



# **Presentation**

## **Leonidas Hatzithomas**

1. Brand and branding
2. Brand Equity
3. Brand image and brand identity









# Brand's definition

Kotler (1991) defines brand as “a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (p. 442).



# Branding definition

Keller (2003) defined branding as a process that builds knowledge about a brand leading to brand loyalty or equity.



## Branding Efforts Often Include the Use Of:

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- Slogan
- Logo
- Trademark
- Graphics

# Slogan definition

A short memorable phrase conveying a desired impression of an organization, product or campaign often using literary devices such as alliteration, rhyme, rhythm and metaphor.





# Brand logo definition

A design or symbol used by a company to advertise its products.



# Trademark definition

...a word, symbol or device that, by use, comes to denote the origin or source of the goods to which it is attached.

Filing and registration of a trademark in Greece:

<https://www.gov.gr/en/sdg/starting-running-and-closing-business/intellectual-property-rights/trademarks/filing-and-registration-of-trade-mark>



# Case Study – Greek Pistachios



# Case Study – Greek Pistachios

- In the past decade, the popularity and sales of Greek food products has exploded due to the attention focused on the healthful Mediterranean diet.
- The firm positioned the product as a healthy imported Greek product.



# Case Study – Greek Pistachios

- Naming was the next step. “Hellas Farms,” communicated the brand’s origins using the original name English-speaking people used for Greece.
- The slogan: “The Flavors of Greece,” additionally identifying the origin while opening the door to other types of line extensions.





# Case Study – Greek Pistachios

- Using selected Greek iconography, images, colors, and fonts to evoke the “Greek” origination of the product, the firm created a design for mass-marketing Greek Pistachios which would appeal to consumers in the 25+ category and stand out in the salty snack sector of grocery or at the checkout-stand.
- Made market-ready in 1.75 oz bags featuring a cluster of pistachios and the feature copy “handpicked & roasted, lightly brined with Greek sea salt,” Hellas Farms Greek Pistachios made their way across the Atlantic to the American consumer this past summer and is rolling out first on the east coast.





# Brand equity

# Brand equity definition

Aaker defined brand equity as "a set of assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or that firm's customers."



# Brand quality definition

... consumer's judgment about the whole product superiority or excellence.



# Brand loyalty definition

Oliver (1999) defined brand loyalty as a strong commitment to re-buy a preferred product or re-patronize a service consistently in the future, thereby causing repetitive purchasing of same-brand or same brand-set products, despite situational influences.





# Brand loyalty

The following table presents the main participants in the U.K. Greek, Greek-style and natural yogurt category, together with their market positions by sales in value and sales in volume for the year ended December 31, 2020.

	Greek, Greek-Style and Natural Yogurt	
	Value Share	Volume Share
Private Label .....	27.3%	40.2%
Yeo Valley Organic .....	14.2%	11.5%
<b>FAGE</b> .....	13.3%	7.5%
Danone .....	12.7%	9.9%
Müller .....	8.1%	7.7%
Arla Foods .....	6.9%	5.3%
Pakeeza Dairies .....	4.3%	7.8%
Nestlé .....	4.1%	2.4%
Emmi .....	3.3%	3.9%

Source: IRI GB and Northern Ireland Scanning data, December 31, 2020.

# Brand loyalty

VALUE MARKET SHARES	Total Yogurt Market	Low-Fat White Market	Full-Fat White Market	Low-Fat Fruit Market	Full-Fat Fruit Market	Two Compartment Market
<b>FAGE</b> .....	#4 9.0%	#1 41.3%	#4 13.1%	#1 26.5%	- -	#3 6.1%
<b>Danone</b> .....	#1 20.6%	- -	- -	#6 5.6%	- -	- -
<b>Müller</b> .....	#2 15.6%	#4 8.8%	#3 15.5%	#3 8.4%	#1 23.6%	#1 74.8%
<b>Latteria Vipiteno</b> .....	#5 8.9%	#3 13.4%	#2 22.1%	#4 8.0%	#2 19.3%	#6 0.6%
<b>Yomo</b> .....	#6 5.9%	#6 2.2%	#20 0.4%	#5 7.1%	#3 16.5%	- -
<b>Granarolo</b> .....	#12 1.1%	- -	#7 2.1%	- -	#8 2.4%	- -
<b>Parmalat</b> .....	#9 2.6%	#23 0.2%	- -	#9 2.4%	#6 3.7%	- -
<b>Mila</b> .....	#8 3.0%	#5 2.7%	#8 1.6%	#7 4.3%	#7 3.6%	#4 4.9%
<b>Private Label</b> .....	#3 14.1%	#2 20.7%	#1 22.2%	#2 25.2%	#4 14.7%	#2 11.3%

Both Aaker (1991) and Keller (1993) define brand associations as the information in the consumers mind linked to the brand.





