



Sample: Marketing - Brand vs Product

Part A

Brands in fact are physical carriers of products. Products in fact are physical carriers of brands. Therefore when we speak about a brand-building, it is carried out not only at the expense of communication, not only due to the correct understanding of the consumer, and, first of all, is under construction at the expense of those products which under this brand are created, move ahead, bought.

The brand can be identified with one goods or service, group of those or all proposals of the seller. In the latter case the brand associates with a trade name of the company. Long, boringly, but it is clear: the trademark distinguishes, the brand — identifies differences. Ideologists of marketing learn «not to sell goods but a way of life”. So, other boots allocate the owner with desired and inaccessible machismo, an alcohol bottle — with a millionaire’s chic, a shampoo — with an armor-piercing sexuality. The ideal plan triumphs over real, the image wins against a subject. The brand becomes a creed of the world religion of consumption.

In a less socially active circle of housewives there is a passive resistance to branding which was witty used in the late seventies by the largest Canadian food retailer of Loblaw. The employee of sales department overheard conversation of two housewives, one of which with a clever look told another in a supermarket: “Products would be cheaper if we didn't overpay for bright labels and trademarks!” The management considered it as a brilliant idea, and soon in the Loblaw network food and household goods in one-color packings with No Name inscription at the prices differing from branded for 10–40% arrived. The company earned millions. This strategy was taken advantage by network shops of the whole world, and in the 2009th Loblaw restarted the No Name line — and it is again successful.

Female handbag — is, of course, more than simply a receptacle of the most necessary, but a Birkin bag from Hermes — it is much more, than a bag. The thing means a little in itself, but possession of a branded thing — is a symbol and even a success equivalent.

The brand is expansive; it subordinates to itself any areas: becomes not only the status identifier, but also a marker of belonging to this or that social group or subculture. There are brands at hipsters (Bershka, Pull & Bear, Converse), bikers (Harley Davidson, Fast&Fashion), skinheads (Lonsdale, Thor Steinar, Dr.Martens), clerks (Richard Valeford), authorities or business elite.



Brand should not be taken as an ephemeral element. For example, the productive assets of the brand Coca-Cola are 10% of the cost of the brand, while the latter is estimated at \$ 67 billion! In fact, under the brand name a high reputation implies in the market and the positive attitude of consumers to the products of this brand.

You can often hear catch phrases: "Brand is necessary to cause the consumer right feeling, that he fell in love with the product, and the key to it – is a good design." Various companies try to build on this branding. Each time a sample is given by Apple. But, apart from the design, it gives its customers a number of other advantages.

Referring to the statistics of Bellman & Rossiter, published in the Journal of Advertising Research (September 2012) the summary table in this edition compared statistics from a survey of consumers of gasoline, beer, washing powder and instant coffee. These in themselves are interesting, their comparison can be fun and rewarding pastime, but what interests me here is the fact: the share position of «love» in the list of causes of loyalty to a particular product – is the smallest. For example, if you select the brand of gasoline and petrol station, it is only 0.5 %. The survey showed that the most important thing for consumers is whether he can trust the brand. For gasoline, the proportion of confidence in the brand was 59 %, for the following positions – "attachment" (10%), "a convergence of views with the brand" (2 %), " friendliness " (1 %) and, as we have noted, "love" – the last place.

As there can be no brand with physical shell (the emblem, logo), so perhaps there is no such brand that would not aspire to high popularity of its target audience, and reached the leadership marks are trying to save it. However, recognition may be negative, and then to talk about the benefits of this brand for a company is hardly necessary. If a brand does not appear in the organization, for example, the company produces a product that has no different from competitors' products' features, then this brand will soon simply merge with others and cease to be recognizable, and if the brand "is not spoken", it simply will be forgotten soon. So the brand is a phenomenon with a complex structure, which requires taking into account many factors.

The fame and popularity of the brand leads to the appearance on the market for quite a lot of fakes. By the way, major foreign Internet auction site – Ebay – in 2009 was sentenced to a fine of 80,000 Euros for trafficking counterfeit by a Paris court. The lawsuit was filed by the company that owns such brands as Christian Dior and



Givenchy, it accused online auction in selling copies, which are detrimental to the manufacturer of the original product.

