



Brand Development

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**MINISTRY OF INDUSTRY AND TRADE
OF THE SOCIALIST REPUBLIC OF VIETNAM**



**BỘ CÔNG THƯƠNG - MINISTRY OF INDUSTRY AND TRADE
CỤC XÚC TIẾN THƯƠNG MẠI
VIETNAM TRADE PROMOTION AGENCY**

Contents

- Academic - Brand Development Theory
- The Practice - Branding Toolkit
- The Application – The Three Big Brands
- Case Study – Ireland the Brand



**MINISTRY OF INDUSTRY AND TRADE
OF THE SOCIALIST REPUBLIC OF VIETNAM**



The Brand Development Process

Brand Audit

- What are your product/service attributes.
- Are these the attributes you want to have?
- Reposition

Research

- What makes a customer's life easier, wealthier, safer, better or happier?
- What markets are attractive?
- Describe your perfect customer.

Segmentation

- Segment
- Target
- Position
- Research – know your target segments better than your competitors – *real* customer focus.

The Brand Development Process

- Marketing Research – know the broader marketplace.
- The Marketing Segmentation Process
 - I. Segment
 - II. Target
 - III. Position
 - IV. Research – know your target segments better than your competitors – *real* customer focus.

The Brand Development Process

Specialization

- What do you do that is unique?
- Are these the attributes to have and your target audience need?

Differentiation

- *Why should I buy from you?*
- If nothing, create what is required or make it up..

Concentration

- 80/20 rule
- Understanding needs/wants/ desires fears and aspiration better than your competitors – customer focus.

- Reposition?

5 Myths of Brand Development

1

Myth 1

Good brands
will sell any
product!

2

Myth 2

Quality
creates
brands.

3

Myth 3

Advertising
agencies do
branding.

4

Myth 4

A cost not an
investment.

5

Myth 5

Brands have
a life of their
own.

Myth 1 Good Branding Sells Products

- Not if they are low quality products.
- Good branding does help to sell average products and consumer choice via familiarity.
- If the customer is happy with the functional quality, they re-purchase.
- Average quality products with great branding – the branding becomes the desirable product.
e.g. Lady Gaga, Rolex, Stella Artois, Harvard Business School.

Myth 2 – Good Products Sell Themselves

- If customers' are buying average products with good, attractive branding, they will never get the opportunity to try your superior product.
- *Risk minimisation* – Consumers buy the brand they are familiar with; *cognitive dissonance*.
- Your company have just lost a customer!

Myth 3 –
Money spent
on branding
is a cost the
company
cannot afford

- Costs are costs, investments are investments.
- You invest in new plant, buildings, staff, training, etc. branding is just, if not more important.
- Shows confidence and showcases your product and company offering of value to potential customers.

Myth 4 –
Advertising
agencies are
good at
branding.

- Advertising agencies are creative design houses, not marketing agencies.
- They are interior designers for company products; they do not put in the foundations and infrastructure required. This requires architects, skilled builders and tradesmen – these are called *Marketers*.

