

Using the two businesses that you have selected, explain and compare how each business uses branding by showing the similarities and differences in the following:

- brief description of the business
- an identification of the brand or brands
- explanation of how the branded products/services have added value
- description of how the brand personalities appeal to you and other customers
- explanation of the benefits of the brand to the business
- explanation of the likely effects of unsuccessful branding for a business, giving examples
- reasons why each business needs to promote itself
- examples of ways each business promotes its brand.

Section 1 and 2	Similarities	Differences
Description of the business	<p><i>Hints</i></p> <ul style="list-style-type: none"> • Global company • Own different products • Spend a huge amount on advertising • Very successful brand 	<p><i>Hints</i></p> <ul style="list-style-type: none"> • Coca-Cola is a soft drinks company where as Apple sell electronic products • Different profit levels and staff levels • Set up in different years
Identification of the brand or brands	Both companies own more than one brand a product.	<p>Apple use predominately family branding whereas Coca-Cola use Line branding.</p> <p>However, Apple have purchased other brands such as 'Beats' etc.</p> <p><i>You need to research this</i></p>
Brand personalities appeal to you and other customers	<p>Both develop a brand personality in the mind of the consumer</p> <p>Fun, Dynamic etc.</p>	<p>Compare the brand personality and mention the differences.</p> <p>Apple= Sophisticated, high quality, innovative Coca-Cola= Energy, fun</p>
What benefits of the brand to the business	<p>Both companies see benefits of branding through,</p> <ul style="list-style-type: none"> -Recognition and Loyalty -Image of Quality -Image of Experience and - -Reliability -Multiple Products 	<p>Coca-Cola use line branding and develop far more brands. <i>Why do they do this?</i></p> <p>Apple have most brands under the family line branding concept. <i>Why do they do this?</i></p>

Explanation of the likely effects of unsuccessful branding for a business, giving examples	Explain what brands failed and why this was a problem.	They will have different reasons in terms of why the brand/product failed. Please explain
Why do each business needs to promote itself	<i>Paste your Promotional Mix (section 3) into this section.</i>	<i>Paste your Promotional Mix (section 3) into this section.</i>
Logo, strap line, font	Find Apple and Coca-Colas logo, strapline. State they have both developed one and why they have done this?	Coca-Cola have writing in their logo whereas Apple have an image

Almost every business has a trading name, from the smallest market trader to the largest multi-national corporation. Only a minority of those businesses however, have what could be classed as a *brand*.

[Branding](#) is the process of creating distinctive and durable perceptions in the minds of consumers. A brand is a persistent, unique business identity intertwined with associations of personality, quality, origin, liking and more.

Although most people associate brands with big companies, the smallest of enterprises can use branding techniques with great rewards.

Recognition and Loyalty

The main benefit of branding is that customers are much more likely to remember your business. A strong brand name and [logo](#)/image helps to keep your company image in the mind of your potential customers.

If your business sells products that are often bought on impulse, a customer recognising your brand could mean the difference between no-sale and a sale. Even if the customer was not aware that you sell a particular product, if they trust your brand, they are likely to trust you with unfamiliar products. If a customer is happy with your products or services, a brand helps to build [customer loyalty](#) across your business.

Image of Size

A strong brand will project an image of a large and established business to your potential customers. People usually associate branding with larger businesses that have the money to spend on advertising and promotion. If you can create effective branding, then it can make your business appear to be much bigger than it really is.

An image of size and establishment can be especially important when a customer wants reassurance that you will still be around in a few years time.

Image of Quality

A strong brand projects an image of quality in your business, many people see the brand as a part of a product or service that helps to show its quality and value.

It is commonly said that if you show a person two identical products, only one of which is branded; they will almost always believe the branded item is higher quality.

If you can create effective branding, then over time the image of quality in your business will usually go up. Of course, branding cannot replace good quality, and bad publicity will damage a brand (and your businesses image), especially if it continues over a long period of time.

Image of Experience and Reliability

A strong brand creates an image of an established business that has been around for long enough to become well known. A branded business is more likely to be seen as experienced in their products or services, and will generally be seen as more reliable and trustworthy than an unbranded business.

Most people will believe that a business would be hesitant to put their brand name on something that was of poor quality.

Multiple Products

If your business has a strong brand, it allows you to link together several different products or ranges. You can put your brand name on every product or service you sell, meaning that customers for one product will be more likely to buy another product from you.