

LECTURE-23

Launching a Brand

Brand launching is not the same as product or service launching. Products change but a brand is to stay. Brand launch is a long-term project unlike product launch.

When a brand launches a product say P, and advertises for it, the competitors copy it after some time. Since all products go obsolete after some time, the brand chooses to replace the product P with some new product *NewP*, advocating its benefits and upgrading its quality to the consumer. This *NewP* often gets the benefit of the previous known product P. This is how a brand comes into life.

From this point onwards, the products under the brand are sold by brand itself and not by mere advertising. Here, the product name (common noun) becomes a brand name (Proper noun). Over a time, brand gets more unique, builds its way of communication, and develops a rich meaning. Thus, a brand starts with a product and continues growing with multiple products.

This was all about how a new product is converted to a brand. But launching a new brand is different.

A successful brand launching needs treating a brand as a large entity than as a product. Right from the start, a new brand is considered as a complete entity in itself endowed with functional and non-functional values and presenting as if it is well-established.

Steps for Launching a New Brand

Take the following steps while launching a new brand in the market –

Step 1 – Draft the brand program. Try to get the answers for the following questions –

Existence – Why is the brand necessary? What will the consumers miss if the brand does not exist?

Vision – What is brand's vision in some X product category?

Ambition – What does the brand want to change in its consumer's life?

Values – What will the brand never compromise on?

Know-How – What are brand's capabilities?

Territory – Where is the brand providing its lawful benefits? What are its product categories?

Style, Tone, and Language – How a brand is going to communicate?

Reflection – What image the brand wants its consumers to render about itself?

Step 2 – Define brand identity prism.

Step 3 – Create brand positioning.

Identify potential added values for the brand based on its image, identity, and heritage.

Explore four major scenarios: Why? Against whom? For whom? When?

Test the above scenarios, redefine or eliminate them if required. Conduct consumer studies, ideas and formulations.

Conduct strategic evaluation of potential sales and profits in the market space.

Step 4 – Determine flagship product of the brand. Carefully choose which product or service you think you should introduce as a first campaign. This star product is going to form the brand's identity subsequently.

Step 5 – Choose a strong brand name. Choose it by estimating the future changes the brand can undergo. Look for meaningful, short, and easy to pronounce names. Do not choose a deceptive or descriptive name.

Step 6 – Create brand slogan and jingle that is easy, meaningful, and memorable by consumers.

Step 7 – Reach out to opinion leaders (people who are influencers) and conduct brand advertisements in various media to create awareness among the consumers.