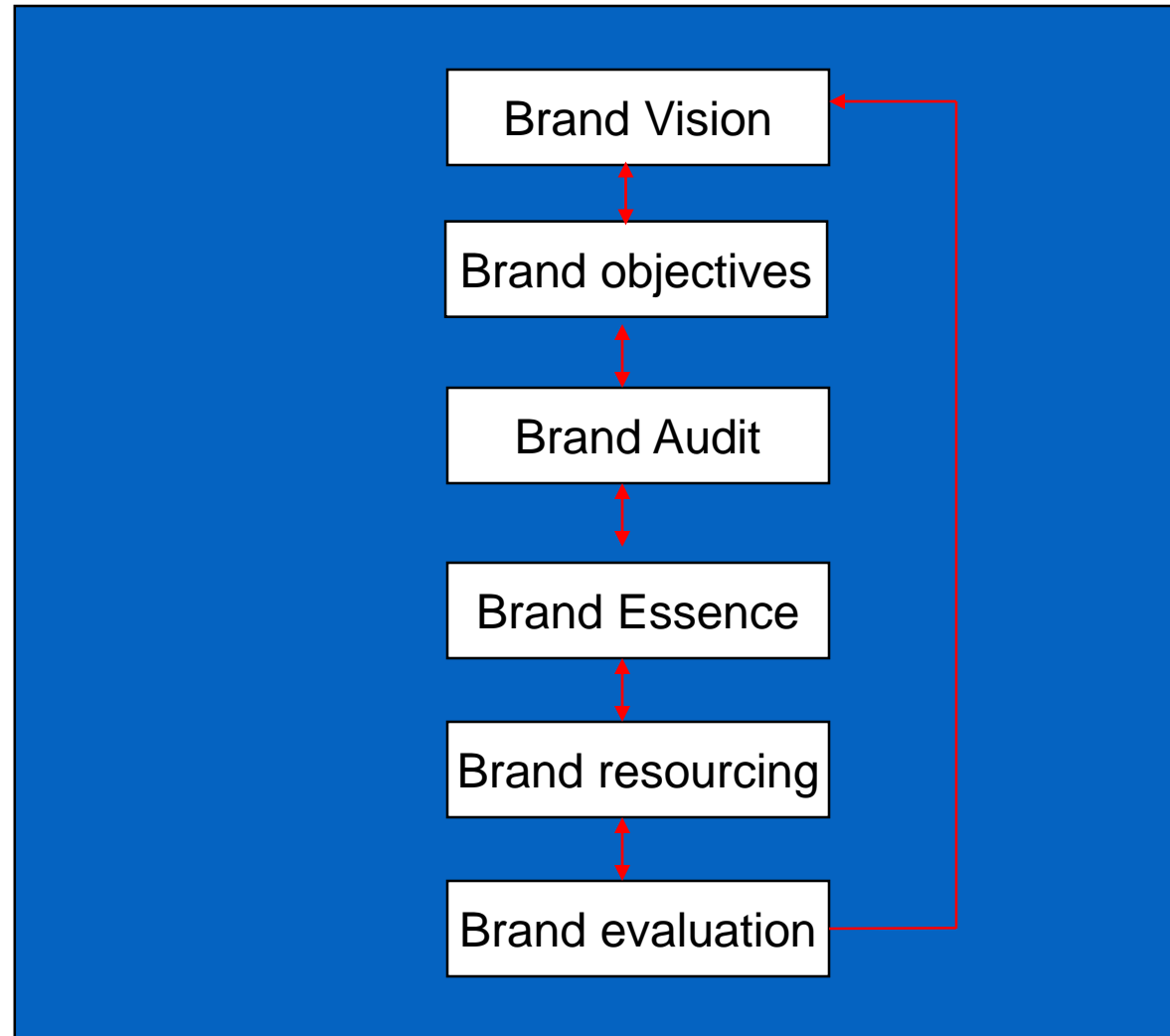
Myth 5 – Brands take on a life of their own.

