"Brand as a handy weapon to build the image of product."

The promotion of a new product in a competitive market is challenging one, much of it depend on what is communicated about the product. The recurring theme of any promotional device is to get the people to know about the product or services. Many companies start promotional campaign arbitrarily without having the conception of success and failure. As it is hard for them to verify the percentage of failures, apparently their product or services do not succeed. Research may be done at different stages to develop and evaluate the concept of customers reactions.

Branding is considered as an important promotional device. Research may also be done in the process of branding. Research provide informations what to say in brand that will speak well and stand as a 'trusted personality' to convince the customer to the product or services. Market researchers study the life styles of consumer their reactions etc and these are injected product brand. Since all the seller's actions like the buyer's action, are communications that contribute symbolically to create the brand image. Managers are always alert to recognise whether the brand is able to create an image by rubbing the consumer mind, connotes youthfulness, durability or not. A successful brand carries a neat meaning and represents company's glamour, prestige and produces more intense understanding.

contd...
Brand gained quickly a prestige and position in trade terminology and now it is being used in larger society. The role of brand in creating the image of product is positive and constructive because it speaks about the product and provides the way of thinking and talking about the product. It reflects long-felt realities into consumer mind; it is more than the spreading of product-awareness and product-meaning. Artwork of brand produces certain impression and qualities in the public's thinking. The represented ideas of brand can create picture in consumer mind that sum up their knowledge about the product and their main attitude to it. Brand image interacts with consumer mind and lead them to act towards their purchasing behavior or favourable wish without thinking too laboriously and extensively.

Brand creates image of product which is the physical reality of it. It includes beliefs, feelings that means product meaning lies at the heart of brand image. This image suggests that the products to be purchased. Most people purchase product remembering brand's memory i.e. how well they match the ideal conception. It is also true that the same product image must not exist in each product area because the buyers are not homogeneous and their life style social status differs consequently they seek to incorporate brand images that would suit them.

contd.
Creation of brand image involves close study and analysis, covering many dimensions of the product's existence. Commonly, research work is inevitably important in order to determine what attributes are important for a product area and how these attributes are perceived. But worsening, financial condition of firm creates dilemma in using research as a weapon to assist in determining the kind of problems to be solved.
CHAPTER: XVII

The Process of Branding:

Establishing a brand identity is a feature of advertising policy particular in the case of consumer goods. Brand name may begin with a name but extends to other physical features - typography, slogans, design, colour etc. Brand name selection is an art. No formal rules and regulations can constitute a good brand name. But a good brand name makes a difference, helping to communicate something important to company or its product. Branding itself could have a contrary effect if the branding image were psychologically or sociologically ill-conceived or if the branded products were unacceptable. If any one branded product just using the name of company or proprietor's family member it is not adequate in highly competitive market. A good brand name should be -

1) Short, simple, and easy to spell and read.
2) Easy to recognize and remember that means it could facilitate to recall memory.
3) The colour, sketch, proportion should be so clear and meaningful to the customer that could lead to more rapid initial buying action or greater frequency of buying.
4) Pleasing when read and easy to pronounce that can produce a greater impact in consumer mind.
5) Branding should lead to a more ready acceptance of a product by wholesalers and retail stores.

contd...
6) Adaptable to packaging or labelling requirements.

7) Pronounceable in all languages (especially only in the case of goods to be exported).

8) Not offensive, obscene, or negative.

9) Adaptable to any advertising medium.

10) Branding should be made in such a way that it could be a loyalty may give a manufacturer greater control over marketing strategy and channel of distribution.