



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

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DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA323 - BRAND MANAGEMENT

II YEAR /III SEMESTER

Unit 1 – Branding An Introduction

Topic 1: BM - Branding Meaning, Types and Branding Decision

Brand types

1. Product Branding
2. Personal Branding
3. Corporate Branding
4. Geographical Branding
5. Service branding
6. Retail branding
7. Online branding
8. Offline branding
9. Media branding
10. Event branding



Product Branding

Product branding is a strategic combination of design, messaging, and experience that uniquely identifies a product and sets it apart from other products in its category



Advantages of product branding

- **Makes your product immediately recognizable**
- **Develops overall brand awareness**
- **Sets your products apart from countless others**
- **Create an emotional connection with customers**
- **Become known as the go-to product in a category**

Personal Branding

Personal branding is the process of creating a brand identity for a person or a company

It is about standing for yourself and your business to command respect and confidence from your peers and customers.





Corporate Branding

A corporate branding is a practice to establish a business in the market and promote its values through various distribution channels. It showcases the company's personality and includes all the affairs and measures taken to succeed.





Corporate Branding Strategy

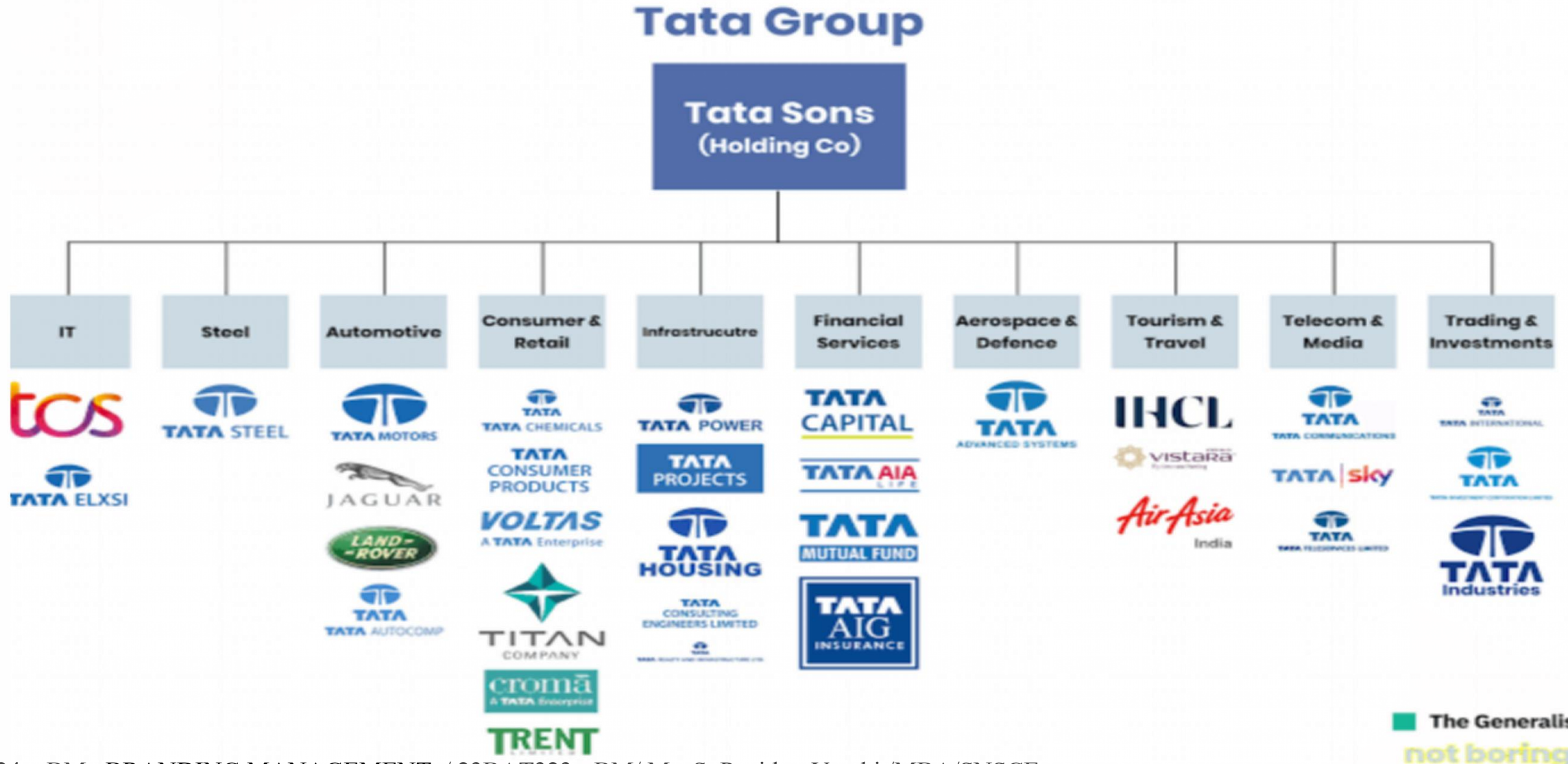


1. Define the company's values, mission, and goals.
2. Define a unique selling proposition.
3. Define the brand's message and key points.
4. Research target audience and describe an ideal client.
5. Conduct a brand audit.
6. Research competition.
7. Define corporate brand guidelines.
8. Develop a visual identity.
9. Review and master marketing channels.
10. Track brand performance and act quickly.

Benefits of Corporate Branding



Examples for CB



**The Generalist
not boring**

Geographical Branding

Geographic branding seeks to attract people to visit or invest in a company or region because of a geographic association. Cities, regions, and entire countries practice geographic branding by capitalizing on the things that set them apart from other areas, such as tourist attractions or areas of natural beauty.





Geographical Indications



GI Tag stands for **Geographical Indication**, which is a name or sign given to a certain product that has a specific relation with geographical locations.

Generally, the GI tags are used for **industrial products, foodstuff, agriculture products, spirit drinks, and handicrafts**



Below given table is a brief view of products that received GI tags in India in 2022.



States	Products	Category
Tamil Nadu	Kodaikanal Malai Poondi	Agriculture
Tamil Nadu	Palani panchamirtham	Food Stuff
Tamil Nadu	Dindigul Locks	Manufactured
Tamil Nadu	Srivilliputtur Palkova	Food Stuff
Tamil Nadu	Kandangi Saree	Handicraft
Kerala	Tirur Betel Leaf	Agriculture
Karnataka	Gulbarga Tur Dal	Agriculture

Tirur betel leaf



Health Benefits Of Betel Leaf

It is good for diabetes

It lowers your cholesterol

It is an anti-cancer agent

It has anti-microbial properties

It helps heal wounds

It helps with asthma

It helps with depression

It improves oral health

It protects your gastric system



Gulbarga Tur Dal