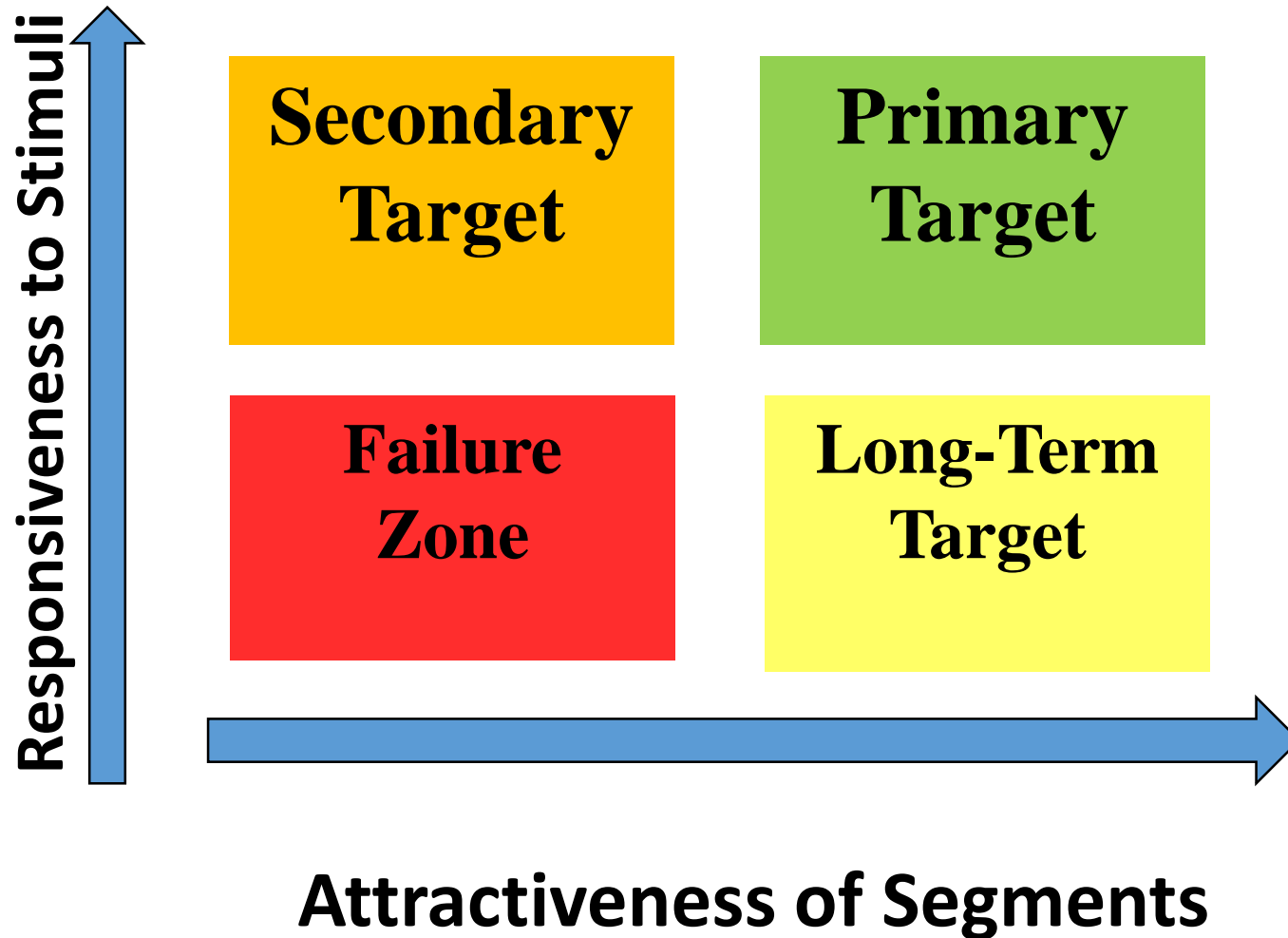
- Only if you do not manage them!
- Brands are like children, they need nurtured, managed, resourced, financed, directed, supported and re-positioned if not performing to expectation.
- You own the brand, manage it, sell it if it does not fit with your portfolio or abandon it.

Brand Building Process

- I. Brand Vision – what is your USP? Why should I buy your product/service?
- II. Brand Objectives – what am I trying to achieve? SMART?
- III. Brand Audit
- IV. Brand Essence
- V. Brand Resourcing
- VI. Implementation and Evaluation.

