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What is a brand?

By Alison Bow and Zahraa Al-Katify

A brand is a name, term, design, symbol, or other feature that distinguishes one seller's product from competitors in the eye of customers. Brands aren't the logo, they're much more! They are a type of product manufactured by a particular company under a specific name. Brands are also used as marketing tools to advertise a certain products' representation in the way its perceived.

Example:

Men buy nice cars to attract women.

Girls wear certain brands of clothing, makeup and perfume to attract men.

Customers buy products depending on the appearance, quality and reliability of the brand. The store ranking and placement has an impact on the consumers. Customers perceive certain brands have better quality than others because of the pricing, packaging and popularity. It gives consumers a sense of equality to A-list celebrities and makes them feel superior to others.

Clients have an emotional appeal to buying merchandise and always back it up with rational explanations of why they buy expensive items. Brands also have a symbolic connection to how one feels. An example of this is sports attire, when wearing sport clothing you feel more motivated, powerful and strong to work out. the first results listed when searching for information, because the content is updated regularly and there are a lot of visitors on the site. Things that are important for SEO are a website's authority and regularly updated content. This explains why Wikipedia is constantly towards the top of search engine results pages.

Whilst these approaches work with different methods, they achieve similar goals and really do complement each other, for a website to achieve digital authority. So, if you want to get lots of visitors to your website, you can use both these methods for the best results.



Workplace Mentoring Initiative

What is a brand?

1. What advertising influences you to want certain brands? Why?

Alison: I like Conrad Sewell and he promotes Coca Cola. The way a brand makes you feel, the look/ style, appeal, attraction, the worth I feel, how people view me, wording of things.

Zaharaa: Celebrity promotions and packaging. For example, I like Puma because Rhianna promotes it and packaging of jewellery is appealing.

2. Are you influenced by the brands your friends wear or use? Why?

Alison: No, because I like to be my unique self.

Zaharaa: No, because we like different brands and their brands are competitors to mine.

3. Are there any brands you don't like? Why?

Alison: Smiggle, childish and you don't get what you pay for. I don't like Vans because they're trying to be better than Converse.

Zaharaa: Nike, Samsung, because Nike is against Adidas and Samsung is against Apple.

4. What brand of shoes do you like? Why?

Alison: Sketchers because they're comfortable and promote good health.

Zaharaa: Adidas, Puma, Converse, Witchery, because they're comfortable and some are promoted by my favourite celebrities.

5. What brand of shops do you like? Why?

Alison: Some include: Pandora, Skagen, Guess, Seafolly. For example Pandora gives me an identity and I can take control, it promotes elegance and the emotional connection.

Zaharaa: Dolce & Gabbana, Witchery, Burberry, Adidas, Puma, Angus & Coot because they all have appealing fashion styles and products.

6. What mobile brands do you like? Why?

Alison: OPPO, because it hasn't let me down and my family influence me (because they have it). Mix between iPhone and Samsung.

Zaharaa: Apple, because it was my first phone and it will be my last.

7. What brand of backpacks do you like? Why?

Alison: Surf brands such as Billabong, because it gives me a connection to my earthy/ hippie side.

Zaharaa: Adidas and Lonsdale, because they look appealing and have affordable prices.