**STUDY NOTE**

**UG : SEMESTER----2**

**Subject: Marketing Management**

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**LECTURE NO. 04**

**BRANDING**

Branding is not just a logo or trademark. It incorporates many components that work together to form the destination brand concept. Their management is part of the brand strategy. The value of the brand is described by the term brand equity. Brand positioning and leveraging are branding management approaches. The identity, image, personality, essence or soul, character and culture are the brand components.

Brand identity

is how brand strategists want the brand to be perceived. It is a set of unique brand associations that represent what the brand stands for. These associations imply a promise to customers from organization members. Brand identity should help establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional or self expressive benefits.

Brand image

is a key component in the formation of a clear and recognizable brand identity in the market. Brand image is related to how the brand is currently perceived by consumers. In other words what is the reputation of the brand in the marketplace.

Brand character

is related to its internal constitution, how it is perceived in terms of integrity, trustworthiness and honesty. This is also related with the promise of the brand to deliver the experience associated with its name.

Brand culture

is about the system of values that surround a brand much like the cultural aspects of a people or a country.

Brand personality

is the set of human characteristics that are associated with the brand. It includes such characteristics as gender, age, socioeconomic class, as well as human personality traits such as warmth and sentimentality.

Brand essence (brand soul)

represents the emotional elements and values of the brand. Essence should be part of a long term positioning that does not change with every communication

**Packaging and Labeling**

Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

Package labeling (American English) or labeling (British English) is any written, electronic, or graphic communications on the packaging or on a separate but associated label.

**The purposes of packaging and package labels**

Packaging and package labeling have several objectives

Physical protection – The objects enclosed in the package may require protection from, among other things, mechanical shock, vibration, electrostatic discharge, compression, temperature, etc.

Barrier protection – A barrier from oxygen, water vapor, dust, etc., is often required. Permeation is a critical factor in design. Some packages contain desiccants or Oxygen absorbers to help extend shelf life. Modified atmospheres or controlled atmospheres are also maintained in some food packages. Keeping the contents clean, fresh, sterile and safe for the intended shelf life is a primary function.

Containment or agglomeration – Small objects are typically grouped together in one package for reasons of efficiency. For example, a single box of 1000 pencils requires less physical handling than 1000 single pencils. Liquids, powders, and granular materials need containment.

Information transmission – Packages and labels communicate how to use, transport, recycle, or dispose of the package or product. With pharmaceuticals, food, medical, and chemical products, some types of information are required by governments. Some packages and labels also are used for track and trace purposes.

Marketing – The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are applied to the surface of the package and (in many cases) the point of sale display.

Security – Packaging can play an important role in reducing the security risks of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage: Some package constructions are more resistant to pilferage and some have pilfer indicating seals. Packages may include authentication seals and use security printing to help indicate that the package and contents are not counterfeit. Packages also can include anti-theft devices, such as dye-packs, RFID tags, or electronic article surveillance tags that can be activated or detected by devices at exit points and require specialized tools to deactivate. Using packaging in this way is a means of loss prevention.

Convenience – Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, re-closing, use, dispensing, reuse, recycling, and ease of disposal

Portion control – Single serving or single dosage packaging has a precise amount of contents to control usage. Bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households. It is also aids the control of inventory: selling sealed one-liter-bottles of milk, rather than having people bring their own bottles to fill themselves.

**Packaging types**

Packaging may be looked at as being of several different types. For example a transport package or distribution package can be the shipping container used to ship, store, and handle the product or inner packages. Some identify a consumer package as one which is directed toward a consumer or household. Packaging may be described in relation to the type of product being packaged: medical device packaging, bulk chemical packaging, over-the-counter drug packaging, retail food packaging, military materiel packaging, pharmaceutical packaging, etc.

It is sometimes convenient to categorize packages by layer or function: "primary", "secondary", etc.

1. Primary packaging is the material that first envelops the product and holds it. This usually is the smallest unit of distribution or use and is the package which is in direct contact with the contents.

2. Secondary packaging is outside the primary packaging, perhaps used to group primary packages together.

3. Tertiary packaging is used for bulk handling, warehouse storage and transport shipping. The most common form is a palletized unit load that packs tightly into containers.

These broad categories can be somewhat arbitrary. For example, depending on the use, a shrink wrap can be primary packaging when applied directly to the product, secondary packaging when combining smaller packages, and tertiary packaging on some distribution packs.

Most physical products must be packaged and labeled. Some packages such as coke bottles are world famous. Many marketers have called packaging as fifth P, along with price, product, place and promotion. Packaging Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging is the activities of designing and producing the container for a product.

Packaging

1. Physical protection - The objects enclosed in the package may require protection from, among other things, shock, vibration, compression, temperature etc. Eg : Egg, Bottles

2. Barrier Protection - A barrier from oxygen, water vapor, dust, etc., is often required. Controlled atmospheres are also maintained in some food packages, keeping the contents clean & fresh. Eg: Fruits, Vegetables

3. Containment or Agglomeration - Small objects are typically grouped together in one package for reasons of efficiency. Eg: Chocolates, Biscuits

4. Marketing - The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been a important phenomenon. Eg: Chips, Biscuits

5. Security - Packages can be made with improved tamper resistance to deter tampering and also can have tamper evident features to help indicate tampering. Eg: Coke drinks, water bottles

6. Convenience - Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, re-closing, use, dispensing, and reuse. Eg: Sauce, Jam

7. Portion Control - Single serving packaging has a precise amount of contents to control usage. Commodities can be divided into packages that are a more suitable size for individual households. Eg: Milk, Ice creams

**Labeling**

Labeling is any written, electronic, or graphic communications on the packaging or on a separate but associated label. Display of information about a product on its container, packaging, or the product itself.

1. Brand Identification - Labeling helps in the identification and principal place of business of the person by or for whom the prepackaged product was manufactured, processed, produced or packaged for resale

2. Description - Labels provide the information regarding the food product. • It describes the contents, nutritional values, cost, product usage methods, shelf life etc.

3. Promotion - Finally labels helps in promoting the product through attractive and bright graphics replacing paper labels glued on cans and bottles.

Labelling not only serves to express the contents of the product, but may be promotional (symbols for example Cashel Valley Zimbabwe; HJ Heinz, Africafe, Tanzania). The EU is now putting very stringent regulations in force on labelling, even to the degree that the pesticides and insecticides used on horticultural produce have to be listed.

This could be very demanding for producers, especially small scale, ones where production techniques may not be standardised. Government labelling regulations vary from country to country. Bar codes are not widespread in Africa, but do assist in stock control.

Labels may have to be multilingual, especially if the product is a world brand. Translation could be a problem with many words being translated with difficulty. Again labelling is expensive, and in promotion terms non­standard labels are more expensive than standard ones. Requirements for crate labelling, etc. for international transportation will be dealt with later under documentation.