range of exclusive benefits, which appeal to a more affluent clientele.



3. **Airbnb**: Airbnb's service branding focuses on the unique travel experiences it offers, emphasizing the personal touch, local authenticity, and convenience of booking. The brand is positioned around the idea of "belonging anywhere," which differentiates it from traditional hotel stays.

4. **Uber**: Uber's branding strategy highlights the ease of use, convenience, and reliability of its ride-sharing service. The Uber app simplifies the process of booking a ride, providing a seamless customer experience that has transformed personal transportation services.

These examples illustrate how **service brands** build their identity around the customer experience and the quality of the service delivered. Effective service branding not only differentiates a service in a crowded market but also builds a strong emotional connection with customers, enhancing their loyalty and satisfaction.

## **B2B-brand and B2B-branding incl., some examples**

### **B2B2C-brand**(ing (Partnership/Alliance)

e.g. KONE Elevators/Escalators/Auto Walks. JCDecaux. Airbus. Airbus+Finnair.  
B2B Partnership-branding: Oneworld Alliance. Star Alliance.

**B2B-brand** refers to a brand that primarily targets other businesses rather than individual consumers. This type of brand focuses on the needs, interests, and challenges of businesses, offering products or services that help other companies operate more efficiently, increase productivity, or enhance profitability.

**B2B-branding** is the strategy of developing and promoting a brand within a business-to-business context. Effective B2B branding involves clearly communicating the value proposition and differentiators of a company's offerings to other businesses. This strategy requires a deep understanding of the business customers' needs, industry specifics, and purchasing processes, as B2B decisions are typically driven by ROI, efficiency, and long-term relationships.

## **Examples of B2B-branding**

1. **IBM** (International Business Machines)\*\*: IBM is a powerhouse in B2B branding, known for its technological solutions and consulting services targeted at businesses. IBM's brand is synonymous with innovation, reliability, and expertise in helping businesses transform digitally and optimise their operations.

2. **Salesforce**: Salesforce is renowned for its customer relationship management (CRM) software and cloud-based solutions tailored for businesses. The branding focuses on improving customer engagement and business efficiency through

advanced CRM technologies, appealing to a wide range of industries from small businesses to large enterprises.

3. **Intel:** Known for its "**Intel Inside**" branding, Intel not only targets consumers but also has a significant B2B focus, supplying processors and other components to other businesses. Intel's B2B branding emphasises performance, reliability, and cutting-edge technology in computing solutions.

4. **Cisco:** Cisco specialises in networking and communication products and services designed to support the infrastructure of other businesses. Cisco's branding communicates reliability, security, and innovation in helping businesses connect and collaborate effectively.

These examples demonstrate how **B2B brands** build their reputations on attributes such as trustworthiness, technical excellence, and customer support. B2B branding strategies are essential for establishing and maintaining long-term business relationships, as they help companies to be recognised as leaders and reliable partners in their respective fields.

### **B2B2C-brand and B2B2C-branding incl., some examples**

**B2B2C-brand** stands for "Business-to-Business-to-Consumer," which refers to a business model that combines B2B (Business to Business) and B2C (Business to Consumer) approaches. This type of brand serves businesses but ultimately impacts the end consumer. In a B2B2C model, a company sells its product or service to another business, and that business then offers the product or service to the consumer, usually under its own brand.

**B2B2C-branding** involves marketing strategies that cater both to business clients and the ultimate consumers. The challenge is to deliver value at two levels: ensuring that the product or service enhances the business client's offerings to their customers and that it resonates well with those end-users. The branding must therefore be flexible and compelling enough to appeal to both business partners and the final consumers.

### **Examples of B2B2C-branding**

1. **Intel:** Intel manufactures processors and other computer components that it sells to computer manufacturers (the B2B aspect), who then sell their Intel-based computers to the end consumers (the B2C aspect). Intel's "Intel Inside" branding campaign is a classic example of B2B2C branding, as it builds consumer awareness and preference for products containing its components, even though it doesn't sell directly to these consumers.

2. **Google Ads:** Google offers its advertising services to businesses, providing them with tools to reach a wider audience on the Google network and beyond. Although Google's direct customers are businesses (B2B), the effectiveness of these tools depends on reaching and engaging the end consumer (B2C), making its service a B2B2C solution.

3. **Shopify:** Shopify provides an e-commerce platform for businesses to create their own online stores. While Shopify's direct clients are businesses (B2B), its success heavily relies on the businesses' ability to sell to the end consumers (B2C). Shopify's platform enhances the consumer shopping experience, thus indirectly serving consumers.

