

# Theory on Branding

For Lesson 2

## Branding

- Branding
- A brand is a recognisable name; term; symbol or design that allows customers to identify the goods and services offered by businesses and differentiate them from competitions.
- Brands are very important to businesses, generating high revenue, promotion, repeat purchases and inspiring brand loyalty.

Read more: <http://businesscasestudies.co.uk/business-theory/marketing/branding.html#ixzz35RgvL9au>

## History of Branding

- The term 'brand' comes from the world of farming – cattle farmers used to use a red-hot iron to mark their cattle to show who owned it.
- Many well-known brands are linked to the names of the original owners of a company, such as Marks and Spencer

## Benefits of Branding

- A key reason is that brands deliver changes customer behavior, securing a future stream of profits for the company and creating business value

## Reasons for Branding

- To build a relationship with customers
- To differentiate their image from other competitors
- Communicates quality and Premium pricing
- Product development
- increase customer loyalty

## A Logo is..

- logo is a symbol or object that represents a company.
- A company will create and use a logo so that their customers recognise who they are.



















Successful  
Logos are:

- Simple
- Memorable
- Unique
- Eye-catching
- Colourful

Take the logo  
quiz

**Business Logos**

Can you name the businesses that the following 20 logos belong to?

1	2	3	4	5	6
					
7	8	9	10	11	12
					
13	14	15	16	17	18
					

Click on each logo to find the answers

**Business Studies Online**

<http://www.businessstudiesonline.co.uk/GcseBusiness/Activities/Module3/Promotion/BusinessLogosQuiz/Business%20Logos.html>