

# Module 3: Branding

## Lesson 1 - What is a Brand?

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### OVERVIEW

In this lesson, students will discuss the concept of brand loyalty and learn which companies have achieved brand loyalty at the highest levels. Students will also explore the techniques that helped establish positions of loyalty for various brands.

### OBJECTIVES

1. Identify the five primary types of brands.
2. Describe the various branding mechanisms.
3. Explain what a brand mark is.
4. Recognize what a logo is and why they are important in branding.
5. Explain the importance of a trademark.
6. Describe why brands use slogans and taglines in marketing.
7. Explain why a brand might use a mascot as part of an overall brand strategy.

### KEY TERMS

*Branding*

*Logo*

*Trademark*

### This Lesson Bundle Includes:

- What is a brand? - Lesson Outline
- What is a brand? - Presentation Slides
- Industry Application - Related Links
- Guess that Slogan - Branding Game PPT
- Mascot Mania! - Branding Discussion PPT

# Lesson 1 - What is a Brand?



## DISCUSSION: WHAT IS A BRAND?

Brands are all around us, all of the time. When we stream a show on Hulu, watch a movie, view videos on Tik Tok or visit the mall or shop online. Think about brands you recognize. What is most recognizable? Logos? Colors? Where do you see them? How do you interact with them? Developing strategies to maximize brand exposure and influence how you feel about those brands is a critical component to the success of any business.

## BRANDING

**Branding** is the use of a name, design, symbol, or a combination of those elements that a business uses to help differentiate its products from the competition. Branding describes a company's or event's efforts to develop a personality and make its products or services different from the competition.

### Brand Types

**At a general level, there are five primary types of brands:**

1. Corporate brand
2. Product brand
3. Store brand
4. Personal brand
5. Nonprofit brand

**A corporate brand represents an entire company or organization:**

- Ulta
- Crocs
- Sony

**A product brand represents a particular product of a company or organization:**

- MTN DEW
- PlayStation
- iPhone, iPad
- M&M's

**Store brands (also called private labels) are the products retailers sell as their own brands:**

- Target's grocery brand, Good & Gather
- Costco's private label brand, Kirkland Signature
- Great Value, Walmart's private label brand

**A personal brand represents an individual:**

- Beyoncé
- Elon Musk



### A nonprofit brand represents any nonprofit charitable organization:

- American Cancer Society
- PETA (People for the Ethical Treatment of Animals)

### Additional types of Brands:

1. Service brand
2. Activist brand
3. Luxury brand
4. Value brand
5. Destination brand

## Branding Mechanisms

There are several mechanisms that a business might consider when developing, establishing, or repositioning its brands.

### Examples include:

- Brand mark
- Logo
- Trademark
- Slogans and taglines
- Phrases
- Mascots

### Brand Mark

A **brand mark** is a symbol, artwork, design element, or other visual that helps consumers to identify a company.

### Logo

A **logo** is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.



### Trademark

When a brand name or trade name is registered through the federal government, it also becomes a **trademark**. Trademarks legally identify ownership of a registered brand or trade name and allows for the owner of the trademark to protect the brand. That

little “TM” symbol you see next to the logo of your favorite brand? That means it has been trademarked. When the symbol is a circled “R”, the logo has been registered with the United States Patent and Trademark Office.

Logos and brand marks aren’t the only things that can be trademarked. Words and phrases also represent intellectual property that can be protected through the trademark process. For example, McDonald’s trademarked the phrase “I’m Lovin’ It” in 2003 and still uses the iconic slogan in its advertising today. The company also holds trademarks for products like Big Mac, Egg McMuffin, Filet-O-Fish, Chicken McNuggets, and Happy Meals while trademarks also protect the brand’s mascots like Ronald McDonald, Grimace, and the Hamburglar.

## Protecting the Brand

Organizations go to great lengths to protect their brand from a legal perspective. Some brands will spend millions of dollars per year on legal fees dedicated to protecting trademarks. Without acting when another company or individual infringes upon the intellectual property, an organization risks the potential for the brand being devalued. Taking necessary steps to protect the brand becomes paramount if the organization hopes to maximize profits.



### DISCUSSION TOPIC

As more and more brands explore the metaverse as an opportunity to engage consumers, establishing brand position within the virtual space is paramount to a company’s long term marketing strategy. While McDonald’s already holds many trademarks for products like Big Mac, Happy Meals and the Hamburglar, they also registered 10 different trademarks for the metaverse.

