

UNIVERSITY OF LJUBLJANA  
FACULTY OF ECONOMICS

DIPLOMA THESIS

**SIMPLICITY AS A FACTOR FOR CREATING STRONG BRANDS**

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## **IZJAVA O AVTORSTVU**

Spodaj podpisana Melisa Jusufoska, študentka Ekonomske fakultete Univerze v Ljubljani, izjavljam, da sem avtorica diplomskega dela z naslovom *The world's best brands keep it simple and succeed*, pripravljenega v sodelovanju s svetovalko dr. Matejo Bodlaj.

Izrecno izjavljam, da v skladu z določili Zakona o avtorskih in sorodnih pravicah (Ur. l. RS, št. 21/1995 s spremembami) dovolim objavo diplomskega dela na fakultetnih spletnih straneh.

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- se zavedam posledic, ki bi jih na osnovi predloženega diplomskega dela dokazano plagiatorstvo lahko predstavljalo za moj status na Ekonomski fakulteti Univerze v Ljubljani v skladu z relevantnim pravilnikom.

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## INTRODUCTION

Having unique and simple idea for starting a business is not enough. Before anything is started the brand should be formed. Brand from the very beginning gives the chance for a business to reach the top position. When a different and relevant meaning for a brand is established, then awareness can be generated. But what really the brand represents? Is it the name of the product? Or the graphic representation of the name? Or maybe the package of the product? Brand is all that and much more. A brand is identified by its own idea and image of its business, by its own name, logo, slogan, design of the company, so the brand can be recognized by more and more people. Brand is everything that customers feel, think, hear, imagine, believe and had hopes for the product or a service.

How do I define “brand”? Well, in my line of work I look at life of a product through a particular lens: one that sees virtually everything on earth- from the cell phones and computers we use to the watches and clothes we wear to the movies we watch and books we read to the foods we eat, to celebrities and sports teams we worship- as a brand. A different form of an ID, a statement to the world about who we are or who we wish to be. In short, in today’s marketing- and advertising- saturated world, we cannot escape brands (Lindstrom, 2011, p. 2).

Brand differs from branding. Branding is the process of managing associations that form the image of the company. Branding exists to build a good reputation for the company, to extend the business, make it more recognizable. Branding is everything that makes the brand positive and strong . Branding is the creation of signals that convey what your brand stands for and establishes its difference in people’s minds. A brand is the idea. Branding is the transmission of the idea (Adamson, 2007, p. 18).

According to me there is no false answer for the question what is brand, because brand is everything. And everything is branding... the words we choose, the conversations we have, the promises we make, the values we hold, the money we make, or we do not make, the experience people have with the products or services provided. It’s the culmination of all those little things that make “the brand”. Companies live or die depending on the strength of their brand.

The famous advertising copywriter and ad agency founder David Ogilvy gives this definition of brand: »The intangible sum of a product's attributes: its name, packaging, and price, its history, its reputation, and the way it's advertised.« Brand is a kind of signal that shows all the characteristics for the product, explain the existence of the product and promise its future. Brands, by supplying information about the quality, origin, and value of goods and services give to the consumer an excellent image for making a good buying decision. Without brands to guide buying decisions, the free market would become a

confusing, faceless crowd of consumables. An established and respected brand can be and should be the most valuable asset a company possesses.

The image of the brand is now everything. Consumers make buying decisions based around the perception of the brand rather than the reality of the product. While this means brands can become more valuable than their physical assets, it also means they can lose their value overnight. (...) They cannot turn the clock back to an age when branding didn't matter. And besides, they can grow faster than ever before through the creation of a strong brand identity (Haig, 2003, p.1-2).

The main purpose for doing this thesis is to present the importance of having strong brand, being one of the best and keeping top positions. In this thesis my main objective is to prove that the world's best brands keep it simple and succeed. I am going to explore the reasons why the best brands decide to keep it simple, as well as the secrets for their successfulness. The most powerful brands have always been based on simple and logical ideas (Adamson, 2007, p. xxv). For a firm to be extremely strong player should have extremely strong brand. A brand is a bridge between the customers and providers. Owning a best brand means always achieving all dreams. And achieving all your dreams mean always being on the top.

The thesis is structured as follows: the first chapter comprises the general definitions about brands. Then the second and third chapters refer to the importance of owning a powerful brand name, and establishing highly distinguished position. The fourth and fifth chapters refer to the importance of brand equity and brand loyalty. The sixth chapter explains the creation of relevance, differentiation and energy of the brand. The eight chapters refer to the world's strongest brands. A general overview of the strong brands is done through the Interbrand comparison. The ninth chapter shows the return on successful branding. And the diploma thesis ends with conclusion.

## **1 BRAND DEFINITION**

### **1.1 Definitions and different opinions**

There are so many different definitions for brands. According to the American Marketing Association (AMA), a *brand* is a »name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition« (Keller, 2008, p. 2).

»A great brand taps into emotions. Emotions drive most, if not all, of our decisions. A brand reaches out with a powerful connecting experience. It's an emotional connecting point that transcends the product. « - Scott Bedbury/Nike, Starbucks (Personal Branding Quotes, 2011).

»Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.«- Jason Hartman (Personal Branding Quotes, 2011).

»A brand that captures your mind gains behavior. A brand that captures your heart gains commitment. « - Scott Talgo, Brand Strategist (Pithy Quotes, 2011).

»A brand is a living entity - and it is enriched or undermined cumulatively over time, the product of a thousand small gestures« - Michael Eisner, CEO Disney (Pithy Quotes, 2011).

A brand is an intangible concept. It is often equated with the more tangible marketing communications elements that are used to support it- advertising, logos, taglines, jingles,etc- but a brand is so much more than that (Kotler & Pfoertsch, 2006, p. 5):

- A brand is a promise.
- A brand is the totality of perceptions- everything you see, hear, read, know, feel, think,,etc.- about a product, service, or business.
- A brand holds a distinctive position in customer's minds based on past experiences, associations and future expectations.
- A brand is a short-cut of attributes, benefits, beliefs and values that differentiate, reduce complexity, and simplify the decision-making process.

A brand is a perception or emotion, maintained by a buyer or a prospective buyer, describing the experience related to doing business with an organization or consuming its products or services (McNally, 2002, p. 4). There are too many different definitions for brand and different opinions from so many people, and all of them approximately have the same meaning. All of them refer to a simple idea that brand is everything: the emotional connection, a promise, a living entity, personal emotion...

I define brand as the epicenter of every business. Every business that has an aim to developing and growing should have one basic thing in its core- strong brand that would be established from the very beginning. Investing in a brand from the very beginning gives positive results in the future.

A brand is something that lives in your head. It's a promise that links a product or a service to the consumer. Whether words, images, emotions, or any combination of the three, brands are mental associations that get stirred up when you think about or hear about a particular car, or camera, watch, pair of jeans, bank, beverage, TV network, organization, celebrity, or even a country (Adamson, 2007, p. 3). It's clear that, as much as it's important to capture the human minds, also the emotional bond is very important. When the emotional bond exists between the brand and the consumer, the consumer stays loyal and faithful to his brand.

The idea on which you build your brand's meaning in people's minds has got to be both unique and simple to grasp. You must identify something that conveys a message about the brand that's authentically different. This doesn't mean different feature or benefit (features and benefits become obsolete far too quickly), but your promise to the consumer is completely different from what other brands promise. The best brands are set apart from other brands on the same playing field by both communicating and delivering the different promise (Adamson, 2007, p. 4). This means, to have a top brand your business must be founded on simple and unique idea that you consumer will like it more than the ideas of you competitors. Your simple and unique ideas will be conveyed through effective branding and will keep you apart from the many competitors.

