Branding

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.
http://www.businessdictionary.com/definition/branding.html#ixzz3zkJlHQHM

How would you define "brand"?

A brand is an entity that engenders an emotional connection with a consumer.

What do you mean by an "emotional connection"?

Consumers emotionally connect with brands when the brands repeatedly provide something that the consumer wants, desires, or needs.

Let's return to the moment a person first realizes they have to make a choice between coffee brands or soda brands or shampoo brands. How do people really make choices? Do you think people are conscious of the processes they use?

I think the best brands are those that create something for consumers that they don't even know they need yet. A coffee brand like Starbucks created something people didn't know they needed. Same with Nike. Who knew we needed a high-end performance running shoe? I think when people are surprised or delighted by how a brand can change their lives by just making it a little bit better—or a little bit more fun or a little more performance-oriented—that's when they start creating a connection with that brand.

http://www.fastcompany.com/1777409/how-starbucks-transformed-coffee-commodity-4-splurge

Apple's Branding Strategy

Apple Inc. uses the Apple brand to compete across several highly competitive markets.   Apple's brand has evolved as it has expanded its range of products and services.   Originally starting in the late 1970s with desktop computers and then laptops in the 1990s, it took over 20 years before the company expanded into its first major new product area with the launch of the iPod in 2001, followed by iPhone in 2007, iPad in 2010, and now Apple Pay and Apple Watch in 2014.

Apple's core competence remains delivering exceptional customer experience through superb user interfaces. The company's product strategy is based around this, with the iPhone (with it's touch screen "gestures" that are re-used on the iPad), Mac, iCloud, iTunes, and the Apps Store all playing key roles.   THE distinctive feature remains the customer experience of an elegant user interface and simplicity of use. Apple is making many services and functionality which consumers use accessible on whatever (Apple) device they happen to be using at the time, be it on their desk, lap, fingertips or wrist.

Apple has a branding strategy that focuses on the emotions. The starting point is how an Apple product experience makes you feel. The Apple brand personality is about lifestyle; imagination; liberty regained; innovation; passion; hopes, dreams and aspirations; and power-to-the-people through technology. The Apple brand personality is also about simplicity and the removal of complexity from people's lives; people-driven product design; and about being a really humanistic company with a heartfelt connection with its customers. The Apple brand is not just intimate with its customers, it's loved, and there is a real sense of community among users of its main product lines.

Apple has expanded and improved its distribution capabilities by opening hundreds of its own retail stores in key cities around the world, usually in up-market, quality shopping venues. The very successful Apple Retail stores give prospective customers direct experience of Apple's brand values. Apple Retail visitors experience a stimulating, no-pressure environment where they can discover more about the Apple family, try out the company's products, and get training and practical help on Apple products. Apple retail staff are helpful, informative, and let their enthusiasm show without being brash or pushy. The overall feeling is one of inclusiveness by a community that really understands what good technology should look and feel like - and how it should fit into people's lives.

Speech will be the next dimension in which Apple will gain synergy across its product lines. Apple is giving substance to speech interactivity by giving it a character - a personal assistant called "Siri". Siri highlights the marketing genius of Apple: speech control and interactivity are not new features on computers or phones. For example, smartphones running Microsoft's Windows Mobile operating system have had very similar functionality to Siri for some time. When Apple created the Siri "personal assistant" which gives these otherwise rather hard to describe features a character, consumers were given a hook around which they could finally understand what voice interactivity was all about. Having taught customers to use touch gestures, Apple is now going to teach us how to speak to computers (almost unavoidably, in a specific Apple dialect of speech interaction).

http://www.marketingminds.com.au/apple_branding_strategy.html

If Starbucks can do it, we can too.

Starbucks Campaign mini-film https://www.youtube.com/watch?v=9300ZA1z74Y

Most marketers understand the relationship between consumers and brands is held together by trust. In a world where products and brands are moving at an accelerating pace toward commodity status, those companies that have a brand people trust are able to grow profits and market share.

Branding is the process of creating, nurturing and sustaining a beneficial, mutually rewarding relationship with customers. The brand makes an implicit promise to the consumer. This is what allows the brand to create a unique position in the marketplace and in the minds of consumers.

Small businesses are in an excellent position to create this trust with consumers. They have direct contact with their customers on a regular basis, and can control the customer experience. Creating, nurturing and sustaining relationships are where small businesses outshine larger competitors. They create a special bond with their

customers which large brands have lost in their "commoditization." Each time we touch the consumer (verbal or nonverbal) we are communicating our brand. This includes the way we answer the telephone, product packaging, pre-sale service, post-sale support, product quality, on-time delivery, and the execution of promotions. Due to its growth and pressure to achieve financial results, Starbucks no longer has the ability to "touch" its consumers outside of those in their stores. Like most consumer packaged goods companies, they rely on the retailers and foodservice providers (such as United Airlines flight attendants) who serve their products to consumers.

We have learned from Starbucks that nurturing a brand and building trust as a brand grows is paramount to sustaining customer loyalty. All activities that communicate a brand lead to building trust and confidence with consumers. Both large and small brands must have the discipline to manage their brand actively, continually reinforcing the brand's positioning and differentiation.

http://athenaintl.com/articles/what-starbucks-taught-us-about-branding/

Starbucks redesigns its logo to "think beyond coffee".

For 40 years Starbucks has been a model on how to use branding as a powerful strategic business tool. They have build a strong, distinctive brand and consistently implemented it while keeping it flexible and in constant evolution (not an easy thing to do). From the logo to the store design and everything in between (packaging, signage, displays...) the Starbucks brand is beautifully designed to provide a unique experience that has so well connected with consumers.

Its CEO, Howard Schultz, stated that the purpose of the Starbucks updated logo design is "more suitable for the future" and allows to "think beyond coffee". From the strategic point of view deleting the word "coffee" from the logo is a clear sign that Starbucks is truly moving beyond coffee and thinking brand extensions. Earlier news on Starbucks experiments with wine and cheese offerings will surely take on a more solid ground now.

http://www.jrdg.com/trends/starbucks-redesigns-its-logo-to-think-beyond-coffee-a-brilliant-branding-stroke-or-a-fundamen