



# BRAND IS NOT ONLY A NAME IT'S AN IDENTIFICATION

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## ABSTRACT

A name made of initials that describe a product benefit or function names that can evoke a vivid image, it completely made-up words, adoption of a word from another language or using the names of real people. Some brands create their name by using a silly pun, combining multiple words together to create one. The act of associating a product or service with a brand has become part of pop culture. Most products have some kind of brand identity, from common table salt to designer jeans. A brand name is a brand name that has colloquially become a generic term for a product or service, which are often used to describe any brand of adhesive bandage; any type of hosiery; or any brand of facial tissue respectively. The expression of a brand including its name, trademark, communications, and visual appearance can be a brand identity. Because the identity is assembled by the brand owner, it reflects how the owner wants the consumer to perceive the brand and by extension the branded company, organization, product or service. This is in contrast to the brand image, which is a customer's mental picture of a brand. The brand owner will seek to bridge the gap between the brand image and the brand identity. Brand identity is fundamental to consumer recognition and symbolizes the brand's differentiation from competitors.

A brand can also be used to attract customers by a company, if the brand of a company is well established and has goodwill. The recognition and perception of a brand is highly influenced by its visual presentation. A brand's visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colours, and graphic elements. At the core of every brand identity is a brand mark, or logo. In the United States, brand identity and logo design naturally grew out of the Modernist movement in the 1950s and greatly drew on the principles of that movement simplicity and geometric abstraction. These principles can be observed in the work of the pioneers of the practice of visual brand identity design, such as Paul Rand and Saul Bass. As part of a company's brand identity, a logo should complement the company's message strategy. An effective logo is simple, memorable, and works well in any medium including both online and offline applications. Colour is a particularly important element of visual brand identity and colour mapping provides an effective way of ensuring

colour contributes to differentiation in a visually cluttered marketplace. Brand protection as a discipline aims to mitigate and solve brand abuse issue.

## KEYWORDS

Brand, Protection, Intellectual Property, Business, Identification

## INTRODUCTION

Brand in the marketing sense means any letter, word, name, symbol or device or any combination of them to identify the source of manufacture, or the seller or distributor of a product. ----- A.R. David

Intelligence is the own property of every human beings. Companies make the products, but customers choose the brands. Therefore, marketers resorted to branding in order to distinguish their offerings from similar products and services provided by their competitors. This carries an inherent assurance to the customers that the quality of a purchase will be the same as previous purchases of the same brand. Branding a product is like naming a new born baby. It basically works to detect. From time immemorial product manufacturers have used their brands or marks to differentiate their products by branding their products they have provided customers with a way to identify and specify them should they wish to repurchase or recommend the products to others. Brand protection is the specific process of protecting a brand's intellectual property from infringement like counterfeiting, copyright piracy, patent violations, and more. Brand protection is one form of protection used to manage the reputation of companies, which are vulnerable to all manner of infringement and abuse.

A trademark is a brand name, logo, symbol, etc. that represents a business or a specific product. One can get more than one trademark registration for his brand. A traditional definition of a brand is the name, associated with one or more items in the product line, used to identify the source of the item's character. Brands have become a necessary part of our daily lives. The product, when it becomes a brand, promises quality, trust and a distinct place in the range of choice. Branding can be used as a differentiation strategy when the product is easily identified with tangible attributes (which is the case with many CNDs, services and even durables) or with products perceived as products (such as cement, fertilizer, salt, potato chips, etc.). In all these situations marketers use branding as a differentiation strategy and try to develop affinity with customer groups. That is, they strive to develop and deliver customized products and support services with tailor-made communications to match the customer's self-image. Brand building is a conscious customer-satisfaction orientation process. The brand owner tries to retain the customers over their competitors through a mix of hardware and software because when a customer feels satisfied he develops similar loyalty. A strong brand, apart from a name, symbol or design, ensures quality, market stability and efficient use of resources. Moreover, a strong brand that a retailer wants to stock due to high customer pull provides the brand owner with a platform to sell additional products.

A brand name can be a word that has no meaning associated with the product it represents, e.g., Nirma, Titan, Bimal, Charms, Konica, etc. Name of the manufacturer of the product, e.g., Bajaj, Godrej, Tata, Kirloskar, etc. A combination of numbers and letters, such as No. 10, RX-100, LIV 52, or a word that indicates some function or quality of the product. For example, brand names such as Quick fix (glue). Band-Aid (Bandage), Duropoly (Plywood), Sunflame (Gas Stove) etc. indirectly indicate the use of the product. Similarly, brand names for

cosmetics should preferably suggest beauty and glamour, while brand names for food products may convey messages of taste or health.

According to Encyclopaedia Americana, “A brand name is that part of a brand that can be vocalized, thus ‘standing’ for the owner’s goods or services. It can include a word or letter or number, singly or in various arrangements. A brand name is the verbal part of a brand used to identify and distinguish one marketer’s product from another’s”.

Companies that invent new brands are usually able to protect them from shameless copying in several ways, though not usually from widespread imitation. If a brand is a good one, customers will buy it and it becomes a valuable asset. But its asset value does more than just its ability to attract sales. The fact that consumers perceive a brand as embracing a set of values that they can specify means that they will reject, or tend to reject, alternatives presented to them that cannot possibly possess all of these values. Brands are therefore enduring assets as long as they are maintained in good shape and offer consumers the values they need.

A brand can express these types of following meanings-

**Attributes:** Brand attributes are those that resonate with consumers’ personal attributes and feelings. Examples include credibility, uniqueness, relevance, consistency, correctness, etc.

**Benefits:** Building a strong brand is essential for any business looking to establish a solid reputation and stand out from the competition.

It can help you build trust with customers, increase your market share and drive sales. A strong brand can improve the overall value of your company, attract top talent and create a sense of unity among your employees.

- Increases Brand Recognition
- Improves Customer Loyalty to Your Brand
- Positive Word of Mouth Marketing
- Higher Advertising Effectiveness on Customers
- Lower Price Sensitivity
- More Applicants That Want to Work for Your Brand
- Engaged Employees Who Are Proud to Work at Your Company

**Values-** Brand values are core principles guiding how a company operates, including where its products are sourced, how items are delivered to customers, and how employees are treated. Brand values define exactly how a company operates, achieves its mission statement and makes money.

**Culture-** A brand culture is a brand-focused company or organization culture. It is rooted in brand identity, which consists of shared values and a vision. Brand core values also play an important role: they are the heart of every brand and therefore the core of every strong company culture.

**Personality-** The term brand personality refers to a set of human characteristics associated with a brand name. An effective brand increases its brand equity by having a consistent set of attributes that a specific consumer

segment enjoys. This personality is a qualitative value-add that a brand gains in addition to its functional benefits.

## CONCLUSION

Brand is an identification of any product. If any product have brand then it's no need to clarify it. It can be differentiate one from others. We can say that brand is a satisfaction of customer that whatever they want from any company. Today's modern concept of branding grew out of the customer packaged goods industry and the process of branding has come to include much more than just creating a way to identify a product or company. Branding is used to create emotional attachment to products and companies. It can build an expectation about the company services or products and can encourage the company to maintain that expectation or exceed them, bringing better products and services to the market place.