A brand can be likened to a ship in a fleet facing an upcoming battle. This metaphor provides some insight into the brand management problem and the cast of characters. The brand manager is the captain of the ship, who must know where his or her ship is going and keep it on course. The other brands in the firm, like other ships in a fleet, need to be coordinated to achieve the maximum effectiveness. Competitors correspond to enemy ships. Knowing their location, direction, and strength is critical to achieving strategic and tactical success. The perceptions and motivations of customers are like the winds: It is important to know their direction, their strength, and possible changes (Aaker, 1996, p. 21).

## **1.2 Brand name development**

»Logo design and branding are two completely different elements that tie in together. A logo is the identifying mark for the brand, while a brand is what the emotional response your company receives. The emotion behind what someone feels, sees, tastes, etc when they come across your brand. A memorable logo is just the beginning-yet an extremely important beginning-that sets the overall tone for your new or existing brand.” (Hoff, 2010). I completely agree with the branding expert Brian Hoff, who makes difference between logo design and branding, but yet tie them together. Combing both of them make powerful brand name that requires no introduction, no explanation and very little advertising to give it clout.

A brand name that wields that much power can only come through a powerful positioning strategy- one that keys in on the kind of appeal that can touch the hearts and minds of the consumers in a way the world may have never seen (Brand Name, 2011) :

**Great brand names roll off the tongue.** The sound of the spoken name, regardless of what it means, is a big consideration for brand names. An easy-to-understand pronunciation translates across languages and is more likely to be remembered.



**A great brand name is the ambassador of the company.** It introduces and characterizes a company to its customers and to the public at large. It also helps differentiate a company's offerings from the competition's.

**A good naming firm can tug heartstrings with their work.** A company name is, in essence, a promise—a testament to what a customer can expect from the product or service behind the name. Isn't the point of any promise to establish a connection of trust and loyalty from one entity to another? A great brand name can do just that.

Some steps that should be taken in account when forming a brand name. The first step is to make it brief. Some of the most successful brands have brief names: Tiffany's, Chanel, Target ... Costumers should be able to read the brand name in a few seconds. Another step is, the brand name, should create a positive image for the company. That can be done with a strong, powerful and meaningful word, colours, and backgrounds. The third step is to create visual appeal. The next one is it to be consistent. The company brand name should be present on everything they do, so the consumer can recognize the brand every time they see its logo. One of the most important steps is the uniqueness of the brand name. It should be distinctive from all the other brand names. A unique brand name gives the power to the brand to be easily memorized and always recognizable. If it's similar to the other brand names there will be difficulties in recognizing it (Bickle, 2011).

## **2 THE POWER OF THE BRAND NAME**

Aswath Damodaran, professor of finance at New York University's Stern School of Business, gives an explanation for the value of the brand names. He clearly says that if you have a power to charge a higher price for the same product - you have a brand, if no, you may think you have, but your brand has no value. Charging a higher price for the same product is one of the benefits of having a well- known, respected, powerful brand name. Often, the brand name is the only important fact for computing price differentiation, not the quality, or other characteristics of the product. He gives the example with Coca-Cola and Cott. There could be anything you want on the outside of the can, but there is really no difference between a cola and another cola. Most of the people who will try it may say Coca-Cola tastes different, but actually there is no big difference between them. The cola business, then, is all about branding, not the product (Swallow, 2010).

Brand names should be carefully chosen because they exist to convey certain objective or subjective characteristics of the brand. Hearing or reading the brand name, in our minds, creates a powerful image for the existence of the company. It's the brand name that gives us the first impression, capture our minds and our emotions. The brand name presents the reflection of the brand strategy. The brand name is the basic source for identity. When we want to know something more about a company, the easiest way is to analyze the brand name and try to discover its characteristics. Let's take the brand Hugo Boss. The brand

name contains one short, international name- Boss which conveys aggressive success, powerfulness, superior achievement, conformity... hearing this word provides the consumer with more confidence and that is how the emotional bond between the company and the consumer is formed (The power of brand names, 2010).

Another example is the worldwide famous brand Victoria's Secret. There isn't a woman, a man, or a child that hasn't heard about Victoria's secret. Its brand name associates hidden dreams. And the products of this brand can make all the dreams become reality. So, giving the right name to the brand, automatically gives the power to the brand to dominate among the brands. Before planning the business think about the power of the brand name (Bickle, 2011).

### **3 BRAND POSITIONING**

Brand positioning is at the heart of any marketing strategy. It is the "act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's minds (Kotler & Keller, 2006, p. 98). As the name implies, positioning means finding the proper "location" in the minds of a group of consumers or market segments, so that they think about a product or service in a »right« or desired way to maximize potential benefits to the firm. ... (Keller, 2008, p. 98). Successful brand positioning gives the explanation how the company is unique and how much the company has established highly distinguished positions different to their competitors. By defining a brand position the company can clearly define what offers and focus on the best consumers.

Deciding on a positioning requires focusing to a determined consumer target. Identifying the consumer target is very important because different consumers have different perceptions and preferences for the brand.

»I don't know the key to success, but the key to failure is trying to please everybody. – Bill Cosby (Kotler & Pfoertsch, 2006, p. 277).

The brands that work successfully, narrow their focus to appeal to a selected group of consumers. These kinds of brands are called niche brands. Luxury brands are part of niche brands. Good examples of this are Louis Vuitton, Rolex and Rolls-Royce. Many brands start as niche brands and when they capture the minds and hearts of larger number of consumers, they become big brands. There are some examples of companies that started as niche brands and then find the opportunity to expand the base of consumers to whom they started to be interesting. Those are Apple, Nike, Starbucks, BMW, Mercedes-Benz (Blanchard, 2008). Sometimes it's better to be a niche brand and command hefty margins from an elite group of buyers than to be everything to everybody and put yourself in a commodity position fighting a price war for profit (Adamson, 2007, p. 9).

Here is the brand position process (Brand positioning via unique value proposition, 2010):

Positioning a brand relies on strong intelligence surrounding the competitive landscape and the target market's need, awareness of this need and their attitudes and preferences surrounding this need. Once we understand the brand opportunities, we can later focus the brand position to capture the most lucrative opportunity that is feasible to attain.

- IDENTIFY – List all the selling features of the product or service.
- HIGHLIGHT – Highlight the key differentiator or the features that collectively make this brand unique.
- NAME IT – Name the brand. This is arguably the most critical element of the brand position.
- TAG IT – Create a tagline that supports the name.
- WRITE – Write the brand story.
- DESIGN – Develop a logo. Logos need to work on everything from print to online to logowear. Shrink it, expand it, and make sure people can still see it.
- BRING IT TO MARKET – Weave all the elements, either individually, paired or grouped, into all marketing and sales processes and communications.
- SUCCEED – Brand positioning strategies have achieved the ultimate success when the visual of a logo can stand- alone .

Here are some examples of brands that keep it simple and succeed by detailing with one word: Microsoft-»Freedom«, Volvo-»Safety«, Nike-»Courage«, Levi's- »Independence«, Harley- »No rules«. (Clark, 2011).

## 4 BRAND EQUITY

**Brand equity** is a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtract from) the value provided by a product or service to a firm and/or that firm's customers (Aaker, 1996, p.7–8).

The assets or liabilities that contribute to establishing strong brand equity, must be connected to the name and symbol of the brand. If the brand's name or symbol changes that will affect or even lose some or all of the assets or liabilities. For better understanding the process in which 'brand equity' increases the financial value of a branded business, Brand Finance defines 'brand equity' as a measure of 'the propensity of specific audience to express preferences which are financially favourable to the brand' (Chernatony, McDonald & Wallace, 2011, p. 448).

Brand equity is defined as 'a set of associations and behaviours on the part of a brand's consumers, channel members and parent corporation that enables a brand to earn greater

volume or greater margins than it could without the brand name and, in addition, provides a strong, sustainable and differential advantage' (Chernatony, McDonald & Wallace, 2011, p. 449).

