

DEFINE A NEW PRODUCT BRAND IDENTITY

OER: BRANDING ASPECTS IN THE DESIGN PROCESS. CONSIDERING BRANDING STRATEGIES DURING A PRODUCT DEVELOPMENT PROCESS

Objective & scope

The scope of this learning activity is to let students familiarize with branding construction strategies, with the objective to create a clear visual identity for the product that is able to communicate exact messages, and to synthesize its attributes and the organisation values. Through this activity students will be asked to apply, with practical exercises, the concepts related to brand identity construction, applying strategies to differentiate and make a product recognizable into the market.

Activity question

What are the main features of the brand identity system do you want to build for your product and how you will communicate it?

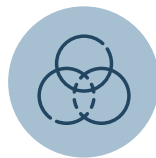
Learning goals

- To acquire knowledge about how to construct a winning brand identity or to adapt an existing brand identity to a new product / design, and what are the different branding strategies to bring a product into the market
- To launch a new design or a new product keeping in mind the main aspects of a brand identity or what we want the new brand identity will communicate
- To define a branding strategy that is appropriate with the product features and the objective established

Categories



Business and Marketing



Design Process

References

- Smith, Alan & Rupp, William & Motley, Darlene. (2013). Corporate reputation as strategic competitive advantage of manufacturing and service-based firms: Multi-industry case study. *Int. J. of Services and Operations Management*. 14. 131 - 156. 10.1504/IJSOM.2013.051826.
- Eadie, D., Hastings, G., Stead, M., & MacKintosh, A.M. (1999). Branding: could it hold the key to future tobacco reduction policy? *Health Education*, 99, 103-110.
- Aaker, D., A. (1996). *Building Strong Brands. The Brand Identity Planning model*. New York: The Free Press.
- Moorthi, Y., L., R. (2002). An approach to branding services. *Journal of Services Marketing*, 16 (3).
- Randall, G. (2000). *Branding – a Practical Guide to Planning Your Strategy*. London: Kogan Page.
- Lokmanoglu, Z. (2020). The Brand Identity Prism: what it is and how to use it. 99designs. <https://99designs.it/blog/resources/brand-identity-prism/>

Support material

- Template of the Kapferer Brand Identity Prism
- [OER](#)
- [Summary presentation](#)

Equipment

Computer

A.

Analysis of a company internal brand system and competitors' brand

1.

Introduce students to the concept of brand identity, the importance to build an effective brand identity and the different strategies that can be applied (recap to the OER' contents through a short presentation)

2.

Present to the students a case study: describe a company working in the technical textile sector, its product lines, production processes, history, typical customer profile etc. Propose to the students a new product this company is approaching to launch into the market.

3.

Establish groups and ask each one to make a strategic brand analysis: defining potential customers profile, motivation and needs (make a persona); analysing competitors brand image/identity (strengths, strategies, vulnerabilities); highlighting company internal capabilities, values and heritage



Less than or around an hour
Around half a day



Individual
Small group



Develop &
Deliver

B.

Use Kapferer Brand Identity prism to communicate brand values and attributes

1.

Based on the analysis conducted in the previous sub-activity, ask students to define the main features they want to communicate through their brand identity in term of: products attributes/qualities; organisation values; relationships with customers; visual imagery.

2.

Each different group is asked to synthetize what they want to communicate through their brand identity constructing a visual representation of the brand (logo), a slogan, a storytelling with the help of Kapferer Brand Identity prism (template to be provide).

3.

Each group will present its work to the other ones.

4.

At the end of the activity a discussion will be open to get feedback and reflections about the work done.



Less than or around an hour
Around half a day



Small group
Discussion



Develop &
Deliver

KAPFERER BRAND IDENTITY PRISM