Contrary to popular misconception is that the brand is required by any company or product a priori, it is not always needed. At considerable number of mass market you can do without it. So, do not spend money on all sorts of chatter of consultants, obscure research of unclear subject, beautiful pictures of advertising agencies, etc. tinsel, which is usually "sold" along with branding.

The product is consumed as a product: soap, potatoes, or constructional mixes and more. These products have long been accustomed to, and no one brainstorms why they can be important. It's just a soap, potatoes or mortar. There are different price categories with different levels of quality, but that's all. As for the clothes, alcohol, tourist facilities or football team – the nature is other, because they allow the consumer to realize the significant needs. Or at least let them try to implement. Moreover, it is clear to the consumer intuitively without long explanations in advertising. And for that the consumer is willing to pay. Clothing fashion brand can cost tens of times higher than a similar but unmarked garment. And try to sell cement in bags at a price 10 times higher than the market average, and you will not work. The consumer is not so easy to take all the most expensive, and require more "additions" ... However, by calculating the significant human needs and matching them with a particular product, you can easily understand how the consumption of the product may be significant. Accordingly, if it can – then you can start to create a brand.

Part B

The Apple Corporation is leading company on production of the computer equipment, various gadgets and the specialized software of "Apple Inc" for them. The famous line of personal computers both "Macintosh" and MacBook laptops, and also the software to them — "MacOS" brought popularity to the company. And few years ago the corporation still made the real revolution in the world of music fans, having put on the market a series of multimedia players "iPod" which allowed not only to listen to music, but also to download it from the Internet.

Computers and additional structures of the company, unlike other firms developing computers for commercial structures, were focused at once on the mass buyer.



The Apple Company has developed competent marketing strategy at once, having relied on uniqueness. And the brand of "Apple" is unique till nowadays.

«Apple» Products are distinguished not only in excellent design and build quality of each device, from phones to personal computers, but also the originality of its coherence. Each device, from the smallest chip and finishing software is fully developing the corporation «Apple», which provides a wonderful job of devices. This makes the company a leader in the production of mobile and computer technology in the world.

In Apple Corporation a lot of attention is paid to company positioning in the market, among competitors. It also explains such large volume of advertizing, despite a world fame of the company.

One more distinctive feature of "Apple" is simplicity in storing of its slogans, such that the buyer could remember it at any time, and at the same time and a painfully familiar logo in the form of apple. Such advertizing slogans work much better, than a long and necessary extolling of production of other competitors.

However, this is not the most important fact in market policies of «Apple». The Corporation carefully defends their rights and interests in the field of mobile devices and other gadgets.

Using a holistic approach, not only to the development of products, but also its implementation, allows «Apple» to be much more prestigious among the competitors. Company's fame is not based on popularity alone its technology, but also on the software component, known worldwide, as the operating system «Mac OS» is not only used on computers «Mac» and finds more and more fans , not only among ordinary people , but also among experienced programmers.

Corporation «Apple» has firmly taken its place in the market of computer hardware and software. And the company offers to its adherents not only mobile, but also various low-cost services to their services. This makes the products «Apple» so popular in all the countries over the world. The client base is growing regularly.

One of the first integrated marketing tools is **online marketing**. The company's website is an important marketing instrument and resource for customers. It relays information to customers about the latest products, videos explaining how to use company's new gadgets, contact information, customer service etc. Company's online



marketing strategies are the best and quickest ways for customers to learn about products before the information comes to mass media.

Television and movie product placement is different from brand integration in the way that the products are strategically placed within the camera view. The majority of today's television movies and shows use Apple gadgets. Other integrated marketing tool is online **infomercials**. When the company places a new product or makes updates to software, it also releases videos to promote and explain the changes.

Company's strategy is broadcasting in ads and online sites. Its promotion strategy is to introduce new products to people and then use advertising. Their main goals are to attract more customers and increase their sales.

The key to successful integrated marketing communication — is to ensure that at each customer touch point, at every customer interaction, your brand and organizational values are present and vivid.

It is one of the reasons why 54 million people own their products worldwide, why last quarter PC sales slumped by minus one per cent while Mac sales shot up by 28 per cent and why the Mac has outgrown the PC every quarter for the past five years.

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