

# Contents

---

Preface	xi
<b>1 What is a brand?</b>	1
The development of branding	3
Successful branding	4
The importance of brands	7
Maintaining brand values	8
The brand life cycle	10
Brand extension	13
Creative branding	14
International branding	15
Legal protection	16
<b>2 The significance of branding</b>	17
Early branding	18
Modern branding	19
New brand development	20
Maintaining brand equities	21
The benefits of brands	21
International brands	22
Brand values	23
<b>3 How to brand new products</b>	25
What should be done and by whom	25

## Contents

Developing a point of difference	27
Identifying new brand opportunities	28
Reasons for brand failure	29
The role of market research	30
Branding by retailers	31
Brand search	33
Testing the concept	35
Conclusions	36
<b>4 Branding services</b>	<b>38</b>
Particular problems of services branding	38
The need for branded services	40
Types of service brand	41
The growing importance of services	41
The essentials of services branding	42
The growth of franchising	44
Service trade mark legislation	45
<b>5 The use of the corporate brand</b>	<b>46</b>
The monolithic approach	46
The endorsed approach	47
The 'simple' approach	48
Preferred brand structures	49
The audiences of a company	51
Developing corporate brands	53
Conclusions	54
<b>6 Branding industrial products</b>	<b>55</b>
The role of industrial brands	55
The pharmaceutical sector	56
Branding raw materials	58
Industrial consumers	60
<b>7 Own label</b>	<b>61</b>
Retailing manufacturers' brands only	61
Own label retailers	61
The growth of own label	62
Own label initiatives	63

The retail brand	65
Own label and small retailers	65
Implications for manufacturers	66
Responding to own label	68
<b>8 Developing new brand names</b>	<b>70</b>
‘Traditional’ brand name development	70
Key factors	72
Developing a naming strategy	74
Developing naming themes	76
Name selection	78
The ‘spectrum’ of brand names	80
<b>9 Developing logos and packaging</b>	<b>83</b>
Early use of logos	83
Types of logos	84
Attitudes of designers	86
Designing the logo	88
Developing packaging	89
Redesigning packaging	90
<b>10 Developing corporate identities</b>	<b>92</b>
What is corporate identity	92
The experience of Rover	94
The need for consistency	95
Overhauling the identity	95
Developing a new identity	96
<b>11 Managing brands</b>	<b>98</b>
Brand management in a major foods group: the history of Omega Foods	98
Brand management problems	100
Principles of brand management	103
Brand-centricity	104
Conservative management	105
Define the brand	106
Structures of branding	107
Ten rules of good brand management	108

## Contents

<b>12</b>	<b>Brand extension</b>	110
	Reasons for brand extension	111
	Factors in brand extension	112
	Maintaining visual equities	114
	Maintaining brand boundaries	114
<b>13</b>	<b>International branding</b>	115
	Global versus local branding	115
	The growth of international branding	116
	Advantages of international brands	117
	Other factors	119
	Local brands	120
	The trend towards international brands	121
	Developing international brands	121
<b>14</b>	<b>The legal side of brands</b>	123
	Intellectual property	123
	Functions of a trade mark	126
	Registering a trade mark	126
	Criteria for registrability	129
	Selecting a trade mark	130
	The process of registration	131
	Licensing	133
	Transferring ownership of a trade mark	134
	Counterfeiting	134
	The power of trade marks	137
	Using the trade mark	138
	The trade mark adviser	139
<b>X5</b>	<b>Licensing and franchising</b>	140
	Licensing	140
	Franchising	143
	Legal aspects	145
	Conclusions	147
<b>16</b>	<b>Valuing brands</b>	149
	The brand valuation controversy	150
	The significance of brand valuation	151

## Contents

The development of brand awareness in mergers and acquisitions	152
The RHM brand valuation	154
Why RHM valued its brands	156
Possible ways to value brands	157
Brand strength	159
The determination of the multiple	161
Amortisation	162
Applications for brand valuation	162
The future	163
<b>17 The future of branding</b>	<b>164</b>
Future trends	164
Brand evaluation	165
Brand management	166
Brand extension versus new brand development	167
Internationalisation	167
Own label brands	168
Appendix: Trade marks advertised prior to registration in the official <i>UK Trade Marks Journal</i>	169
Bibliography	181
Index	183