4. **Stripe:** Stripe provides payment processing services primarily to businesses. However, by facilitating smooth, secure transactions, Stripe also enhances the purchasing experience for end consumers. The brand is thus critical not just for businesses looking for reliable payment solutions but also for ensuring a positive consumer experience.

These examples illustrate how **B2B2C brands** need to manage complex relationships and branding strategies that address the needs and expectations of both their immediate business customers and the ultimate consumers. This dual focus requires them to maintain a robust and adaptable branding strategy that communicates effectively across both B2B and B2C markets.

## Brand-Extension incl., some examples

### Brand Extensions

e.g. **Muji**, Muji Food, Muji Restaurants, Muji Homes, Muji Hotels. **Nobu** Restaurants, Nobu Hotels. **Camper**, Camper Restaurants & Cafés / Camper Hotels. **Armani**—**Giorgio Armani**, Armani Hotels, Armani Restaurants, Armani Casa ...

**Brand Extension** is a marketing strategy in which a company uses an established brand name to introduce new products or services into the market. This approach leverages the existing brand equity—such as customer loyalty, brand awareness, and perceived quality—to reduce the risks associated with launching a new product. By using an established brand name, companies can more easily enter new market segments where the original brand has not previously been active.

### Examples of Brand Extension

1. **Apple Music and Apple TV+:** Originally known for computers and smartphones, Apple extended its brand into the streaming music and video service industries with Apple Music and Apple TV+. These services leverage Apple's reputation for quality

and innovation, offering a seamless ecosystem integration that appeals to existing Apple product users.

2. **Google Home:** Building on its success in software and search engine services, Google extended its brand into the smart home device market with Google Home. This extension takes advantage of Google's expertise in AI and software to compete in a new product category.

3. **Amazon Kindle:** Amazon, primarily an online retailer, extended its brand with the launch of the Kindle e-reader. This move leveraged its strong position in selling books online to offer a hardware solution that complements its core business.

4. **Porsche Design:** Known for high-performance sports cars, Porsche extended its brand into luxury lifestyle products with Porsche Design, which includes watches, eyewear, and electronics. This extension capitalises on the prestigious image of the Porsche automotive brand.

**Brand extensions** can provide significant benefits, such as instant recognition and easier acceptance of the new product by the market. However, if not done carefully, it can lead to brand dilution where the core brand's identity becomes confused, or the brand extension fails to meet consumer expectations set by the original brand.

## Personal Brand and Personal Branding incl., some examples

### Personal-brand(ing)

e.g. Elon Musk+Corporate Brands: TESLA / Space X / the Boring Company / TESLA Energy / Twitter / X. Prince Harry+Meghan Markle ...

**Personal Brand** refers to the way an individual is perceived by others, particularly in a professional context. It encompasses the values, expertise, experiences, and personality that an individual projects to the public, peers, and professional networks. A personal brand is essentially the reputation and image one builds and maintains, often with the aim to advance career opportunities, establish authority in a field, or influence others.

**Personal Branding** is the strategic process of building and promoting this personal brand. It involves identifying and communicating unique attributes, strengths, and the value one offers, often using tools like social media, public speaking, publishing content, and networking. The goal of personal branding is to distinguish oneself in the marketplace, attract opportunities, and achieve professional goals.

### Examples of Personal Branding

1. **Gary Vaynerchuk:** A successful entrepreneur and internet personality, Gary Vaynerchuk has built a strong personal brand around his expertise in digital marketing and entrepreneurship. His use of social media, public speaking engagements, and his books have established him as a go-to expert in the marketing and business community.
2. **Oprah Winfrey:** Oprah has cultivated a personal brand that stands for empathy, resilience, and quality in media. Her name alone brings instant recognition and credibility, which she has leveraged to build a media empire that includes television, print, and digital media.
3. **Elon Musk:** Known for his role in companies like Tesla, SpaceX, and Neuralink, Elon Musk's personal brand is synonymous with innovation, entrepreneurship, and the future of technology. His active presence on social media and his involvement in high-profile projects have helped cement this image.
4. **Richard Branson:** As the face of the Virgin Group, Richard Branson's personal brand is built on his adventurous spirit, disruptiveness, and charismatic leadership. His personal branding efforts include public appearances, stunts, and leveraging social media to enhance his and Virgin's visibility.

These individuals use **personal branding** to amplify their professional impact, create opportunities, and engage with their audiences. Effective personal branding not only enhances an individual's visibility but also helps to build trust and establish a loyal following.

### **Purposeful Brand and Purposeful Branding incl., some examples**

**Purposeful Brand** refers to a brand that aligns its business goals with broader societal goals, embedding a sense of purpose beyond profit in its identity. These brands commit to contributing positively to society, whether through environmental responsibility, social justice, ethical practices, or community engagement. The brand's purpose is integral to its business model, resonating deeply with customers, employees, and other stakeholders who share similar values.