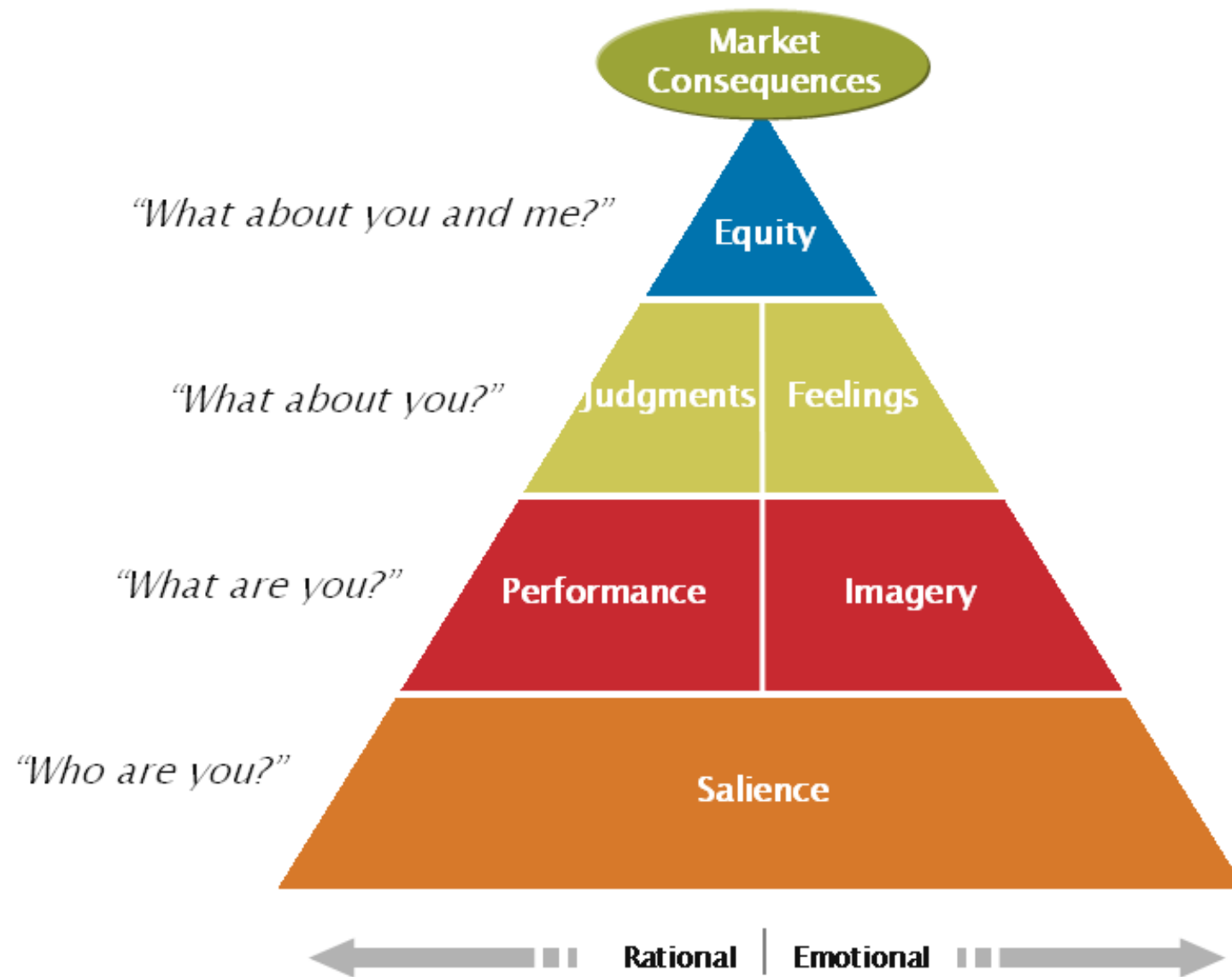
The Process of Building and Sustaining Brands





