

The Importance of Creating a Recognizable Brand

The importance of creating a recognizable brand for your business has become increasingly important to businesses in recent years.

The term branding is the process of giving a particular name to a product which, when applied, identifies that product as different, special and separate from a similar product with a different name. The key functions of branding are to identify quality, defining the perception of goodness or bad, content and reputation of the brand owner. The former is particularly important in grocery products where consumers are unable to independently determine quality.

Many producers and retailers use premium branding to create loyalty, awareness and help extend the product range of their brand. Although sometimes brand is determined by price, for example with major supermarket chains, with premium branding this can be a secondary consideration. For example, although there are many grocery product manufacturers in same range as theirs the Heinz variety is instantly recognisable. Similarly, although there are many manufacturers of trainers, brands such as Adidas and Nike occupy a prominent position in consumers awareness. Price consideration tends to be secondary in such instances.

The achievement of such prominence is the target of all manufacturers and retailers. Therefore, branding has to form a core element of the organisations marketing strategy.