**Purposeful Branding** is the strategic approach of building a brand around a meaningful purpose. This type of branding involves clearly communicating the brand's commitment to certain causes or ideals and demonstrating how its products or services contribute to these goals. Purposeful branding aims to connect emotionally with consumers, fostering loyalty among those who not only enjoy the brand's offerings but also want to support its ethical and social objectives.

## Examples of Purposeful Branding

### Purposeful-brand(ing) (Cause-based)

e.g. TOMS. Patagonia ...

1. **Patagonia:** Patagonia, an outdoor clothing brand, is renowned for its commitment to environmental sustainability. It uses organic or recycled materials and encourages customers to buy less and reuse more through its Worn Wear program. Patagonia's purposeful branding centres on protecting the environment, which appeals to eco-conscious consumers.

2. **Ben & Jerry's:** This ice cream company is known for its activism and advocacy on various social issues, including climate change, refugee rights, and racial justice. Ben & Jerry's purposeful branding strategy involves taking public stands on these issues, which reinforces its image as a socially responsible brand.

3. **TOMS Shoes:** TOMS pioneered the "One for One" business model, where for every pair of shoes purchased, a pair is donated to a child in need. This brand's purpose of improving lives through business actions is a central feature of its branding, attracting customers who are motivated by charitable causes.

4. **LEGO:** LEGO has committed to sustainability and children's education through play. The company focuses on reducing carbon footprint and promoting creative and educational development in children. LEGO's purposeful branding strategy involves these commitments, making it a favourite among parents and educators.

These brands demonstrate how **purposeful branding** can create powerful emotional connections, differentiate from competitors, and drive consumer loyalty. By focusing on purpose and meaning, these brands not only achieve business success but also contribute positively to societal challenges.

## Employer Brand and Employer Branding incl., some examples

### Employer-brand(ing)

e.g. Google. Blinkist. ref.: Talent, Lyft...

**Employer Brand** refers to a company's reputation as a place to work, and its value proposition to employees, rather than to customers. It encompasses the perceptions of both current and potential employees about the company's work environment, culture, values, and employment practices. An effective employer brand portrays the company as a desirable workplace, helping to attract, recruit, and retain top talent.

**Employer Branding** is the strategic process of managing and influencing an organisation's employer brand. It involves promoting the company as an employer of choice to a desired target group, which can include both current employees and potential candidates. The goal is to create a positive image that attracts and retains the right talent by highlighting unique company benefits, career development opportunities, and a supportive work environment.

### Examples of Employer Branding

1. **Google:** Known for its innovative culture, excellent compensation packages, and extensive employee perks like gourmet cafeterias, health and wellness services, and flexible work arrangements, Google consistently ranks as one of the top places to work. Its employer brand emphasises a commitment to employee well-being and professional development, which attracts top tech talent worldwide.
2. **Salesforce:** Salesforce is recognised for its positive work culture and strong values, including giving back to the community. The company promotes an Ohana Culture, which in Hawaiian means family, and it extends this concept to include employees, customers, and partners. Salesforce's employer branding focuses on this inclusive and supportive environment, making it attractive to candidates who value community and corporate responsibility.
3. **Zappos:** Zappos has a unique employer brand centered around exceptional customer service and company culture. It prioritises cultural fit over skills in the hiring process and offers new hires a financial incentive to leave after the initial training period if they feel the company isn't the right fit for them. This approach helps ensure that those who stay are fully aligned with the company's values, strengthening its employer brand.
4. **Bain & Company:** As a top consulting firm, Bain is known for its focus on employee professional development and a supportive work environment that includes mentorship and a robust feedback culture. Bain's employer branding emphasizes these attributes to attract candidates who are looking for growth and learning opportunities in a collaborative setting.

These examples illustrate how companies can leverage **employer branding** to create a compelling image of what it's like to work for them. Effective employer branding not only helps attract and retain talent but also enhances overall brand reputation and competitiveness in the market.

### Retailers Brand and Retailer Branding incl., some examples

#### Retailers own-brand(ing)

e.g. K-Market—Pirkka. Lidl—Chef Select. Harrods,. Target—Target Edition ...

**Retailer Brand** refers to the brand identity of a retail company. It encompasses how the retailer is perceived in terms of customer experience, product offerings, pricing strategy, store environment, and service quality. A strong retailer brand differentiates the company from competitors and influences shopping behaviours, building customer loyalty.

