

SUMMARY

Branding aspects in the design process: Considering branding strategies during a product development process

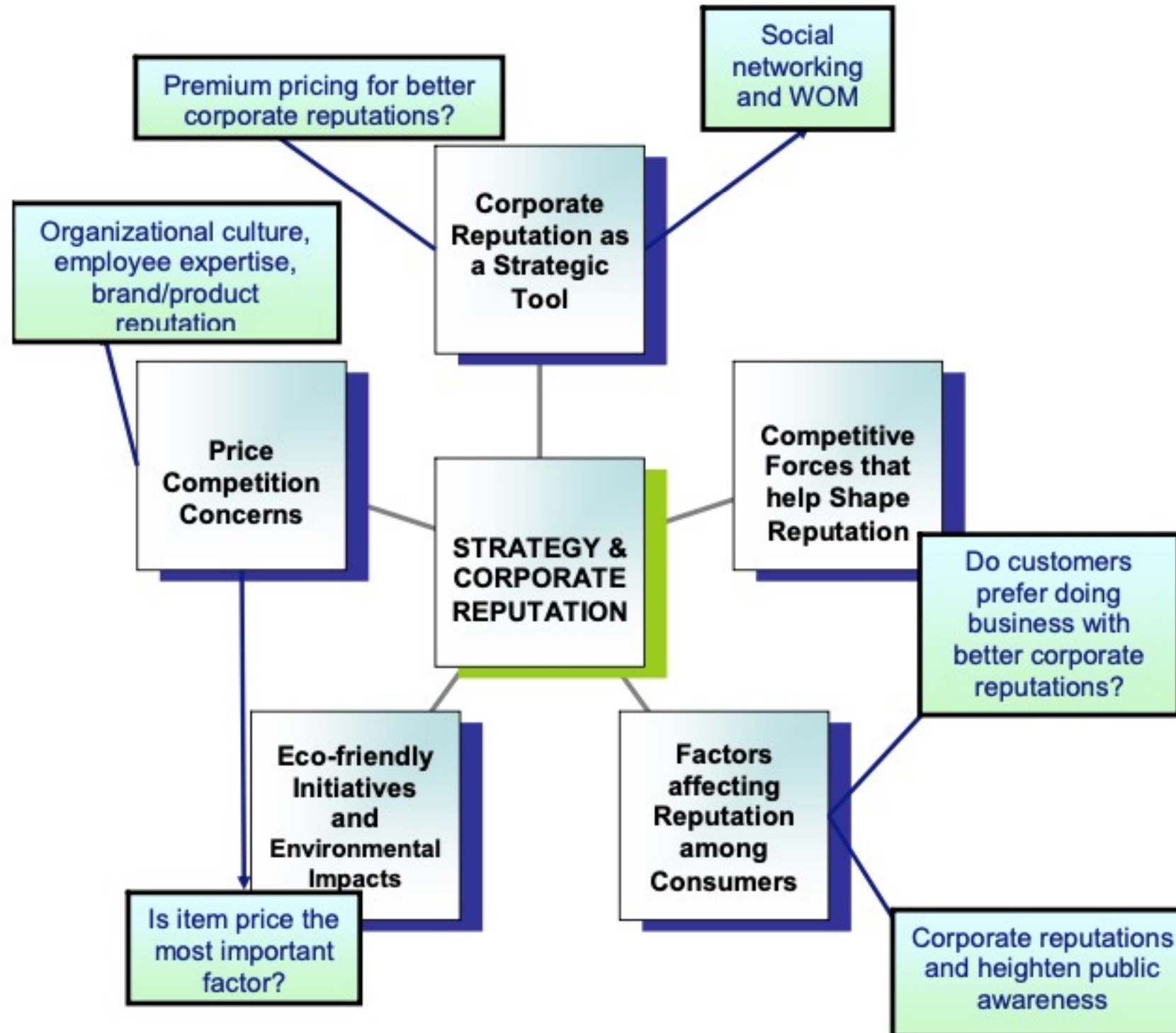
Developed by:



