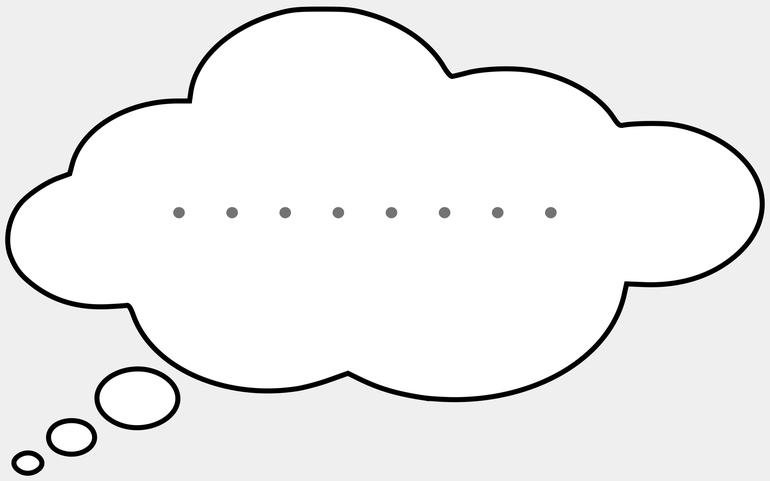


What is Branding ?

GOAFREET

SWIPE





Unsure about the meaning of “branding”? Don’t worry! Branding is one of those marketing concepts that are a bit vague and can quickly become confusing, even for people who have studied marketing.

GO4APRINT

In order to understand the concept of branding, first, we need to know what products and brands are. Let's go!



@branding_inferno

"Broadly, a **Product** is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas" – (Kotler & Keller, 2015).

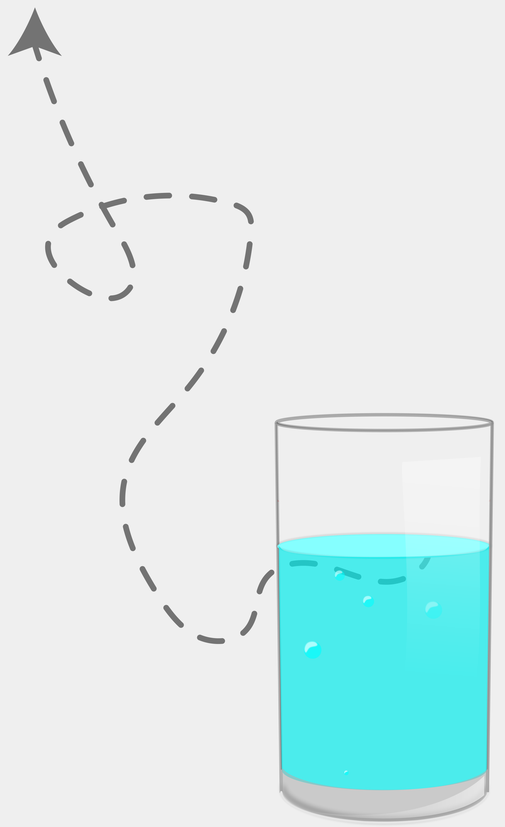


This means that a product can be anything from a hotel stay, a flight, a language course, to clothes, food, a toothbrush etc.

To illustrate the definition of a product and the role it occupies in defining branding, we will use the example of water

Water is a free resource that every human being needs to live and survive. Yet it became a product the day humans and companies started to commercialize it, for example by selling mineral water in a glass and plastic bottles.





But water always looks the same, isn’t it? It is liquid and transparent. So, how can different companies sell the same product but still convince people to purchase their bottled water instead of the one from the competition?





The answer is: by creating a **brand**.





GOAT

@branding_inferno

Save for Later