**Retailer Branding** is the strategic process of developing and promoting a retailer's brand. This includes designing a unique store experience, curating product assortments, pricing strategies, and customer service practices to establish a distinct market position. Retailer branding aims to attract and retain customers by creating a consistent and compelling shopping experience that aligns with the brand's values and promises.

### Examples of Retailer Branding

1. **Walmart:** Known for its brand promise of everyday low prices, Walmart's retailer branding strategy focuses on cost leadership. The company emphasizes value for money, wide product assortment, and convenience, making it a go-to brand for budget-conscious consumers.
2. **Target:** Target differentiates itself with a focus on affordable style and quality. Its retailer brand is associated with a pleasant shopping environment, trendy merchandise, and a higher perceived value. Target's collaborations with designers and its emphasis on attractive, well-designed stores and digital platforms are key aspects of its branding.
3. **Nordstrom:** Known for exceptional customer service and a high-quality product selection, Nordstrom's retailer branding focuses on a premium shopping experience. The brand is synonymous with personal stylists, a no-hassle return policy, and exclusive shopping events, catering to a more affluent customer base.
4. **Whole Foods Market:** Whole Foods is branded around health, organic food, and sustainability. This retailer brand appeals to health-conscious consumers by offering a wide range of natural and organic products, along with a commitment to sustainable and ethical sourcing.

These examples show how retailers use branding to carve out a niche in the competitive retail market. By effectively managing their retailer brands, these companies are able to create strong customer connections, differentiate from competitors, and drive loyalty.



## Designer Brand and Designers Own Branding incl., some examples

### Designer own-brand(ing)

e.g. Jasper Morrison, Paul Smith ...

**Designer Brand** refers to a brand that is typically associated with a notable fashion designer or design house. These brands are known for their distinctive designs, high quality, exclusivity, and often a high price point. Designer brands are not only a mark of personal style but also status, often becoming symbols of luxury and fashion leadership.

**Designer's Own Branding** is the process where fashion designers or artists brand their creations under their own name or label, establishing a personal connection with the brand identity. This type of branding is central to the marketing strategies in the fashion industry, where the reputation and aesthetic of the designer significantly influence consumer perception and desirability.

### Examples of Designer Brand and Designer's Own Branding

1. **Chanel:** Founded by Coco Chanel, this brand is iconic in the luxury fashion industry. Chanel is synonymous with elegance, innovation, and timeless style, particularly known for the Chanel No. 5 perfume and the classic Chanel suit. The brand's identity is closely tied to Coco Chanel's personal history and her revolutionary approach to women's fashion.
2. **Giorgio Armani:** Armani, known for its sleek, tailored lines and luxurious fabrics, epitomises sophistication and style in the high-fashion world. The brand's identity is deeply connected to Giorgio Armani's personal design philosophy, emphasising minimalism and quality.
3. **Ralph Lauren:** This brand includes a range of products from mid-range to luxury segments. Ralph Lauren is characterised by its classic American style, with a touch of English refinement. Polo Ralph Lauren, the brand's flagship line, showcases a distinct branding that reflects a sophisticated and aspirational lifestyle, closely associated with the personal image and style of its founder, Ralph Lauren.
4. **Vivienne Westwood:** Known for her role in creating the punk fashion phenomenon, Vivienne Westwood's brand carries an ethos of rebellion and individuality. Westwood's personal political activism and unique design style are integral to the brand's identity, making it distinctive in the fashion industry.

These examples illustrate how designers leverage their personal reputation and unique style to create powerful brand identities. Designer brands often extend beyond clothing to accessories, home decor, and even hotels, reflecting the comprehensive

lifestyle these brands represent. This approach not only personalises the brand but also enhances its appeal as a symbol of personal expression and elite status.

## Online Brand and Online Branding including examples

**Online Brand** refers to the digital identity or reputation of a company, product, or individual, as perceived through the internet. This encompasses all online interactions, digital content, and the presence that collectively shape how a brand is viewed by the public. An online brand is typically reflected through websites, social media profiles, online reviews, and any digital marketing content.

**Online Branding**, also known as digital branding, involves the strategies and actions taken to build, develop, and manage an online brand. The goal of online branding is to establish a consistent and appealing image that resonates with the target audience, ultimately influencing their perception and behaviour in favour of the brand. Online branding includes activities such as:

- **Creating a professional website** that effectively represents the brand.
- **Engaging on social media platforms** to interact with the audience and enhance visibility.
- **Content marketing**, producing high-quality, relevant content that adds value to the audience.
- **SEO** (Search Engine Optimisation) to increase the visibility of the brand's online content in search engines.
- **Online advertising**, using tools like Google Ads, social media ads to promote the brand.
- **Reputation management**, monitoring and influencing the online perception of the brand.