Introduction

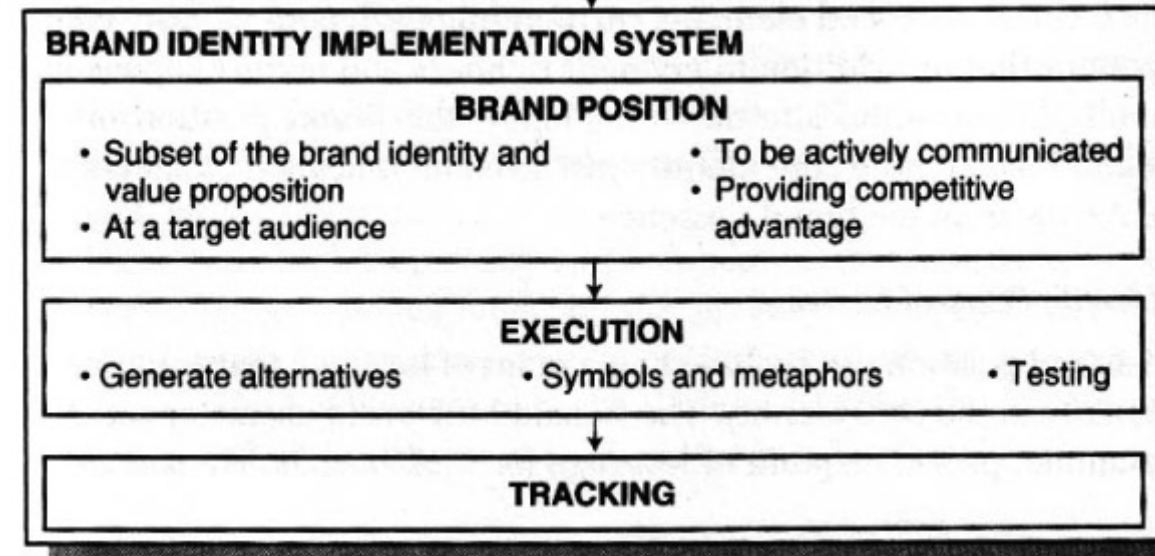
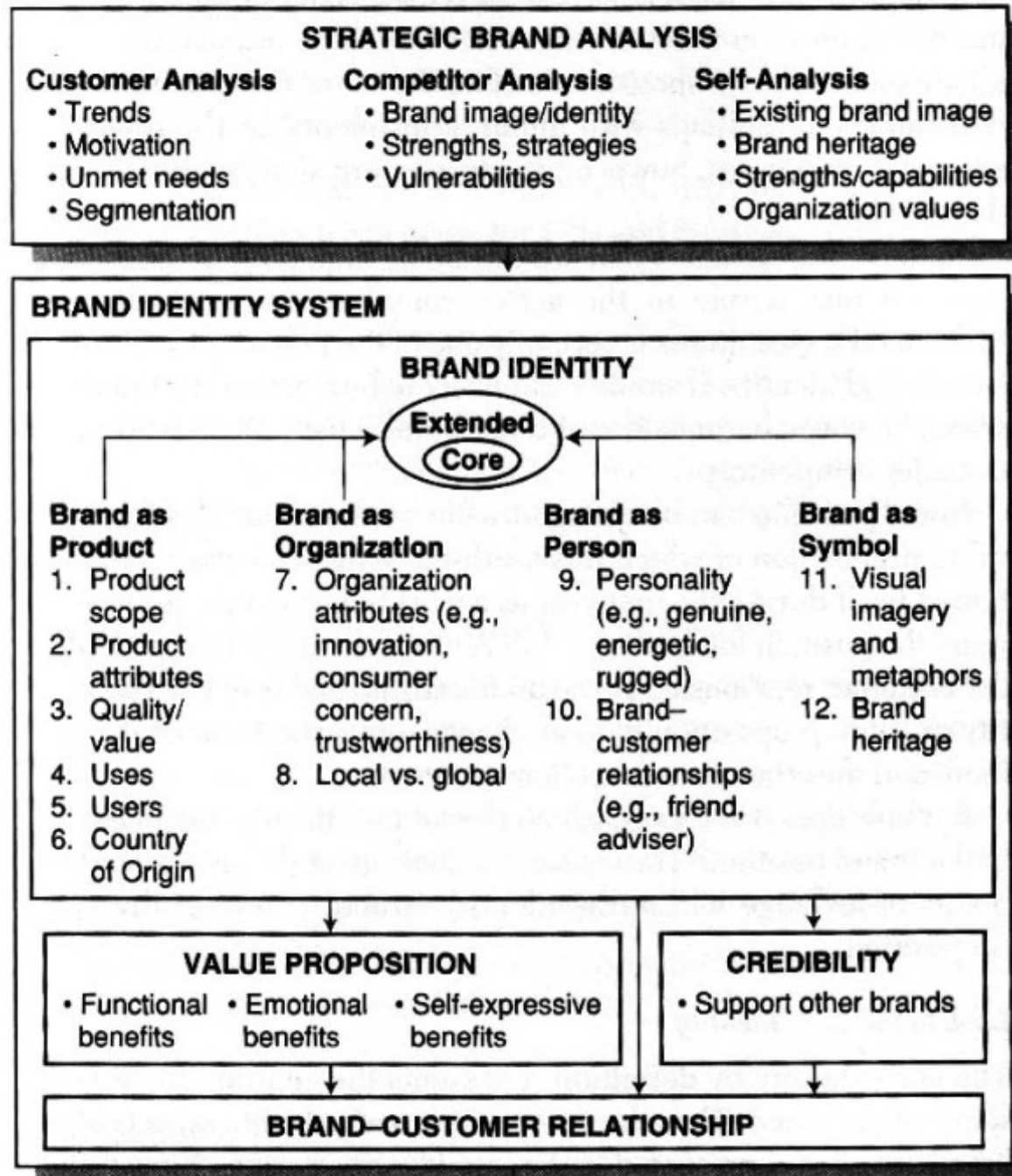
- Branding is the process carried out by companies to differentiate their offer from similar ones
- Brand Identity is the way the company wants the brand to be perceived
- The visual identity of a new product/design need to be coherent with the overall company strategy/vision

