

WHAT IS A BRAND?

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CHARACTERISTICS

Brand identity is an effective form of advertising and marketing.

Brand identity helps create an image for the public and potential customers.

Brand identity develops over time due to successful products.

Brand identity is associated with quality products.

Branded products are normally trusted by the public and customers.

It is assumed that branded products have been extensively tried and tested before release.

Brands usually help build up customer loyalty.

Branded products are often used by individuals to help them build their own personal image.

Brand identity helps customers distinguish between similar products, manufactured by different companies.

Brand identity is often associated with innovation.

Brand identity is usually associated with good design.

Companies try to emulate and even copy branded products.

Brands always have a distinctive logo/symbol.

Brand identity creates and maintains interest in products.