### Examples of Online Branding:

1. **Nike:** Nike has a strong online brand characterised by inspirational content, engagement through sports-related communities, and innovative online campaigns. Their website and social media platforms are seamlessly integrated with their offline branding, creating a cohesive identity that reinforces their message of motivation and excellence in sports.

2. **Apple:** Apple's online branding is focused on simplicity, innovation, and high-quality design. Their website is a direct reflection of their product design philosophy, and their

online ads typically highlight product features and innovations, maintaining a consistent brand message across all platforms.

3. **Airbnb**: Known for its user-friendly interface and community-focused brand, Airbnb utilises online branding through storytelling and user-generated content on its platforms. Their social media accounts showcase stories from travellers and hosts, emphasising the brand's values of belonging and shared experiences.

By focusing on these strategies, brands can build a strong online presence that effectively communicates their values, attracts their target audience, and fosters brand loyalty.

## Media Brand and Media Branding including examples?

### Media-brand(ing)

e.g. Orion. Apple. Disney. Comcast. Netflix. AT&T – Time Warner. Sony ...

**Media Brand** refers to a brand within the media industry that could encompass television networks, radio stations, publishing houses, or online content platforms. A media brand is recognised for its distinctive style of content, target audience, and the values or viewpoints it promotes. These brands are critical in establishing trust and loyalty among consumers who choose to consume their media based on alignment with personal preferences, values, or interests.

**Media Branding** is the process of creating and promoting a unique identity for a media entity to differentiate itself in a highly competitive market. This involves:

- **Consistent Content Quality and Style**: Ensuring all content aligns with the brand's established voice and maintains a consistent level of quality that meets audience expectations.
- **Audience Engagement**: Developing an ongoing relationship with viewers, readers, or listeners through interactive content, social media engagement, and community-building activities.
- **Brand Values and Image**: Promoting specific values or cultural ideas that resonate with the target audience, enhancing brand loyalty.
- **Cross-Media Presence**: Utilising various platforms, from traditional to digital media, to maintain visibility and relevance in a changing media landscape.

## Examples of Media Branding:

1. **BBC** (British Broadcasting Corporation): Known for its comprehensive coverage and high journalistic standards, BBC's branding emphasises trustworthiness and reliability. Its global services, like BBC World News, reinforce its image as a leading international news provider.
2. **Netflix**: As a streaming media brand, Netflix is recognised for its wide array of original content, from series to films, documentaries, and more. Netflix's branding focuses on personalisation and convenience, offering a diverse content library tailored to individual user preferences, which has revolutionised how people consume media.
3. **National Geographic**: This brand is synonymous with exploration, science, and adventure. Through its magazine, television programs, and online presence, National Geographic delivers high-quality photographic content and detailed stories about the natural world, cultures, and sciences, making it distinctive in its niche.
4. **The New York Times**: A leading newspaper and digital media outlet, The New York Times is branded around in-depth reporting, investigative journalism, and editorial integrity. Its branding appeals to a well-informed readership that values comprehensive news coverage and insightful commentary.
5. **Spotify**: Specialising in music and podcasts, Spotify's branding focuses on wide access to a vast music library and the personalisation of listening experiences through playlists and recommendations. Spotify markets itself as a platform for discovering new music tailored to user tastes, leveraging data-driven insights to enhance user engagement.

Each of these examples showcases how effective media branding not only conveys what the brand stands for but also actively shapes how the public perceives and interacts with the media content, fostering a loyal audience base.

## Retail Brand and Retail Branding including examples

**Retail Brand** refers to the specific identity and image of a retail company as perceived by its customers. This encompasses the retailer's name, logo, products, store atmosphere, customer service, and overall reputation. A retail brand is characterised by the experience it promises to deliver to its customers through both physical stores and online platforms.

**Retail Branding** is the strategic process of creating and nurturing this identity to differentiate the retailer from competitors, attract customers, and ensure loyalty. Effective retail branding involves a combination of aesthetic, emotional, and functional

elements that together create a compelling shopping experience. Key components of retail branding include:

- **Store Design and Layout:** Creating an appealing and functional store environment that aligns with the brand's image.
- **Product Selection and Presentation:** Offering products that resonate with the target audience and presenting them in an engaging way.
- **Customer Service:** Providing consistently high-quality service that reinforces the brand promise.
- **Marketing and Promotions:** Using advertising, promotions, and public relations to communicate the brand's values and attract customers.
- **Online Presence:** Developing a digital storefront through e-commerce platforms that extends the brand experience to online shoppers.