Background



Branding and corporate reputation: Conceptual or activity map on the basic forces associated with the strategic leveraging of corporate reputation

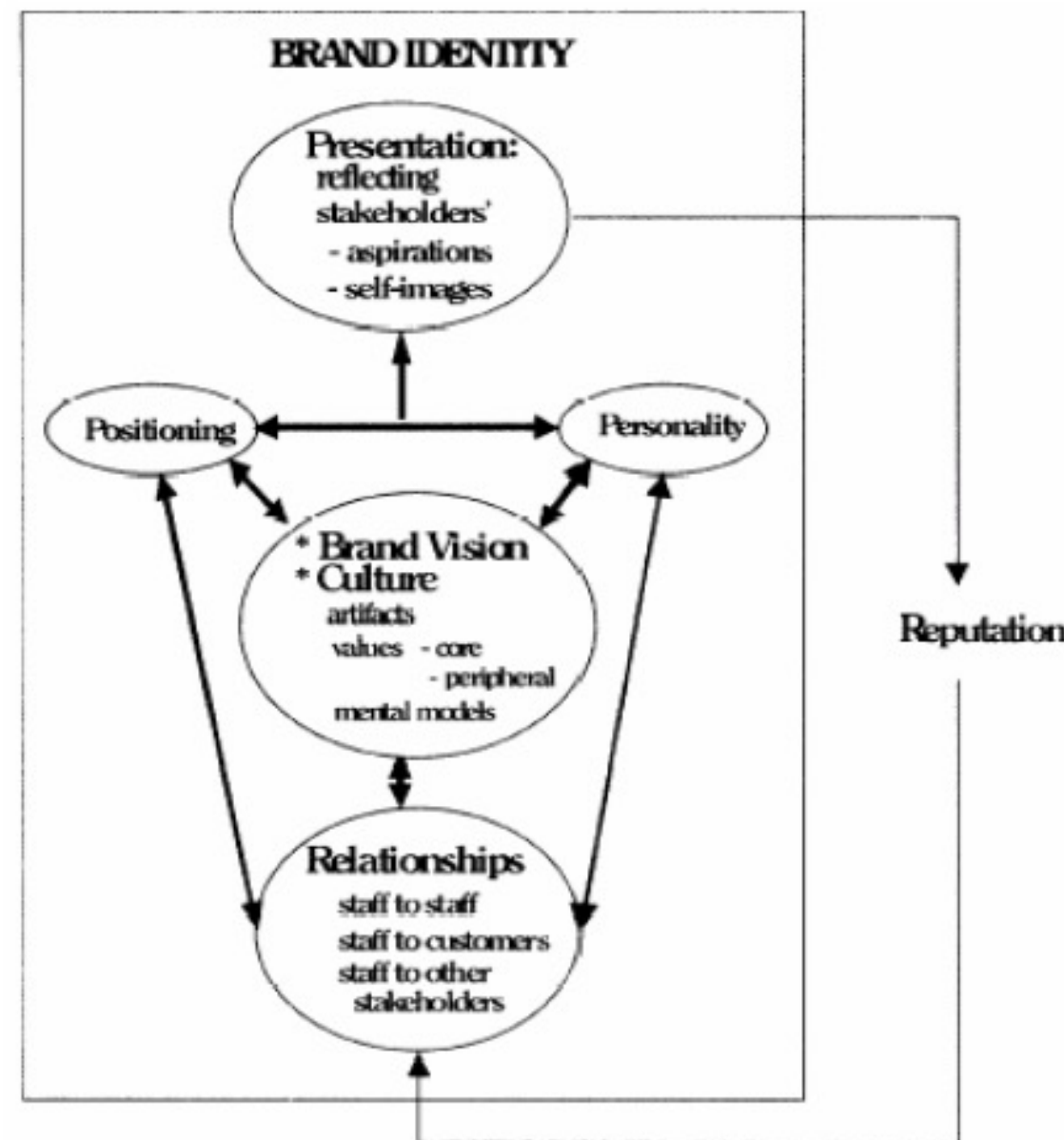
Brand Identity



Brand Identity Planning Model: Elements contributing to the brand identity strategy