According to the application filed with the US Patent and Trademark Office, the digital material that McDonald’s will offer at its virtual restaurant includes real and virtual goods like “artwork audio”, video files, and a variety of NFTs.

Click [here](#) to read the story at marketing-interactive.com.

#### Discuss:

- What is a brand?
- What does it mean to “protect” a brand?
- What is a trademark?
- How might a trademark help a business protect its brand?
- Why is it important for a business to protect its brand?
- How might McDonald’s benefit from metaverse-related trademarks?



## Slogans & Taglines

Slogans are short, memorable catch phrases used in advertising campaigns designed to create product affiliations among consumers. Slogans are typically expected to have a shorter shelf life, often developed specifically for an advertising campaign (like an NBA team during the playoffs) while taglines are designed with long-term branding in mind. For example, Disney has introduced slogans like “Where Dreams Come True”, while Disneyland has long been known for its tagline “The Happiest Place on Earth.”



### Popular corporate slogans and taglines:

1. Disneyland – “The Happiest Place on Earth”
2. Nike - “Just Do It”
3. De Beers - “A Diamond is Forever”
4. MasterCard - “There are some things money can’t buy. For everything else, there’s MasterCard.”
5. Subway - “Eat Fresh”



### STUDENT ACTIVITY

In class, you will view a series of images in a presentation. Each image will feature a memorable slogan or tagline from a particularly memorable brand marketing campaign. Using the worksheet shared by your teacher, see how many brands you can guess from the slogan or tagline.

**Advanced Learning:** As you review the answers, see if you can determine the positioning, differentiation, or branding strategy associated with each slogan or tagline. What do you think the brand message was that the company hoped to communicate to consumers?

Using the worksheet distributed by your teacher, see if you can guess which brand is associated with each slogan or tagline.

## Mascots

**Mascots** are characters created to represent a brand. These characters are often created to help establish brand image and provide opportunities for a business to boost brand awareness and recognition. Mascots are used in marketing campaigns and can be a very effective tool for capturing consumer attention. For example, Energizer has been using its mascot, The Energizer Bunny, as part of its marketing since 1998.



## DISCUSSION: BRAND MASCOTS

View the “Mascot Mania!” presentation in class. See how many mascots (and names) you can identify. As you review the presentation, consider the following questions:

- Have you ever seen any of these mascots used in a marketing campaign?
- Can you think of other examples of mascots used by a brand that were not featured in this presentation?
- Why do you think these brands use mascots as part of their marketing strategy?
- What image do you think the brand is trying to establish?
- Why don't *all* businesses incorporate a mascot into their branding strategy?



## KEY TAKEAWAY

Brands are all around us, all of the time. When we stream a show on Hulu, watch a movie, view videos on Tik Tok or visit the mall or shop online. Think about brands you recognize. What is most recognizable? Logos? Colors? Where do you see them? How do you interact with them? Developing strategies to maximize brand exposure and influence how you feel about those brands is a critical component to the success of any.



## INDUSTRY APPLICATION

Review the following news stories relating to concepts covered in this lesson:

**Mascot Marketing** - [Mr. Peanut is back, but Planters is giving away the \\$5 million it would have spent on a Super Bowl ad](#)

**Mascot Marketing** - [Mascots might be the key to a successful TikTok strategy for brands](#)

**Brand Protection** - [Hailey Bieber's New Skin Care Brand, Rhode, Sued for Trademark Infringement](#)

**Branding Campaign** - [‘Richmond Real’: City unveils new brand campaign](#)

**Branding Campaign** - [City's new place brand, slogan aim to tell the world Winnipeg is 'made from what's real'](#)

**Slogans** - [EU Courts Order Apple to 'Think Different' About Its Iconic Slogan](#)

**Slogans** - [Chicago's new marketing campaign blasted](#)

**Taglines** - [Is the Tagline Dead?](#)

## KEY TERMS DEFINED:

**Branding:** The use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition.

**Brand Mark:** A symbol, artwork, design element, or other visual that helps consumers to identify a company.

**Logo:** A graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

**Trademark:** Legally identifies ownership of a registered brand or trade name and allows for the owner of the trademark to protect the brand.

**Mascot:** Characters created to represent a brand.