### **Examples of Retail Branding:**

1. **IKEA:** Known for its affordable, flat-pack furniture, IKEA has a strong retail brand centred around the concept of practical, stylish home furnishing solutions that customers can assemble themselves. IKEA's retail branding is evident in their large, warehouse-like stores, distinctive product design, and a layout that encourages customers to view multiple product arrangements, reinforcing the brand's unique value proposition.
2. **Whole Foods Market:** Whole Foods is branded around health, organic food, and sustainability. Their stores feature a pleasant shopping environment with an emphasis on natural and organic products, high standards for quality, and a strong focus on environmental and social responsibility. This is complemented by their marketing efforts that focus on wellness and sustainable living.
3. **Sephora:** As a beauty retailer, Sephora's branding is centred on offering a broad range of beauty products including cosmetics, skincare, and fragrances. Sephora is known for its black and white striped design, hands-on product experience, and beauty services such as makeovers and consultations, which create a dynamic and interactive shopping environment.
4. **Normal:** is a retail brand that originated in Denmark and has expanded across several European countries. It specialises in selling everyday items at reduced prices, such as personal care products, household goods, and basic consumer items. NORMAL differentiates itself by offering well-known brands at prices that are often lower than typical supermarket or drugstore prices. The store layout is simple and utilitarian, which aligns with the brand's ethos of normality and straightforward value.

## Key Aspects of NORMAL's Retail Branding:

- 1. Value Proposition:** NORMAL's primary brand promise is value for money. They market themselves as an alternative to conventional drugstores by offering branded goods at more affordable prices. This strong value proposition is central to their branding and appeals to cost-conscious consumers who do not wish to compromise on brand familiarity.
- 2. Product Selection:** While primarily focusing on non-perishable goods and household items, NORMAL also distinguishes its product offering by including unique or quirky items that vary from store to store. This strategy not only provides basic needs but also encourages browsing and impulse buys.
- 3. Store Design:** The stores are designed to be straightforward and no-frills, with a warehouse-like aesthetic that focuses on functionality and efficiency rather than luxury or comfort. This design supports their branding by emphasising simplicity and savings.
- 4. Marketing and Communication:** NORMAL uses straightforward and often humorous marketing campaigns that highlight their unusual product assortment and competitive pricing. They utilise flyers, social media, and in-store promotions to communicate deals and engage customers.
- 5. Expansion Strategy:** NORMAL has been expanding its presence in Europe, targeting urban centres where there is a high demand for affordable shopping options. This expansion is part of their brand strategy to become a go-to retail chain for everyday goods at low prices.

By focusing on cost efficiency, product variety, and straightforward communication, NORMAL has successfully positioned itself as a distinctive player in the retail market, catering to a broad demographic looking for brand-name products at reduced prices.

Through such strategic retail branding, companies can effectively communicate their unique attributes, enhance customer experiences, and build a loyal customer base, differentiating themselves in a competitive market.

## Cultural Brand and Cultural Branding including examples

**Cultural Brand** refers to a brand that embodies specific cultural values, traditions, or ideologies that resonate with its audience. A cultural brand often becomes a symbol or a representative of particular social, ethnic, or national identities. It leverages deep-seated cultural narratives to connect on an emotional level with its audience, thereby creating a strong and loyal customer base.

**Cultural Branding** is the strategy used to position a brand in such a way that it taps into the prevailing cultural movements, values, or stories. This approach goes beyond traditional marketing tactics to create a cultural impact and forge deep connections with the brand's community. Cultural branding involves:

- **Leveraging Cultural Insights:** Understanding deep cultural currents and aligning the brand message with those insights.
- **Emotional Engagement:** Creating marketing strategies that resonate emotionally with the target audience based on their cultural context.
- **Storytelling:** Using compelling narratives that draw on cultural stories or themes to build a brand story.
- **Community Building:** Engaging with specific cultural groups or communities in a meaningful way that reinforces the brand's cultural relevance.

### **Examples of Cultural Branding:**

1. **Nike:** One of the prominent examples of cultural branding is Nike's consistent engagement with social issues and empowerment themes. Their campaigns, like the "Just Do It" series, often feature athletes from diverse backgrounds overcoming personal and societal challenges, tapping into broader themes of perseverance and resilience that resonate across cultures.
2. **Disney:** Disney has masterfully used cultural branding by integrating classic and contemporary cultural tales into its movies and theme parks. Disney movies often draw on historical or cultural folklore (like "Mulan" or "Moana") and adapt these stories in ways that resonate globally, making Disney a powerful cultural brand in entertainment.
3. **Patagonia:** This brand is a leader in environmental conservation and sustainability, aspects deeply ingrained in its brand identity. Patagonia's initiatives, such as donating a percentage of sales to environmental causes and encouraging sustainable practices, resonate with a growing cultural movement towards environmental consciousness and activism.