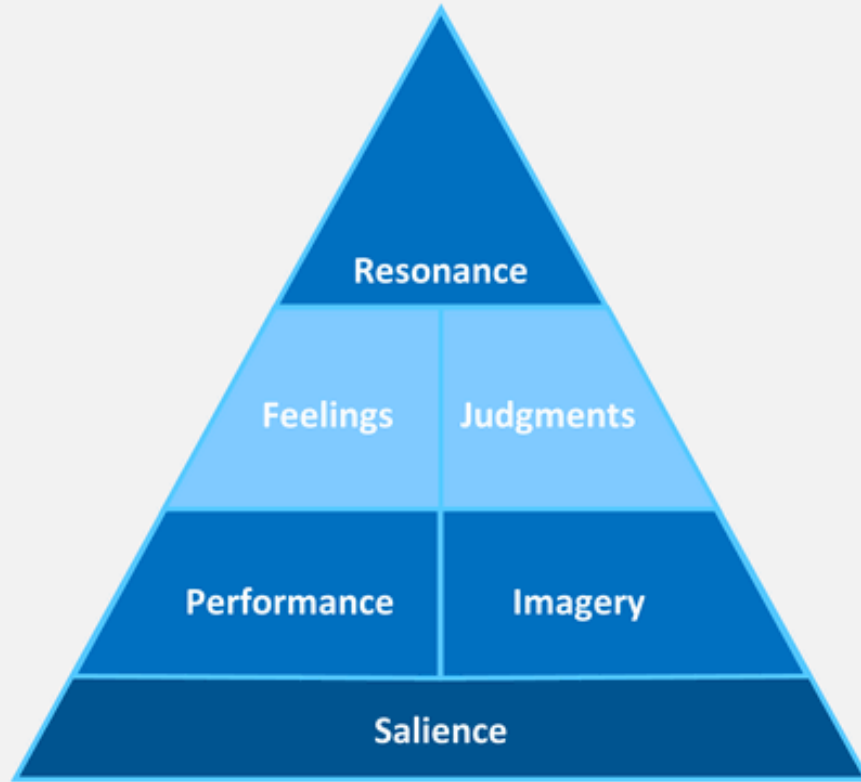


Brand Pyramid Template



BRAND EQUITY

Customer-Based Brand Equity Pyramid



4. Relationships

What about you and me?

3. Response

What about you?

2. Meaning

What are you?

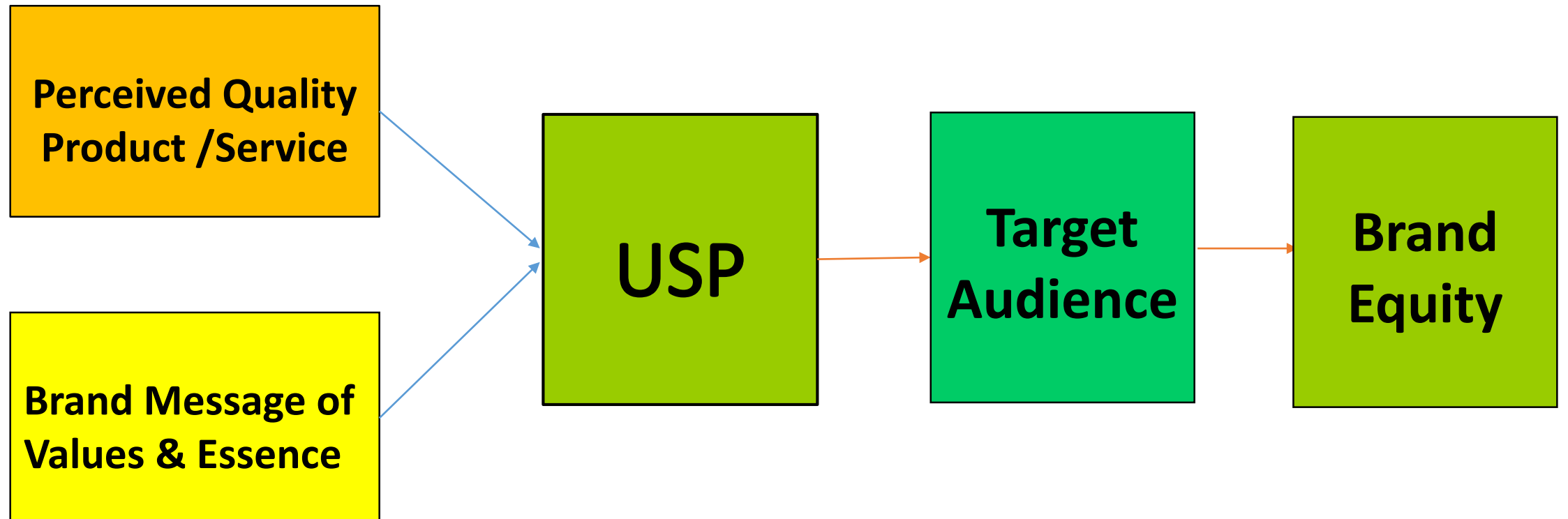
1. Identity

Who are you?