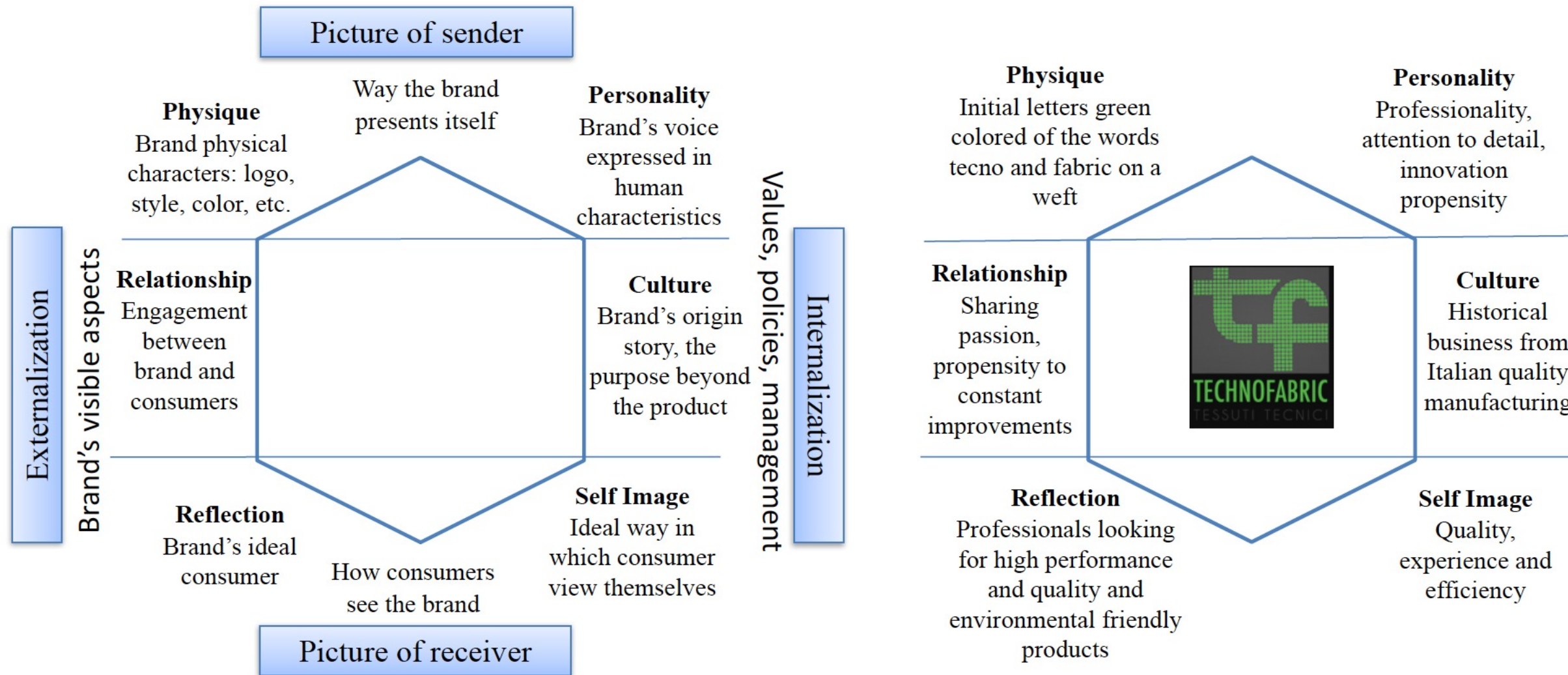
Objective of brand identity development

- Create durable relationships
- Make the brand appeal for stakeholders
- Be part of a positioning strategy
- Establish a product differentiation
- Establish a brand loyalty
- Establish a reputation reflecting the corporate core values, vision and culture



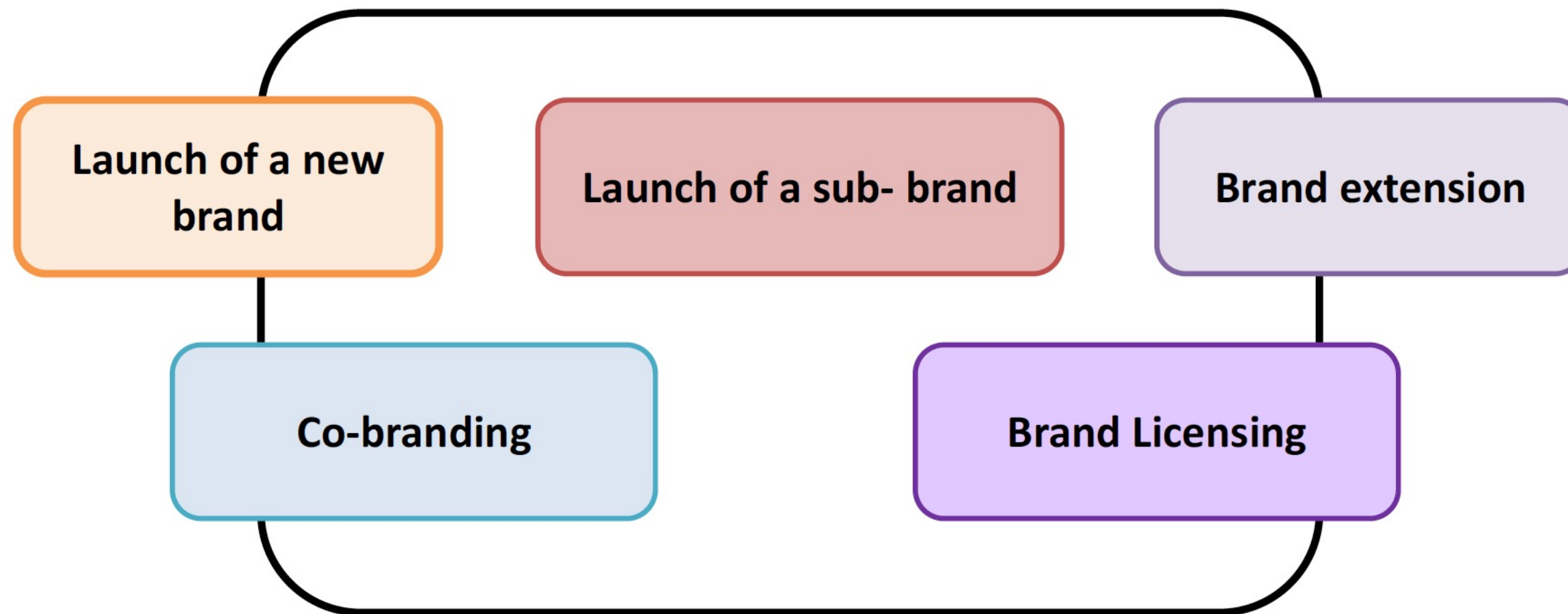
Brand Identity System:
Maintaining brand identity components within the organisation' reputation main elements

Kapferer Brand Identity Prism



Kapferer Prism Template:
Empty guided template on the left, filled in template on the right bringing the example of Teechnofabric brand

Branding strategy



Brand Portfolio:
possible strategy
that can be applied
to a new product /
design

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