Aaker (2004, p. 299) in a specific way, through questions, gives a meaning of brand equity: "Brand equity:

- **Awareness.** Is the brand well known in the marketplace?
- **Reputation.** Is the brand well regarded in the marketplace? Does it have high perceived quality?
- **Differentiation.** Does the brand have a point of differentiation? A personality?
- **Relevance.** Is it relevant for today's customers and today's applications?
- **Loyalty.** Are customers loyal to the brand? "

#### 4.1 Customer based brand equity

According to Keller, there are four steps for building a strong brand.

The first stage is **Brand Identity** which is connected with **Brand salience** which according to Keller measures awareness of the brand. Brand awareness refers to customers' ability to recall and recognize the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory (Keller, 2008, p. 61).

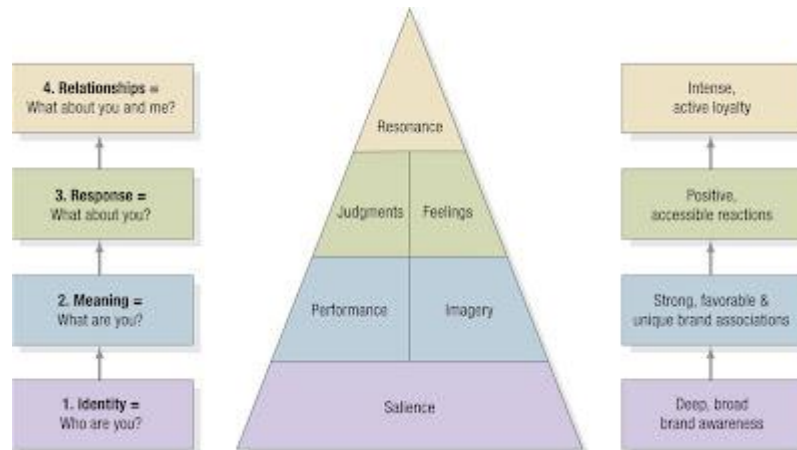
The next stage is **Brand Meaning** which is divided to Brand performance and Brand imagery. **Brand performance** describes how well the product or service meets customers' more functional needs. The other building element, **Brand imagery** refers to more intangible aspects of the brand, and consumers can form imagery association directly from their own experience or indirectly through advertising or by some other sources of information, such as the word of mouth (Keller, 2008, p.64–65).

The third stage is **Brand Response** divided to Brand judgments and Brand feelings. **Brand judgments** are customers' personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations. **Brand feelings** are customers' emotional responses and reactions to the brand (Keller, 2008, p.67–68).

The last final step of the model focuses on the ultimate **Brand Relationship** and level of identification that the customer has with the brand. **Brand resonance** describes the nature of this relationship and the extent to which customers feel that they are "in sync" with the brand (Keller, 2008, p. 72).

One important point reinforced by the model is that a strong brand has a duality- it appeals to both the head and the heart. Thus, although there may be two different ways to built loyalty and resonance- going up the left-hand and right-hand sides of the pyramid- strong brands often do both. Strong brands blend product performance and imagery to create a reach, varied, but complementary set of consumer responses to the brand (Keller, 2008, p. 77).

*Figure 1: Keller's Customer-Based Brand Equity Pyramid*



*Source: K. L. Keller, Strategic brand management, 2008.*

## 5 BRAND LOYALTY

**Brand loyalty** is at the heart of any brand's value. The concept is to strengthen the size and intensity of each loyalty segment. A brand with a small but intensely loyal customer base can have significant equity (Aaker, 2000, p. 17). A brand's value of the company, basically is created by the customer loyalty. A highly loyal customer base can be predicted to generate huge sales and high profit steam. The already existing customers should be kept with the strong connection based on trust in the benefits offered by the brand.

Like it's commonly said: »It is simply much less costly to retain customers than to attract new ones.« (Aaker, 1996, p. 21) It's wrong to focus on gaining new customers and neglecting already existing customers.

A market can usually be divided into the following groups: noncustomers (those who buy competitor brands or are not product class users), price switchers (these are price-sensitive), the passively loyal (those who buy out of habit rather than reason), fence sitters (those who are indifferent between two or more brands), and the committed. The challenge is to improve the brands loyalty profile: to increase the number of customers who are not price switchers, to strengthen the fence sitters' and committed's ties to the brand, and to

increase the number who would pay more (or endure some inconvenience) to use the brand or service (Aaker, 1996, p. 22).

There are two measures the loyalty can be measured with: price premium and customer satisfaction. The price premium presents how much a customer is ready to pay for the brand in comparison with another brand that offers similar benefits. This measure may be the best because it directly captures the loyalty of the customer. If a customer is loyal should be willing to pay the premium price. Satisfaction is a powerful measurement that directly shows how willing customers are to stick to a brand. A measure of satisfaction can be done with the existing customers.

Here are some of the types of relationships a person might have with a product (Solomon, 2009, p. 42):

- Self-concept attachment- The product helps to establish the user's identity
- Nostalgic attachment- the product serves as a link with a past self
- Interdependence – the product is a part of the user's daily routine
- Love- the product elicits emotional bonds of warmth, passion, or other strong emotion.

I have explained this dimension of brand equity because according to me, the connection between the person and a product is very important for the establishing strong brand and gaining brand value.

## **6 CREATING RELEVANCE, DIFFERENTIATION AND ENERGY**

### **6.1 Brand relevance-trend drivers**

Relevance for a brand for a customer occurs when two conditions are met (Aaker, 2004, p. 103):

- There is a perceived need or desire by a customer for a product category or subcategory defined by some combination of attributes, an application, a user group, or other distinguishing characteristic.
- The brand is among the set considered by that customer to be relevant for the product category or subcategory.

Brand relevance model occurs when, the winning brand is preferred and the other brands are not part of the category or subcategory. Even if some brands have high reputation and customer loyalty, if they are not listed in the selection of the category and subcategory, they won't be able to satisfy the customers. For a brand to be relevant two things are

needed. First, the brand need to be part of a particular product category or subcategory and second, the customer needs to be focused on that category or subcategory.

Trend drivers are the organizations that have the strength to participate in the creation of new category of subcategory definitions. This requires competence in brand building and resources and recognition of the expended brand-building task. This can be done only by extremely strong companies. Examples of trend drivers are eBay, Nike, Toyota, Starbucks, and others.

## 6.2 Brand differentiators

Today, being successful in your own way means to be as much as possible different form the others. One of the key concepts for strong brands is the ability to recognize the differentiation of the brand. Differentiation in branding plays very important role. Your own promises to the consumers must be different from the promises of your competitors. Your ideas should be simple and different enough to be unique in the eyes of the consumers. If the brand starts to lose the sense of differentiation, all brands will start to look the same to customers and the price will be dominant in decision- making. A “brand differentiator” should be formed to create a lasting point of difference in the customer’s mind.

**A branded differentiator** is a branded feature, ingredient, service, or program that creates a point of differentiation for a branded offering that is meaningful for customers and merits active management over an extended period of time (Aaker, 2004, p. 137).

*Figure 2: Brand differentiator*



*Source: Brand differentiator, 2011.*

## 6.3 Brand energizers

The tradition brand of the world, which are usually described as being reliable, honest, dependent, accessible, often give the impression of old-fashioned, out of touch and boring.

To this kind of brands injection of energy and vitality are desperately needed. A »branded energizer« is another brand used to energize the master brand or subbrand.