The USP Proposal

- Credibility
- Distinctive
- Realistic and Believable
- Attractive – will it make the customers life better, easier, happier?
- Attainable – can the target audience afford it, can they afford not to have it?
- Deliverable
- Consistent and Enduring.

Brand Equity Proposal



Brand Development - Theory, Fallacy and Reality

- The Fallacy – If you put a Ferrari badge on a Ford, it does not make it a Ferrari; put a Ford badge a Ferrari, it still isn't a Ferrari.
- The Reality – You put a Skoda Brand on a VW and sell at a lower price, you sell cars without diluting the VW brand value! Re-positioning.

Application -
The big three
brand solution
approaches.

- The Big Apple - New York: The Biggest Apple Brand.
- Big Ben – The Branding of London.
- The Big Festival – The Branding of Edinburgh and Scotland.



**Branding
New York**
**How a City
in Crisis was
Sold to the
World Miriam
Greenberg**

I  **NY** [®]

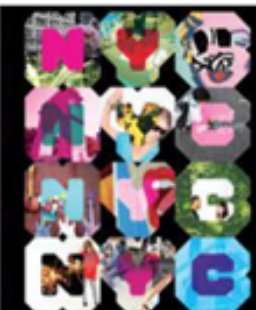
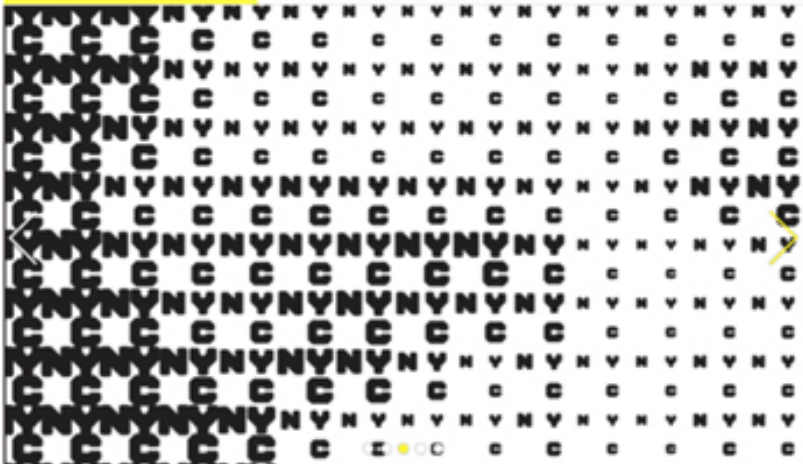
NEW YORK CITY: BRANDING INSPIRATION



WOLFF OLINS

Archive
This is an archived case study. To see the latest work from Wolff Olins [click here](#).

All about layering elements, repetition, and tight juxtapositions to embody the tone of NYC visually.



There is only one New York City
But
There is no one New York City

NYC's Groundbreaking Visitor Center Unveiled By Mayor Bloomberg









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Edinburgh Military Tattoo: Edinburgh Castle, Scotland.

1948 – Display of military drills from regiments around the British Empire.

1950 – 6,000 spectators
-with a limited capacity within the castle walls.

2017 – 220,000 over a month with 2/3 shows a day.
- sold out for the last 18 years
- audience 70% tourist
- televised in 30 countries with an audience of over 100 million viewers
- 48 countries military participate
- £77million (approx. \$100 million) to Scottish economy
- stadium capacity 6,000



EDINBURGH
FOOD
FESTIVAL

TRY
ME

Value of Food and Drink Exports

- £5.5 billion per annum
- Gleneagles Hotel Food and Drink Exhibition Oct 2017
- *Target audience* major international retail buyers i.e. initial contact for large, long-term trade and relational development.
- The exhibition needs marketed and branded not the actual companies and products.



The Edinburgh Festival
fringe

Largest
Comedy
festival in the
World

- Started 1947
- Bigger than all other 10 Edinburgh Festivals put together
- Visitor numbers 2,475,143
- Value 2.5 million tickets sold (and one or two beers)!