These examples show how cultural branding is not just about selling a product or service but about aligning a brand with the deeper cultural sentiments of its audience, thereby building a strong, lasting relationship with them.

## Geographical Brand and Geographical Branding including examples

**Geographical Brand** refers to a brand that is distinctly associated with a specific geographical location, which could be a city, region, or country. This association might arise due to the origin of the brand, the unique characteristics of the area, or cultural ties. A geographical brand leverages the reputation, qualities, or attributes of its location to differentiate itself and add value to its offerings.

**Geographical Branding**, also known as place branding, is the strategy used to promote the qualities of a geographical location through a brand. This can apply to products, services, or even the locations themselves as destinations. Geographical branding involves:

- **Highlighting Local Attributes:** Emphasising the unique features, resources, or traditions of a location that are embodied in the brand.
- **Building on Regional Identity:** Using the cultural identity, historical significance, or renowned aspects of a region to shape the brand's narrative.
- **Promoting Local Production:** Showcasing that products are made locally, which can appeal to consumer preferences for authenticity and support for local economies.
- **Tourism and Export:** Leveraging the brand to boost tourism or increase the demand for local products internationally.

### Examples of Geographical Branding:

1. **Swiss Watches:** Swiss watches like Rolex and Omega are prime examples of geographical branding. "Swiss Made" is not just a label but a mark of quality, precision, and craftsmanship recognised globally, significantly influenced by Switzerland's reputation in watchmaking.
2. **French Champagne:** Champagne, a sparkling wine, can only be labeled as such if it comes from the Champagne region of France. This geographical branding leverages the region's historical association with luxury and quality in wine production.
3. **Colombian Coffee:** Colombian coffee is renowned worldwide and branded heavily on the geographic qualities of Colombia's coffee-growing regions. The combination of high altitudes, tropical climate, and rich soil create ideal conditions for growing coffee, which are emphasized in its branding to appeal to global consumers.
4. **New Zealand Tourism:** New Zealand has effectively used geographical branding to promote tourism, highlighting its stunning landscapes and environmental purity, which were famously showcased in the "Lord of the Rings" film series. The country's



branding as "100% Pure New Zealand" emphasises its unspoiled natural beauty, attracting tourists seeking pristine natural environments.

These examples illustrate how geographical branding taps into the unique characteristics and reputation of places to enrich brand identity, attract consumers, and influence perceptions on a global scale.

Here are more examples of geographical branding across various industries and regions:

1. **Bordeaux Wines** (France): Bordeaux is synonymous with high-quality red wines, and the Bordeaux label is a critical part of its brand identity. The region's historical reputation for producing exceptional wines is used to market these products globally, enhancing their appeal and justifying premium pricing.
2. **Vermont Maple Syrup** (USA): Vermont's branding revolves around its image as a pristine and natural state, ideal for producing high-quality maple syrup. The "Vermont" label conveys a sense of traditional craftsmanship and purity, appealing to consumers looking for authentic and organic food products.
3. **Japanese Wagyu Beef**: Renowned for its marbling and taste, Japanese Wagyu beef uses geographical branding to denote not just the quality of the beef, but also the traditional techniques used in its production. Specific regions like Kobe are particularly well-known, with "Kobe Beef" enjoying a high level of prestige and protection as a brand.
4. **Belgian Chocolate**: Belgium's reputation for chocolate craftsmanship is globally recognised. Brands often use "Belgian Chocolate" as a key part of their branding strategy to indicate a superior quality product made with a long-standing heritage of chocolate making.
5. **Kashmir Pashmina** (India): Pashmina shawls from the Kashmir region of India are famous for their quality and craftsmanship. The geographical branding associated with Kashmir, known for its fine wool and skilled artisans, adds significant value to these products in international markets.
6. **Ceylon Tea** (Sri Lanka): The tea grown in Sri Lanka, formerly known as Ceylon, is branded as "Ceylon Tea" and is associated with brightness, flavour, and aroma that are considered unique to the climatic conditions of the island, making it a preferred choice among tea connoisseurs worldwide.
7. **Scotch Whisky** (Scotland): Only whisky that has been distilled and matured in Scotland for a minimum of three years can be labeled "Scotch". This geographical branding not only emphasises the product's origin but also assures consumers of its adherence to strict production standards and traditional practices.

8. **Blue Mountain Coffee** from Jamaica is another excellent example of geographical branding. Grown in the Blue Mountain region of Jamaica, this coffee is world-renowned for its distinctive mild flavor and lack of bitterness. The geographical branding of Blue Mountain Coffee is closely tied to its unique growing environment—the high altitude, cool climate, and rich soil of the Blue Mountains contribute to the coffee's acclaimed quality and taste.