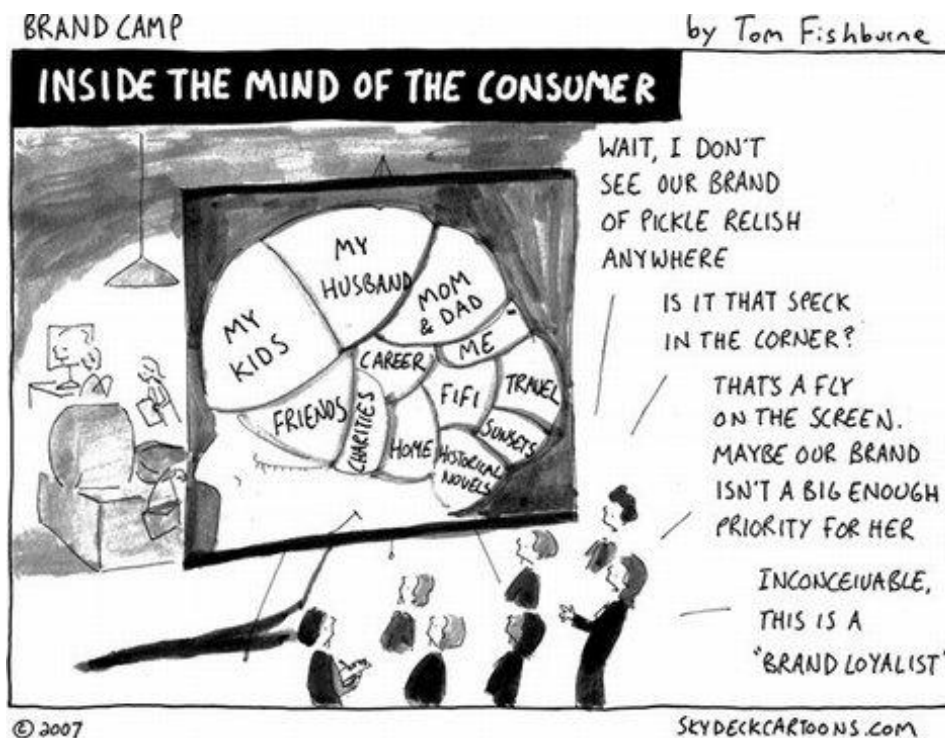
**A branded energizer** is a branded product, promotion, sponsorship, symbol, program, or other entity that by association significantly enhances and energizes a target brand, with both the branded energizer and its association with the target brand actively managed over an extended period of time (Aaker, 2004, p. 145).

An effective branded energizer should contain vitality, and should be described as being new, youthful, interesting, dynamic with movements, contemporary, assertive, involving...

## 7 WORLD'S STRONGEST BRANDS

The old saying goes: »A place for everything and everything in its place.« In my opinion, today there are so many well-known brands that there is no place in the customer's minds for every brand to be present. Today, the customer is the one who owns the brand. The customer has his/her own right to create own image for a brand. So, in a world with such a great fight for existence of the brands only the most successful brands reach the top and by reaching the top I mean, taking position in customer's minds and hearts.

Figure 3: Inside the mind of the consumer



Source: Branding Strategy Insider, 2012.

Every brand manager would like to see inside the mind of their consumers...what do



consumers think about before they set out to buy something? What happens when they stand in front of a cluttered shelf? What factors really matter in making the final purchase decisions? The reality is, that for nearly every consumer out there, specific brands or shopping decisions take up very little space inside consumers minds. In order to make a difference in the consumers mind, it is important to attach the brand and what it stands for, to one of the things that does occupy a consumers mind (Fishburne, 2012).

## 7.1 Strong brands

Successful brand building helps profitability by adding value that entices customers to buy. They provide a firm base for expansion into product improvements, variants, added services, new countries and so on. They protect organisations against the growing power of intermediaries. And last, but not least, they help transform organisations from being faceless bureaucracies to ones that are attractive to work for and to deal with (Chernatony, McDonald & Wallace, 2011, p. 25).

*Table 1: Interbrand 'Best 10 Global Brands 2011'*

<b>Rank</b>	<b>Brand</b>	<b>Sector</b>	<b>Brand Value (\$m)</b>	<b>Change in Brand Value in %</b>
1	Coca Cola	Beverages	71,861	2
2	IBM	Business Services	69,905	8
3	Microsoft	Computer Software	59,087	-3
4	Google	Internet Services	55,317	27
5	GE	Diversified	42,808	0
6	McDonald's	Restaurants	35,593	6
7	Intel	Electronics	35,217	10
8	Apple	Electronics	33,492	58
9	Disney	Media	29,018	1
10	HP	Electronics	28,479	6

*Source: Interbrand 'Best Global Brands 2011', 2011.*

There are so many different lists for brands ranking. I decided to write about Interbrand ranking. Interbrand's method looks at the ongoing investment and management of the brand as a business asset. According to a ranking from Interbrand, the majority of the 10 most valuable brands are technology firms, except beverage brand Coca Cola, which is the most valuable global brand of 2011 with a brand value of \$71,8 billion. Coca Cola is the top-ranked brand for the 12th straight year. All of the top brands of 2011 were on the 2010 top 10 list except Apple, which rose from number 17 to number 8. Previous number 8 Nokia slipped to number 14, losing 15 % of its 2010 brand value. All other top 10 brands of 2011 maintained their 2010 ranking (Marketing charts, 2012).

There are some examples of world's best brands that impacted me greatly, so I would like to write about them. As I have written before, the connection between the consumer and

the brand is very important. So I decided to write something about some brands that have captured my heart and have formed an emotional bond with me. Also, I want to write about those brands because it is interesting how they succeed in keeping the top position and multiplying the value from year to year.

## 7.2 Coca Cola

The most recognized brand name in the world got its start in an Atlanta Pharmacy, where it sold for five cents a glass. The name Coca – Cola was registered as a trademark on January 31, 1893. The drink soon became a national phenomenon; by 1895, the company had established syrup plants in Chicago, Dallas, and Los Angeles (Keller, 2008, p. 600).

*Figure 4: Coca-Cola Logo*



*Source: Cola Cola Logo, 2011.*

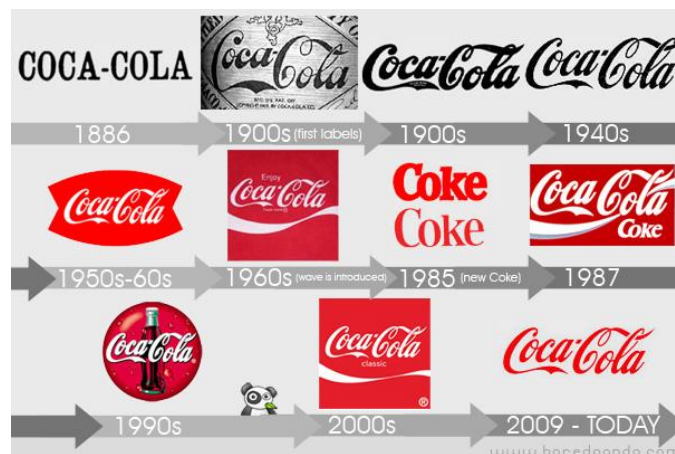
The Coca-Cola Company is the world's largest beverage company. It's one of the most recognizable best brands around the globe if not the most recognizable. There is not a single person who hasn't heard the name Coca-Cola. Generations and generations have taken Coca-Cola as their own drink and it is a choice drink for people of all ages (Coca Cola, 2011)

Coca-Cola, for many people, is a part of their daily life. Probably, one of the main reasons why it's the most recognizable brand on the planet is because of how much The Coca-Cola Company pays attention the psychology of its customers. They believe that huge role of their successfulness is the fact that they aren't just selling a product, they say that they are selling positive feeling and good memories. They have also created a specific shape for their bottle, further evoking memories. The specific shape for the bottles was given also by another reason. Coca-Cola was being so popular so other companies had started to copy them. To solve that problem Coca-Cola Company designed unique bottle so the consumers could know that they were holding a bottle of Coke, even in the dark. Over the years, Coca-Cola had focused on building brand identity by offering value for price and differentiation to meet customer's needs and raising customer satisfaction (Rurzag, 2011).