# Brand awareness definition

Brand awareness is the process of working toward maximizing recognition of a particular brand.

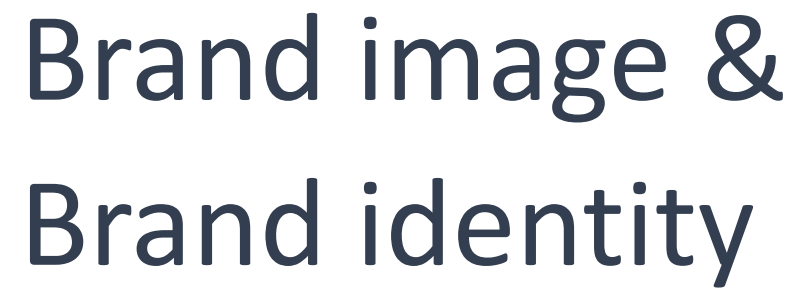
BRAND AWARENESS











Brand image refers to consumer perceptions linked to a particular brand such as health, excitement, fun or family

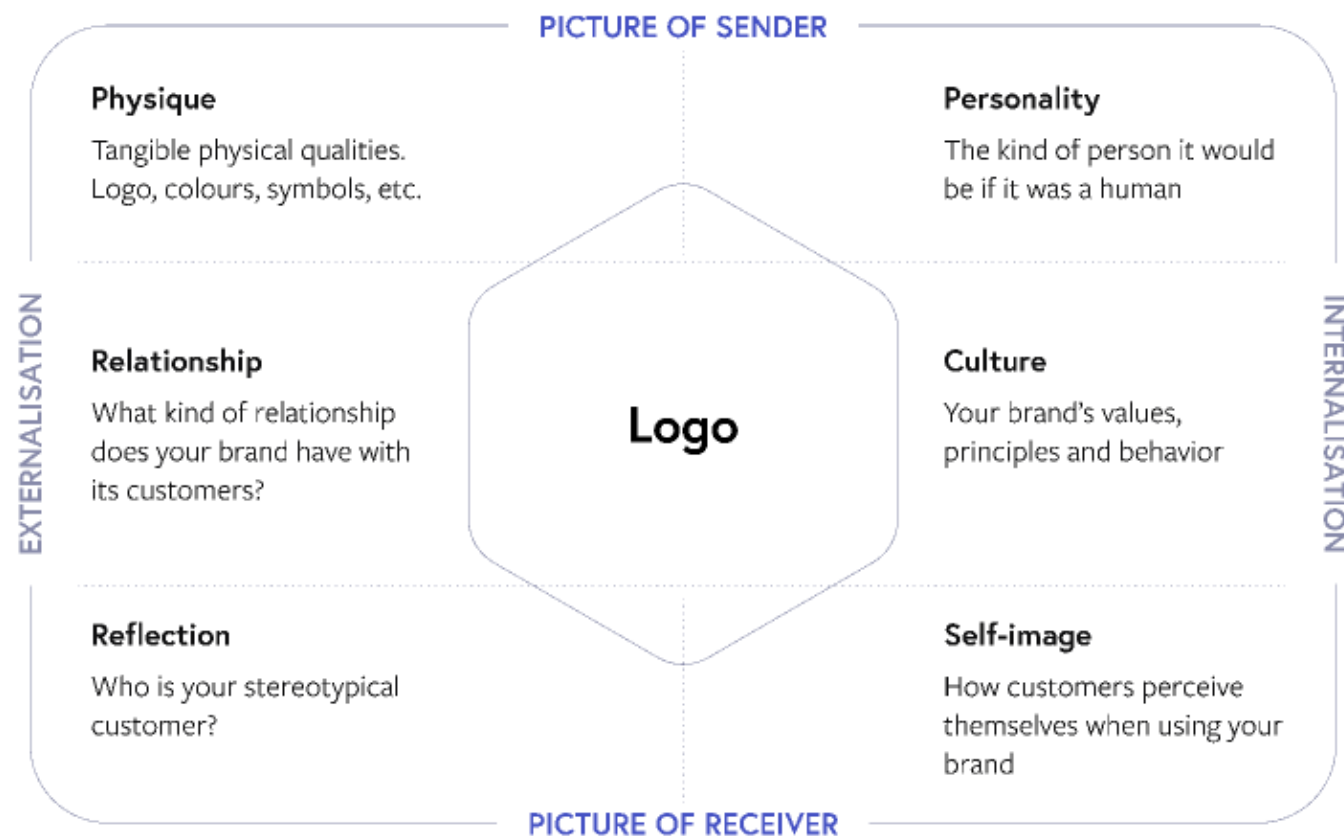




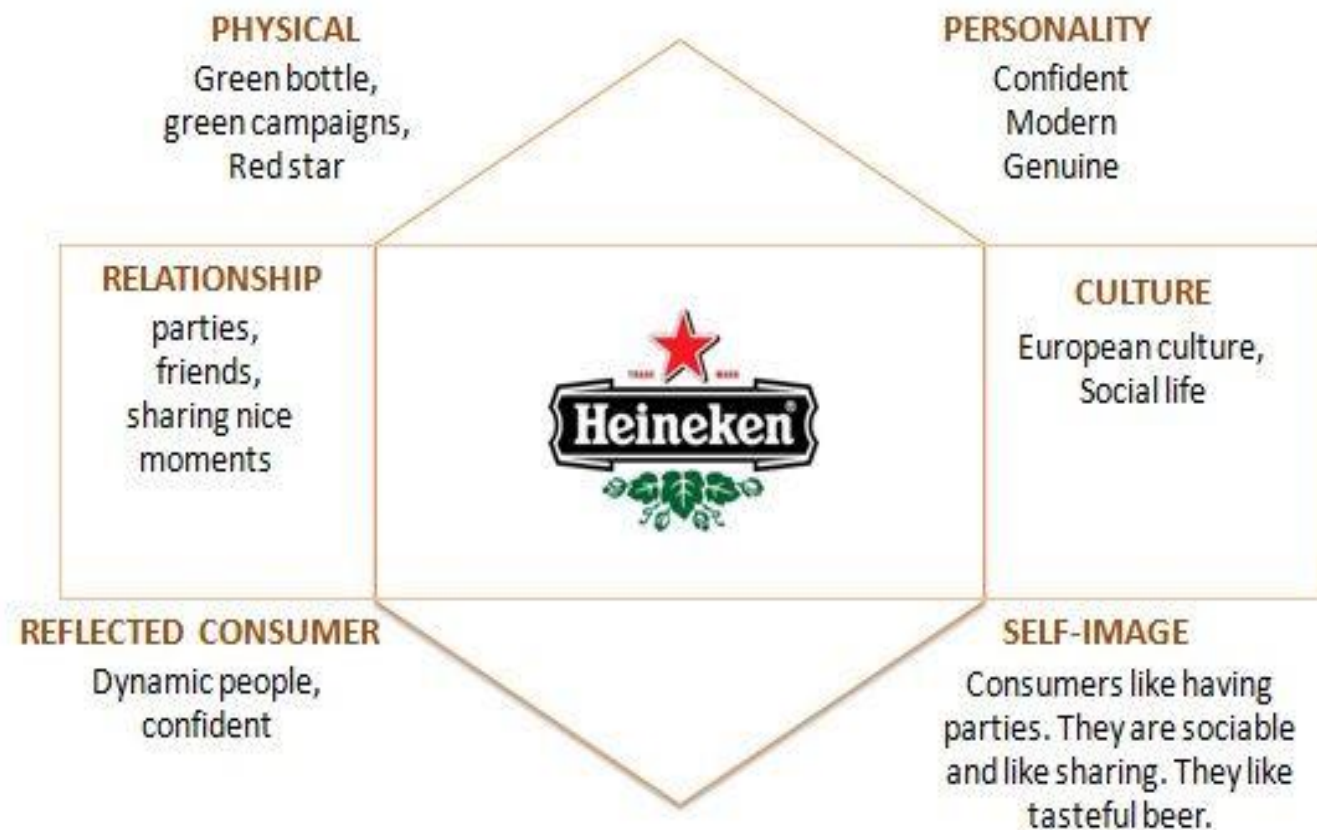


# Brand Identity Prism

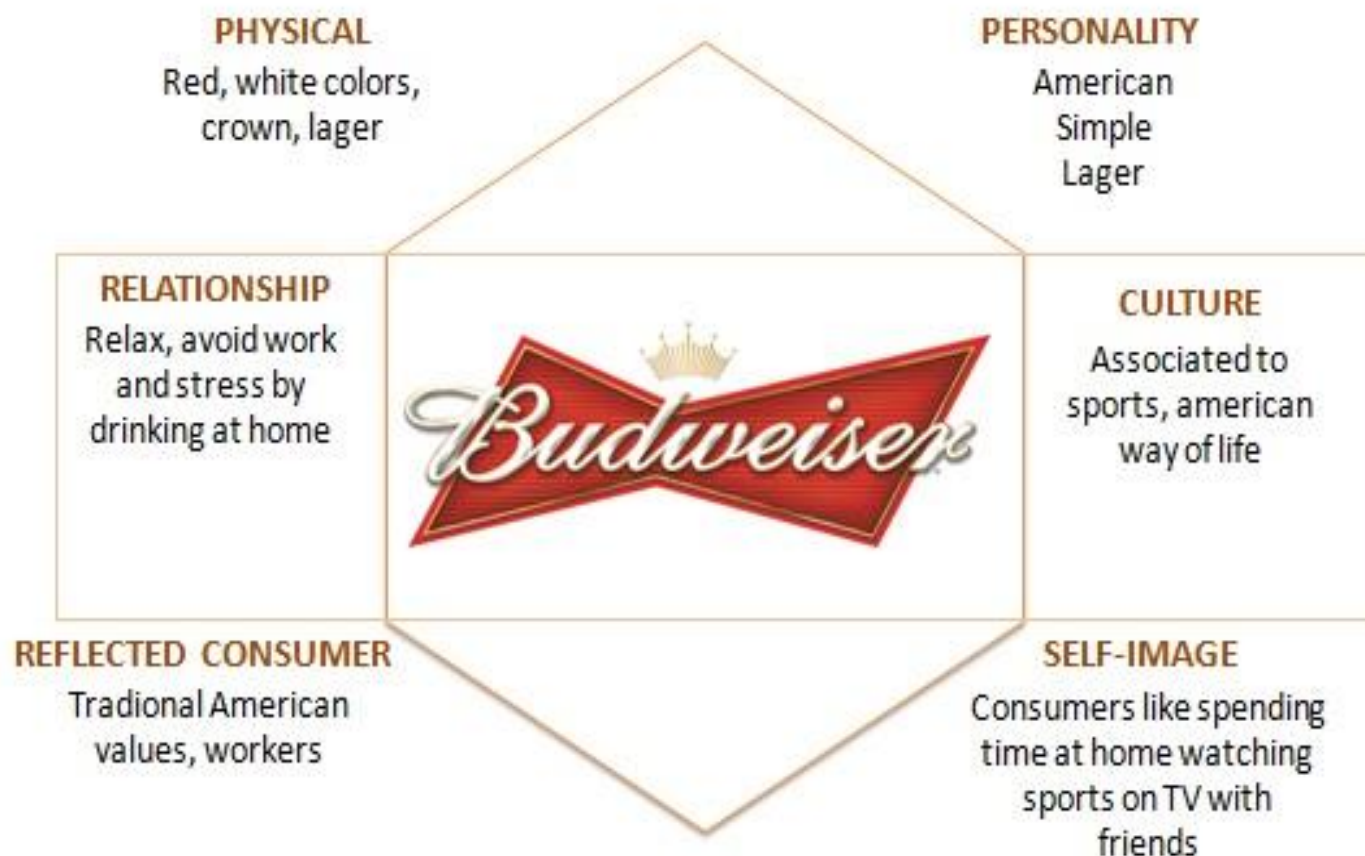
## Kapferer Brand Identity Prism



# Brand Identity Prism



# Brand Identity Prism



# Case Study – Lambda Ultra Premium Extra Virgin Olive Oil





# AYTΨIA

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# Case Study – Lambda

- Lambda Ultra Premium Extra Virgin Olive Oil is claiming the title of the most expensive olive oil in the world.
- Produced by Speiron, an innovative Greek Luxury Food and Beverage Company, Lambda Ultra Premium Extra Virgin Olive Oil is the world's first luxury olive oil.
- Called “The Champagne of the olive oil world” by The Independent; “The Ferrari of olive oils” by Status magazine in Greece and “The Rolls Royce of olive oils” by Rassegna dell’ Imballaggio in Italy, this limited-production, award-winning Greek olive oil is favored by celebrities and socialites worldwide for its pungent, fruity flavor and uniquely elegant presentation.





# Case Study – Lambda

Now let's analyze the Brand Identity Prism of Lambda to help us provide answers about what sort of style Lambda is.





## **Brands Marketing & Branding**

**Leonidas Hatzithomas**