EDINBURGH INTERNATIONAL
FILM FESTIVAL



THE UNIVERSITY
of EDINBURGH

The Festival Effect

- The festival makes Edinburgh a very high profile city amongst the young, educated, affluent and cool!
- The business class of the future – key target audience and difficult to engage.
- Edinburgh is the coolest city in the world for Universities with 37,000 students each year bring in a vast amount of money for the local economy and building long-term relationships with the city and Scotland.







Brand
Message :

USP – Target
Audience

Customers' rarely remember
the brand advertising, image
message, slogan, music or logo.

**Customers remember how the
*Brand made them feel!***



BRITISH
UNIVERSITY
VIETNAM
BUV

Case Study – Ireland the Brand

<http://www.ireland.com/>

<https://www.investni.com/international/asia-pacific.html>

An integrated approach to building and developing the brand *Ireland*

- Inward investment, R&D, training and educational centre, FDI etc.
- European Headquarters
- Tourist destination
- International meetings, conference, sports and music events and travel hub etc.
- Exporter of quality goods, services and people – *The Irish Diaspora – Ambassadors to the World!*



Statistics

- 4.8 million people
- GDP \$324 billion (\$70K per capita)
- Capital – Dublin – 1.1 million people
- Exports Euro 149 billion up 13% on 2015

Source: www.idaireland.com

Features and Attributes

- An attractive, vibrant, European city that is progressive and friendly to inward investment and emigration and immigration of peoples.
- Full access to EU and EEA (57.9% exports to EU) and politically neutral.
- Highly educated young skilled workforce – 37% of the population have higher education degrees.
- Invested heavily in infrastructure, education, tourism development and inward investment from the 1980s.
- 9th most economically free country in the world.

The Brand Essence

- *Cool place to live*, vibrant, cosmopolitan, educated, progressive, clean, safe, fun, socially & culturally and family friendly.
- Supportive government – research grants, training, favourable corporation tax.
- Speak English and access to EU and EEA.
- Good schools, colleges, universities, socially and cultural attractive and we are already familiar and like the brand.
- The Irish Pub Culture is Global.
- **USP – Emotional buy-in to the brand essence.**
 - **Functional buy-in skills, access to highly skilled workforce and 12.% corporation tax.**

SOLD!

Knowledge Economy

<http://www.idaireland.com/invest-in-ireland/why-invest/>

<https://www.investni.com/international/asia-pacific.html>

- 1980s – Relatively poor neighbour to UK with an agricultural based economy. Received significant EU infrastructure development funding.
- 1990s – *The Celtic Tiger* – roared with confidence. Overtook UK GDP per capita and attracted major inward investors of a high skilled, knowledge based nature, the silicon glen of Europe.
- 2007-8 - Housing crash lead to banking crisis. However, the fundamentals of the economy were sound.
- 2013 – *Named the best country for business* – Forbes.

Multi-national investors

- Pharmaceuticals
- Software
- Tourism
- Air transport – Ryan Air and Dublin as hub airport for Europe.
- Food and drink.
- Financial Services
- Minerals (Zinc, Lead, Cooper, Silver, Gold etc..)
- European HQ – Google, Facebook, Apple, Twitter, Uber, IBM, LinkedIn, Logitech, Oracle, Amazon, Yahoo, Airbnb, Cisco, eBay, PayPal
- Irish MNC – AIB, Ryan Air, Guinness, Kerry Group,

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- **Dr Declan Bannon** is an academic researcher, consultant, board member, Executive Director, Chartered Marketer and Fellow of the Chartered Institute of Marketing.
- With over twenty-five years' experience in Marketing Management and Higher Education, his specialities are Strategy Development and Marketing for multi-national and SME companies in the British Isles, Eastern & Western Europe, Asia and Africa.
- Declan holds degrees from the University of Ulster, an MBA from Edinburgh University and a PhD Doctorate in Marketing from the University of the West of Scotland.
- Board appointments include the Chartered Institute of Marketing (Scotland) and West Dunbartonshire Leisure Trust. As a researcher, he is widely published in national and international journals, books and business publications.