Brand loyalty plays the most important role in keeping up the brand image of Coca-Cola. With its unique appearance and high quality, the Coca-Cola Company makes its customers satisfied and loyal. A recent Coca-Cola annual report reported that the second most recognized expression in the world after »ok?« is »Coca-Cola.« (Coca Cola Branding Strategy, 2011).

Coca-Cola advertising targets people of all generations. It’s all about people who want to enjoy life and to have fun. There are some of the Coca-Cola advertising slogans: “Good till the last drop”; “Refresh yourself”, »Have a Coke and a Smile«, »Coca-Cola. Enjoy«, I’d Like to Buy the World a Coke«, »The Real Thing«. Every marketing campaign was strategically prepared and was positively accepted by the consumers. Their aim is to put their product in front of as many people as possible in every country of the world. This kind of marketing methods had helped in establishing a brand that would be instantly recognizable and highly appreciated in consumers’ minds. The Coca-Cola logo is one of the most recognizable logo design and brands in the world. The scheme with red and white colors in the Coca-Cola logo was kept simple to lure young minds. Today’s Coca-Cola logo is amazingly similar to what it was 125 years ago (Coca Cola, 2011).

Figure 5: Coca-Cola Logo History



Source: Cola Cola Logo History, 2011.

Important aspect of Coca Cola’s branding strategies is the fact that strong brands make great sales and increase their revenues. Coca Cola has taken the extra mile by building a brand that has managed to increase sustainable sales by attracting and retaining the best human capital and investing in employee relations and customer relation management. This has enabled the corporation not only to achieve strategic consensus and alignment at all organizational levels, but also to trigger positive feelings in consumers’ minds (Pomoni, 2010).

Coca-Cola is the most powerful brand not only because of its recognizable logo and strong brand name but also because it has managed to position its brand in a way that takes

advantage of all the elements of marketing mix, i.e. product, place price and promotion/distribution. In doing so, it achieves to develop a brand peronality and distinguish itself from competition, while offering consumers a clear view of its brand values. This leads to increased brand loyalty and satisfaction (Pomoni, 2010).

Coca- Cola is a simple idea. Drinking Coca-Cola makes people feel happy. It's an initiation to live on the positive side of the life. It's clearly said in the logo: »The Coke Side of Life.« Combing the simple ideas for having a unique packaging, unique taste of a high- level quality product keeps the Coca-Cola brand on the top position from the very beginning up untill now (Coca Cola Company,2010).

### 7.3 Disney

»Happiest Place on Earth« – When this sentence is mentioned, it's always Disney that pops up in the minds of the people. With this motto, its recognizable logo and unique idea Disney is an awesome brand supported by a brand family. Doubtlessly, Walt Disney Company is one of the strongest brands in the world (Cook, 2003).

*Figure 6: Disney Logo*



*Source: Disney Logo, 2011.*

Walt Disney was a man of dreams- big dreams with power to inspire also others to dream. He believed in his dreams so much that one day all his dreams were the key to his enormous success. Like he once said: »If you can dream it, you can do it. Always remember that this whole thing was started with a dream and a mouse.« (Shokoya, 2009).

»Mickey Mouse popped out of my mind onto a drawing pad 20 years ago on a train ride from Manhattan to Hollywood at a time when business fortunes of my brother Roy and myself were at lowest ebb and disaster seemed right around the corner,« Disney said. (Shokoya, 2009). As he mentioned, his core business was started by a mouse. Perhaps, it's the simplicity that keeps the brand on the top position. His simple idea of turning the mouse into a star, made his dreams come true. After establishing the brand, Disney was

always looking for something new, creating and innovating to keep his brand in front of his target audience. And that is one of the most important steps in building strong brands- once brand equity has been built it should be upgraded with further investments. Disney has placed the standard for leveraging a brand to make it stronger, more powerful and richer with continually injecting energy and vitality into the brand. While Disney used television, print, direct mails, and even grocery stores he achieved his objective and overtime, the Disney brand became worldwide recognized.

The Disney brand portfolio strategy tying together the extensive Disney brand family started with Disney's original big brand extension: Disneyland (Aaker, 2004, p. 37).

Disneyland- »Wonderful World of Disney« was first opened in Anaheim, California in 1955. Then Disney has extended the Disneyland park concept to other geographies, opening the Walt Disney World Resort in 1971, Tokyo Disneyland Resort in 1983, and EuroDisney in 1992, Paris (Aaker, 2004, p. 38).

Another expansion were the Disney Stories which were launched as yet another vehicle to promote the brand, offering games, videos, dolls, CDs based on Disney characters (Keller, 2008, p. 302).

Disney Consumer Products is designed to keep the Disney name and characters fresh in the customer's mind through six business areas in the following ways (Keller, 2008, p. 302):

- Merchandising licensing: Selectively authorized the use of Disney characters on high-quality merchandise.
- Publishing: Telling the Disney story in books, magazines, comics, and art
- Music and audio: Playing favorite Disney songs and stories on tape and compact disc
- Computer software: Programming Disney »fun« into home computers and computer game systems
- Educational production: Casting the characters in award-winning films for schools and libraries
- Catalog marketing: Offering Disney and Disney-quality products via top catalogs

Disney's wide span of extensions could not have happened without a clear brand identity: making people happy with magical family entertainment. Targeting the family end of the entertainment business was significant, because it meant that everything needed to be suitable, indeed tailored, to kids and families (Aaker, 2004, p. 42).

Walt Disney intended to produce family films that have the power to transport the viewers to the happier place and make them forget about their daily troubles. It still captures people's hearts with its appeal to the kid in everyone. Visiting Disneyland brings the warm feelings, which surrounded you as a kid, or as a parent. Through the Disney brand, the

satisfaction needed is generated, which makes the customers to stay loyal to the brand (Aaker, 2004, p. 37).

A business must be loyal to its customers in order to receive loyalty in return. At Disney, long-lasting relationships evolve: Guests become friends and friends become family.

The Disney's key brand dimensions are its differentiation, excellent knowledge, relevance and esteem. One of the Walt Disney's' success secrets and achievements is that he never gave up on his dreams, or lose sight of them. As he said "All the adversity I've had in my life, all my troubles and obstacles have strengthened me." With this imagination in his mind he reached what he had dreamed of, and yet, left the opportunity for our dreams to become reality (Shokoya, 2009).

## 7.4 Nike

For years Nike's 'Just do it'slogan seemed to sum up its whole approach to business. Between 1995 and the first half of 1997, the sports shoe company with the distinctive swoosh logo sprinted from \$4.8 billion to \$9.2 billion in sales, capturing almost half of the US sports shoe market. At the same time, it continued its expansion around the globe (Crainer & Dearlove, 2003, p. 159).

*Figure 7: Nike Logo*



*Source: Nike Logo, 2011.*

The first »Just do it« was presented with white letters on a black background by the wheelchair racer Craig Blanchette. The tagline was never clearly explained, but it resonated with an entire generation (Aaker, 2000, p. 179).

As the Nike advertising director, Scott Bedbury, said: "We can't put it on pencils and key chains, this thing has become much more than an ad slogan. It's an idea. It's like a frame of mind." It connected Nike with the fitness and people involved in it, living their dreams, instead of thinking the dreams (Aaker, 2000, p. 179).

In 1997, Nike spent an incredible \$5.6 billion on marketing, including \$4 billion on sponsorship for individual athletes –Tiger Woods and Michael Jordan are two of Nike's

key stars. But with its traditional sports of basketball and jogging running out of puff, the company was forced to look for other sports fields to play on. To achieve Knight's stated goal of a turnover of \$2 billion by 2002, the company targeted soccer as one of its core sports. "We decided we're a sports company, not just a shoe company, said CEO Phil Knight (Crainer & Dearlove, 2003, p. 159).