The Jamaican government has strict regulations on what can be labeled as Blue Mountain Coffee, specifying that only coffee grown in certain designated areas of the Blue Mountains can carry the name. This geographical indication helps to maintain the coffee's exclusivity and reputation, which in turn commands a premium price in international markets.

Blue Mountain Coffee's branding leverages its exotic origin and limited production to attract a niche market of coffee enthusiasts looking for a luxury product. It's often marketed as a premium gift item and is highly sought after in countries like Japan, where it enjoys a particularly fervent fanbase. The branding not only emphasises the quality and origin of the coffee but also incorporates aspects of Jamaican culture and imagery, further enhancing its appeal.

These examples highlight how geographical branding effectively capitalises on the unique characteristics of a location to enhance brand value and appeal in a crowded global marketplace.

## Geographical Brand and Geographical Branding

**Geographical Brand** refers to a brand that is specifically linked to a particular geographical location. This association can be due to the origin of the product, certain unique characteristics provided by the location, or cultural significance tied to the area. Examples include "Champagne" from the Champagne region of France, or "Darjeeling Tea" from Darjeeling in India. The brand leverages the reputation, qualities, or unique features associated with that place.

**Geographical Branding**, on the other hand, is the strategy of marketing products or services by emphasising their geographical origin. This branding approach can enhance the perceived value and authenticity of a product, and is often protected by certifications such as Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), or similar legal frameworks that certify the unique links between the products and their places of origin. Geographical branding helps in distinguishing a product from its competitors and can significantly influence consumer preferences and loyalty.

## Geographical Brand and Geographical Branding incl., examples

**Geographical Brand** refers to a brand that derives its identity and unique attributes primarily from its association with a specific geographical location. This can be because the product originates from that area, possesses qualities unique to that location, or holds cultural significance connected to that place. For instance:

- **Champagne:** This sparkling wine is named after the Champagne region in France, and by law, only sparkling wine from this region can be legally labeled as "Champagne."

- **Darjeeling Tea:** Known for its distinctive aroma and flavour, this tea is named after the Darjeeling region in India, where it is grown.

**Geographical Branding** is the marketing strategy that focuses on promoting products or services by highlighting their geographical origin. It plays a crucial role in adding perceived value and authenticity, which can appeal to consumers' senses of tradition or quality associated with certain locales. Geographical branding often involves legal protections like Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI), which ensure that only products genuinely originating from a specific area are marketed under that name. Examples include:

- **Roquefort Cheese:** This cheese must be produced using specific methods in the Roquefort region of France to bear the name, protected under PDO status.

- **Jamaica Blue Mountain Coffee:** One of the most sought-after and expensive coffees in the world, grown in the Blue Mountain region of Jamaica and protected by certification marks.

These examples illustrate how geographical brands leverage their origins to enhance their market position and ensure authenticity in the eyes of consumers.

## Branding & Management ...

1. **Corporate Branding:** Focuses on the brand identity of the entire company, shaping its image, culture, and overall reputation. This can impact all parts of a business from corporate culture to advertising.
2. **Product Branding:** Centers around a specific product. Product branding makes use of unique design, logos, and marketing strategies to establish a product's identity within a market.
3. **Service Branding:** Similar to product branding, but focuses on the distinct characteristics of a service. It highlights the quality, customer care, and experience of using the service.
4. **Personal Branding:** Used by individuals to promote themselves and their careers as brands. It involves creating an authoritative public image through various platforms, emphasising professional skills and personality.
5. **Geographical Branding:** Used by cities, regions, or countries to create a favorable image to attract tourists or investors. It often revolves around specific attributes like cultural heritage, natural beauty, or economic capabilities.
6. **Online Branding:** Focuses on building and managing a brand's presence online through websites, social media, and other digital platforms. It's crucial for engaging with today's digital-first audiences.
7. **Retail Branding:** Involves branding strategies employed by retailers to create a distinctive identity for their stores, influencing consumers' perception and experience, often through store design, service, and atmosphere.
8. **Cultural Branding:** Utilises cultural narratives and ideologies to connect deeply with consumers, often tapping into cultural stories or myths that resonate with the target audience.

Each type of branding serves different strategic purposes and targets specific audiences, utilising various channels and practices to build brand equity and loyalty.

## **Branding & Management ...**

### **Brand Glossary** (Interbrand)

<https://interbrand.com/london/thinking/what-is-a-brand/>

### **Brand Academy**

<https://www.brandmasteracademy.com>

### **Management** (Glossary of Terms, Methods, Models, Theories)

[https://www.valuebasedmanagement.net/#google\\_vignette](https://www.valuebasedmanagement.net/#google_vignette)