The Nike brand, as a strong brand, has its own organizational associations, personality, emotion and self-expression. With its strong personality- provocative, aggressive, Nike connected with its customers by playing on their emotions. The athlete sought by Nike was very specific: aggressive, provocative, independent, someone with an attitude. It's one of Nike's strategies to connect with powerful athletes and through them, emotionally, represent the brand. A brilliant tennis player, associated with Nike, John McEnroe had an amazing Nike ad with a picture of a shoe with the text: »Nike, McEnroe's favorite four-letter word« (Aaker, 2000, p. 170–171). Michael Jordan was an ideal symbol for Nike brand. He has huge impact on the Nike brand. One of his most popular commercials was the one, which showed him soaring the air on the way to dunking the ball, with a tagline: »Who says man was not meant to fly?« (Aaker, 2000, p. 178). This kind of simple ideas makes this brand to be different from the other brands. Not everybody could own such brilliant ideas and with them reach the top position among the brands. Nike has embraced the story of innovation and achievement.

## 7.5 Dove

Dove brand, launched since 1957, became one of Unilever's biggest global brands. Dove soap was built on a simple idea that Dove soap does not dry the skin because of its one-quarter cleansing cream. The simple brand idea for Dove brand is to make more women feel more beautiful every day. The idea gives more confidence to all women and so they can trust the Dove's promise as a beauty brand. Dove continues to portray real beauty for more than fifty years (Adamson, 2007, p. 205–206).

*Figure 8: Dove Logo*



*Source: Dove Logo, 2011.*

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quarter cleansing cream. The simple brand idea for Dove brand is to make more women feel more beautiful every day. The idea gives more confidence to all women and so they can trust the Dove's promise as a beauty brand. Dove continues to portray real beauty for more than fifty years (Adamson, 2007, p.205–206).

Brands can also be used as a force for good, to contribute for the benefit society. Shields provides examples such as Dove's 'Campaign for real beauty', which challenges consumers to think beyond beauty stereotypes. Through the use of online media, companies can speedily deliver their message to a wide audience and capture the public's imagination. Consider Dove's 'Evolution' video on YouTube, which has achieved over 9 million views. Brands that capture the social consciousness can eventually become badges of consumer ideas (Chernatony, McDonald & Wallace, 2011, p. 33).

When Unilever nominated Dove to be one of its master brands, it was no longer only beauty bar. Dove became beauty brand expanding its business and producing products such as body wash, deodorant, hair care and body lotion (knowledge@WPCarey, 2007).

No matter what type of Dove product it is, the simple idea behind the brand has evolved beautifully. David Ogilvy's original proposition for Dove soap has become legendary. It was an idea conveyed by the simple image of velvety cream being poured gently into a bar of soap (Adamson, 2007, p. 36).

*Figure 9: Dove brand's strategy of positioning*

<p><i>Beauty. <u>It's not about glamour or fame.</u> It's about</i>  <i>(Point of Differentiation)</i></p> <p><i>Every <u>woman</u> and the <u>beauty</u> that is in each of us.</i>  <i>(Market Segment) (Frame of Reference)</i></p> <p><i>That's what <u>Dove</u> is all about. And that's why</i>  <i>(Brand)</i></p> <p><i>More women <u>trust their skin to Dove.</u></i>  <i>(Competitive Edge) (Brand)</i></p>
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*Source: Brand Positioning, 2011.*

In Dove brand's strategy of positioning we could find everything we are searching in a brand. Its point of differentiation is that Dove is not soap, it's a beauty bar. Dove brand chooses natural looking women, rather than models, so it's easier to convey the benefits of the product. Also, the campaign "Real Beauty" used oversized models, elderly women with the aim to convey the message. This strategy is done with the purpose of making all women more comfortable concerning their body shape. The campaign for Beauty had realized the brand's true beauty signals in the customers mind. It contributed the company



to gain market share in all of its five major beauty categories, from bar soap, body wash, hair care to deodorant. Convincing the customer that the Dove soap do not dry the skin because its one- quarter cleansing cream, brand Dove takes higher position than its competitors. And in the end, the quality brand has the power key for making the product special. (Clark, 2011) Jasmin Sethi, Jatin Gupta, Mayur Mantri, Pushkar Bendre, Tejas Bhatt.

As a result of its simple idea for presenting its products, Dove brand became one of the most recognizable brands. The smart connection with the customers makes the brand more profitable and keeps the customers loyal.

## **8 THE RETURN ON SUCCESSFUL BRANDING**

Today, in many successful businesses, the brand, as a special intangible, is the most important asset. This is because of the economy impact that the brands have. The brand is one of the few assets that can provide long-term competitive advantage (Zingos, 2011).

Calculating Return on Branding Investment (ROBI) is very tricky. It should be clear that it's a once time investment, and the benefits of that are for a long time to come. A strong established brand can set a company apart from the crowd and make it grow successfully. It can market the product at a premium price, and can increase the sales. Branding is an investment in the company's future which result is guaranteed high return.

An organization, which is less branded, will be more forced to compete on price. The more branded organization is, the more it can charge and the wider the profit margin would be. Choosing a well-known and popular brand is safer for customers, even if the prices are a bit higher. People are ready to pay a premium for prestige names and leading brands. To understand the Return on investment on branding, let us take a look at the difference in profits between branded- and more generic products. If price was the driver of people's purchases, Nike couldn't sell a pair of sneakers for \$500; everyone would buy \$25 Keds instead. We would all be driving a Kia or Hyundai instead of a BMW or Lexus. But price isn't the key. Usually people make buying decisions emotionally. When people feel a positive emotional connection to the brand, they are much more ready to buy the product or service. The brand itself makes the customers to be loyal and not constantly changing their minds. Having a trusted name is critically important for many kinds of businesses. Company which is having a trusted name brand is in the running, without it, it is not (What is the return on branding, 2011).

To keep the value of the established brand, it should be upgraded constantly, because an investment done for strengthening the brand will have an impact on increased revenue. A successful brand connects with its audience and strongly influences their buying decisions. That is why name-brand products sell for more than store brands. Strong brands lead to

additional sales and revenues the company would otherwise never get, both in the B-to-C and B-to-B worlds (Branding ROI, 2011).

The basic idea of ROBI is to measure brand's performance. To manage the brand well, its movement should be measured in terms of changing preference and loyalties. The most important challenge here is to see that loyalty to the brand does not erode, for it is one basic measure of maintaining the customers, keeping them loyal and,-bringing in new ones.

There are different measures that are employed to gauge the strategic movement and growth of the brand. Such measures allow insights into the following factors or formulations that organizations have in place to ensure growth of their brands (Brand management, 2012):

- Allow to see that overall strategic movement is according to the strategic plans.
- Offer insights into any changes that may be required in adjusting brand position or further strengthening it.
- Let adjustment or reinforcement of communication plans for consistent focus.
- Offer insights into provision of resources in a more effective way.
- Let identification of the brand strength and potential areas of growth within and across categories, that is, lines or brand stretch.

## **CONCLUSION**

The purpose for doing this thesis is to show that the world's best brands today are based on ideas that are, not only different and relevant, but also simple. Having a simple idea makes the branding powerful and compelling. Owning best brand makes you different from the others, which means, it makes you irreplaceable and unique. To have such an advantage means to stand out in the crowd.

Through my thesis I have explained all the important characteristics for establishing strong brand based on a simple idea.

»Big Ideas are usually simple ideas.« - David Ogilvy

Coca Cola, Disney, Nike, Dove, they're all big ideas. Big enough to be local... and global at the same time. It's not always easy to recognize an idea like that the first time when its seen. Only consumers can tell for sure (Ogilvy & Mather, 2004).

According to me, it's the emotional connection between the brand and the customer which makes the brand most successful and contribute to reach the top position. One of the most important aims of the companies is, with their brands, to tap into more consumers emotions. Customers want to feel secure and safe while decision making or deciding to which brand to be loyal. A strong brand emits positive filling and capture customers mind

and heart. The company owns the trademark, but the consumer owns the brand. Absolutely, the brand is what the consumers experience, what they've heard, what they have seen, and all their contacts with the brand. It's all about that »moment of truth« experiences that defines the brand and form the relationship between the brand and the consumers. Jeremy Bullmore, a brilliant marketing thinker who equated the building of the relationship between a product and a consumer simply explained: »Consumers build brands like birds build nests, from scraps and straws they chance upon« (Ogilvy & Mather, 2004).

Today, a brand to be successful, its branding signals must be truly breakthrough and revolutionary. In the world there are so many brands that it's really hard for a brand to stay in customers' minds. So the only solution for a brand to be easily memorized is to be based on simple idea that would be strong enough to be different from the others.

Successful brand building helps profitability by adding value that entices customers to buy. They provide a firm base for expansion into product organisations against the growing power of intermediaries. And last, but not least, they help transform organisations from being faceless bureaucracies to ones that are attractive to work for and to deal with (Chernatony, McDonald & Wallace, 2011, p. 25).

It's important to continue invest in a brand even when the financial goals are not met at the present, because investing in branding is a long term promise. Success in reaching the top position with the best brand is not a one- time thing. Best brands last and there is a reason behind why they do.

## **POVZETEK**

Imeti enkratno in enostavno idejo za začetek poslovanja ni dovolj. Preden se karkoli začne, mora biti oblikovana blagovna znamka. Znamka od samega začetka daje priložnost za posel, da doseže najvišje mesto. Ko se vzpostavi drugačen in ustrezen pomen za blagovno znamko, se zavedanje o njej lahko ustvari. Toda, kaj zares pomeni blagovna znamka? Ali je ime izdelka? Ali grafični prikaz tega imena? Ali pa navodilo za uporabo? Blagovna znamka je vse to in še veliko več. Blagovna znamka je opredeljena z lastno idejo in podobo svojega poslovanja, s svojim imenom, logotipom in sloganom, pomembna je za oblikovanje družbe, tako da jo po blagovni znamki pozna več in več ljudi.

Blagovna znamka se razlikuje od znamčenja. Znamčenje je proces upravljanja asociacij in tvori podobo podjetja. Znamčenje mora zgraditi ugled podjetju, razširiti poslovanje, da bo le-to bolj prepoznavno. Znamčenje je vse, kar naredi blagovno znamko pozitivno in močno (Adamson, 2007, str. 18).

Znamčenje je ustvarjanje signalov, ki sporočajo, katere so vaše blagovne znamke, vzpostavlja njeno razliko med znamkami v glavah ljudi. Blagovna znamka je ideja. Znamčenje je prenos ideje. (Adamson, 2007, str. 18).

Zame je blagovna znamka vse. In znamčenje je vse. Besede ki jih izberemo, pogovori, ki jih imamo, obljube, ki jih sprejemamo, vrednote, ki jih imamo, denar, ki ga ustvarimo ali ga ne ustvarimo, izkušnje, ki jih imamo ljudje s proizvodi, ali opravljene storitve. To je vrhunec vseh teh malih stvari, ki oblikujejo »blagovno znamko«. Podjetja živijo ali umrejo, odvisno od moči svoje blagovne znamke.

Slavni oglaševalec, tekstopisec in ustanovitelj agencije David Ogilvy blagovno znamko opredeli tako: »Neopredmetena vsota lastnosti nekega proizvoda, njegovo ime, pakiranje in cena, njegova zgodovina, njegov ugled in način, kako je oglaševan«. Znamka je neke vrste signal, ki kaže vse značilnosti proizvoda, pojasnjujejo obstoj izdelka in obljublja njegovo prihodnost.«

Znamke z zagotavljanjem informacij o kakovosti, izvoru in vrednosti blaga in storitev dajejo potrošniku odlično sliko za ustvarjanje nakupne odločitve. Brez blagovnih znamk, ki olajšajo našo odločitev za nakup, bi prosti trg deloval zmedeno, brez obraza, bil bi množica potrošnega materiala. Uveljavljena in spoštovana blagovna znamka je lahko, in bi morala biti, največje premoženje ki ga podjetje ima. Podoba blagovne znamke je najpomembnejša. Potrošniki se odločijo za nakup, ki temelji na percepciji blagovne znamke, namesto realnosti izdelka. To pomeni, da postanejo blagovne znamke bolj dragocene od fizičnih sredstev, prav tako pa pomeni tudi, da lahko izgubijo svojo vrednost čez noč. (...) Ne morejo vrteti ure nazaj v čas, ko znamčenje ni bilo pomembno. In razen tega lahko rastejo hitreje kot kadar koli prej z oblikovanjem močne identitete blagovne znamke (Haig, 2003, str. 1–2).

Glavni namen te teze je predstaviti pomen in moč blagovne znamke, biti eden izmed najboljših in zasedati najvišje položaje. V tej nalogi bom pojasnila da so močne blagovne znamke preproste in uspešne. Raziskala bom vzroke, zakaj so najboljše blagovne preproste, pa tudi skrivnosti za njihovo uspešnost. Najmočnejše blagovne znamke so vedno temeljile na preprostih in logičnih idejah (Adamson, 2007, str. xxv). Da je podjetje močno, da je močan igralec, mora imeti močno blagovno znamko. Blagovna znamka je most med strankami in ponudniki. Imeti najboljšo znamko pomeni vedno doseči vse sanje. In doseganje vseh vaših sanj pomeni, da ste vedno na vrhu.

#### Definicije in različna mnenja

Obstaja veliko različnih opredelitev blagovnih znamk. Po podatkih združenja American Marketing Association (AMA) je blagovna znamka »ime, izraz, znak, simbol ali dizajn ali

kombinacija vsega tega, namenjena prepoznavanju blaga in storitev nekega prodajalca ali skupine prodajalcev in njihovemu razlikovanju od konkurence.« (Keller, 2008, str. 2)

Blagovno znamko lahko primerjamo z ladjo, ki se z drugimi ladjami sooča v prihajajoči bitki. Ta metafora omogoča vpogled v problem upravljanja z blagovno znamko. Menedžer blagovne znamke je kapitan ladje, ki mora vedeti, kje njegova ladja pljuje in mora obdržati njeno smer. Ostale blagovne znamke v podjetju, tako ladje v floti, je treba med sabo uskladiti, da se doseže kar največja učinkovitost. Tekmovalci med blagovnimi znamkami so kot posadke sovražnih ladij; poznati njihovo lokacijo, smer in moč je ključnega pomena za doseganje strateških in taktičnih uspehov. Dojemanje in motivacije strank so kot veter: pomembno poznati njihovo smer, njihovo moč in morebitne spremembe (Aaker, 1996, str. 21).

### **Pozicioniranje blagovne znamke**

Kot pove že ime, pozicioniranje pomeni iskanje ustrezne »lokacije« v glavah skupine potrošnikov ali tržnih segmentov, tako da razmišljajo o izdelku ali storitvi na »pravi« in zaželeni način, da bi bile koristi za podjetje čim večje ... (Keller, 2008, str. 98).

### **Premoženje blagovne znamke**

Premoženje blagovne znamke je vsota čustvenih in duhovnih misli vsake posamezne osebe, ki pride v stik z vašim podjetjem.« (Christopher Betzter, 2012).

Premoženje blagovne znamke je skupek sredstev (in obveznosti), povezan z imenom blagovne znamke, in simbolom, ki dodaja ali odšteva vrednosti, ki jih zagotovi izdelek ali storitev podjetju in/ali družbi v odnosu do strank (Aaker, 1996, str. 7–8).

### **Zvestoba blagovni znamki**

Zvestoba blagovni znamki je bistvo katere koli vrednosti blagovne znamke. Koncept je okrepiti obseg in intenzivnost zvestobe segmentu. Blagovna znamka, ki ima majhen krog zelo zvestih strank, ima lako veliko premoženje (Aaker, 2000, str. 17).

### **Močne blagovne znamke**

Močna blagovna znamka ima priložnost povedati vse o podjetju. Ali povedano drugače: »Slika govori več kot tisoč besed«, kakovostna blagovna znamka bo povedala vse, kar je bistveno za kakovostno poslovanje. Močna blagovna znamka ima sposobnost, da poveča zaupanje strank in jih naredi bolj nedotakljive na podražitve. Hkrati popolnoma vzpostavlja

zaupanje in kredibilnost do kupcev. Ohranja obljube, ki jo blagovna znamka daje, da ji je kupec zvest in da ostaja povezava med kupcem in blagovno znamko trdna.

Obstajajo nekateri primeri najboljših blagovnih znamk na svetu, ki so naredile name velik vtis, zato bi želela govoriti o njih. Kot sem že napisala, je povezava med potrošnikom in blagovno znamko zelo pomembna. Zato sem se odločila napisati nekaj o nekaterih blagovnih znamkah, ki so me osvojile in ustvarile med njimi in mano moč vez.

## **Coca cola**

Coca-Cola Company je največji proizvajalec pijač na svetu, je ena izmed najbolj prepoznavnih in najboljših svetovnih blagovnih znamk. Ni osebe, ki za ime Coca-Cola še ni slišala. Z leti se je Coca-Cola osredotočila na gradnjo identitete blagovne znamke s ponudbo vrednosti za ceno in diferenciacijo, izpolnjevanjem potreb strank in z večanjem zadovoljstva strank. Lojalnost do blagovne znamke igra najpomembnejšo vlogo pri ohranjanju prepoznavnosti blagovne znamke Coca-Cola.

Coca-Cola logotip je eden izmed najbolj prepoznavnih logotipov in blagovnih znamk na svetu. Shema iz rdeče in bele barve v logotipu Coca-Cola še vedno vabi s svojo preprostostjo mlade. Današnji logotip Coca-Cola je neverjetno podoben tistemu izpred 125. let.

## **Disney**

»Najsrečnejši kraj na svetu« – Ta trditev se pojavi v ljudeh vedno, ko slišijo za besedo Disney. S tem motom in prepoznavnim logotipom ter edinstvenimi idejami je Disney blagovna znamka družbe Walt Disney Company, ki je ena najmočnejših blagovnih znamk na svetu (Cook, 2003).

Ključne dimenzije blagovne znamke Disney so njegova različnost od drugih, odlično znanje, pomen in samospoštovanje. Ena od skrivnosti uspeha Walta Disneyja in njegovih uspehov je, da ni nikoli obupal nad svojimi sanjami.

## **Nike**

Prvi »Just do it« je bil predstavljen z belimi črkami na črni podlagi na invalidskem vozičku dirkača Craiga Blanchetta. Slogan ni bil nikoli jasno razložen, vendar je živel s celotno generacijo (Aaker, 2000, str. 179).

Blagovna znamka Nike kot močna blagovna znamka ljudi združuje, ima svojo osebnost, svoja čustva in svoje izražanje. Je močna osebnost – je provokativna, agresivna blagovna znamka Nike, povezana s svojimi strankami tako, da se dotakne njihovih čustev. Športnik z

znamko Nike je agresiven, provokativen, samostojen, je nekdo z odnosom do športa. To je ena izmed strategij blagovne znamke Nike. Odličen teniški igralec, povezan z blagovno znamko Nike, John McEnroe, je nastopil v izvrstnem oglasu, ki prikazuje sliko čevlja z besedilom: »Nike, moje najljubše 4 črke.« (Aaker, 2000, str. 170–171).

## **Dove**

Dove blagovna znamka je začela osvajati trg od leta 1957 dalje in je postala ena od neminljivih svetovnih blagovnih znamk. Dove milo so zgradili na preprosti ideji, da milo Dove ne izsuši kože, saj je ena četrtnina njegovih sestavin čistilna krema. Znamka Dove ima preprosto idejo: čim več ženskam polepšati dan, ker ji lahko zaupajo. Dove dokazuje resnično lepoto, ki jo ponuja in zagotavlja ženskam že več kot petdeset let (Adamson, 2007, str. 205–206).

Zaradi svoje preproste ideje, kako se predstaviti, je blagovna znamka Dove postala ena najbolj prepoznavnih blagovnih znamk. Pametna povezava s strankami dela blagovno znamko bolj donosno in ohranja zvestobo svojih strank.

## **Donosnost – uspešno znamčenje**

Močna blagovna znamka ni samo pomoč pri lažjem prepoznavanju podjetij, ampak povečuje vrednost le-teh. Zaupanja vredna blagovna znamka za potrošnike pomeni zaupanja vredno premoženje podjetja. Koristna je podjetju, ker je koristna za potrošnika (Nigel Hollis, 2007).

Danes je v mnogih uspešnih podjetjih blagovna znamka njihovo največje bogastvo, in to zaradi gospodarske moči, ki jo blagovne znamke imajo. Blagovna znamka je ena od redkih načinov, ki lahko zagotovijo dolgoročno konkurenčno prednost (Zingoes, 2011).

## **SKLEP**

»Velike ideje so običajno enostavne ideje.« - David Ogilvy.

Namen diplomskega dela je pokazati, da v svetu najboljše blagovne znamke danes temeljijo na idejah, ki so ne samo različne in pomembne, ampak tudi preproste. Imeti preprosto idejo o blagovni znamki naredi blagovno znamko močno in prepričljivo.

Imeti v lasti najboljšo znamko, vam omogoča biti drugačen od drugih, kar pomeni, da boste nenadomestljivi in edinstveni. Da imate tako prednost pred drugimi, pomeni, da izstopate iz množice. Skozi svojo diplomsko nalogo pojasnujem vse pomembne lastnosti blagovne znamke, da postane le-ta močna in da temelji na preprosti ideji. Čustvena povezava med blagovno znamko in kupcem je razlog, zakaj je blagovna znamka uspešna in zakaj dosega najvišji položaj. Eden od najpomembnejših ciljev podjetij je s svojimi

blagovnimi znamkami prepričati potrošnike. Stranke si želijo počutiti zaščitene in varne, ko se odločajo za blagovno znamko, ki so ji zvesti in ji zaupajo. Družba ima v lasti blagovno znamko, ki jo je potrošnik sprejel, je nanjo navezan in ima z njo pozitivne izkušnje. To je ta »trenutek resnice« in izkušenj, ki oblikujejo odnos med blagovno znamko in potrošniki. Jeremy Bullmore (2004), briljanten tržni mislec, enači izgradnjo odnosa med izdelkom in potrošnikom z besedami »Potrošniki gradijo blagovne znamke, kot ptice gradijo gnezda ... izdelajo ga iz slamic, da dobi svojo končno podobo« (Ogilvy & Mather, 2004).

Blagovna znamka mora biti uspešna, da se ohrani, saj je konkurenca velika. Biti mora predvsem drugačna od drugih, tako si jo bodo potrošniki zapomnili. Naložba v blagovno znamko je dolgoročna. Dosegati najvišja mesta med blagovnimi znamkami ni enkratno dejanje. Najboljši blagovne znamke trajajo, in za to obstaja razlog.



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