





## Module III. Business

Branding for  
Orange  
Economy  
course

Topic 2. Brand Identity

Lesson 3. Importance of brand



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*In this short topic, we will find out why  
brands are important*



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*Once the topic is completed and approved, learners will be able to understand*

*Brand importance for  
Consumers and Companies*

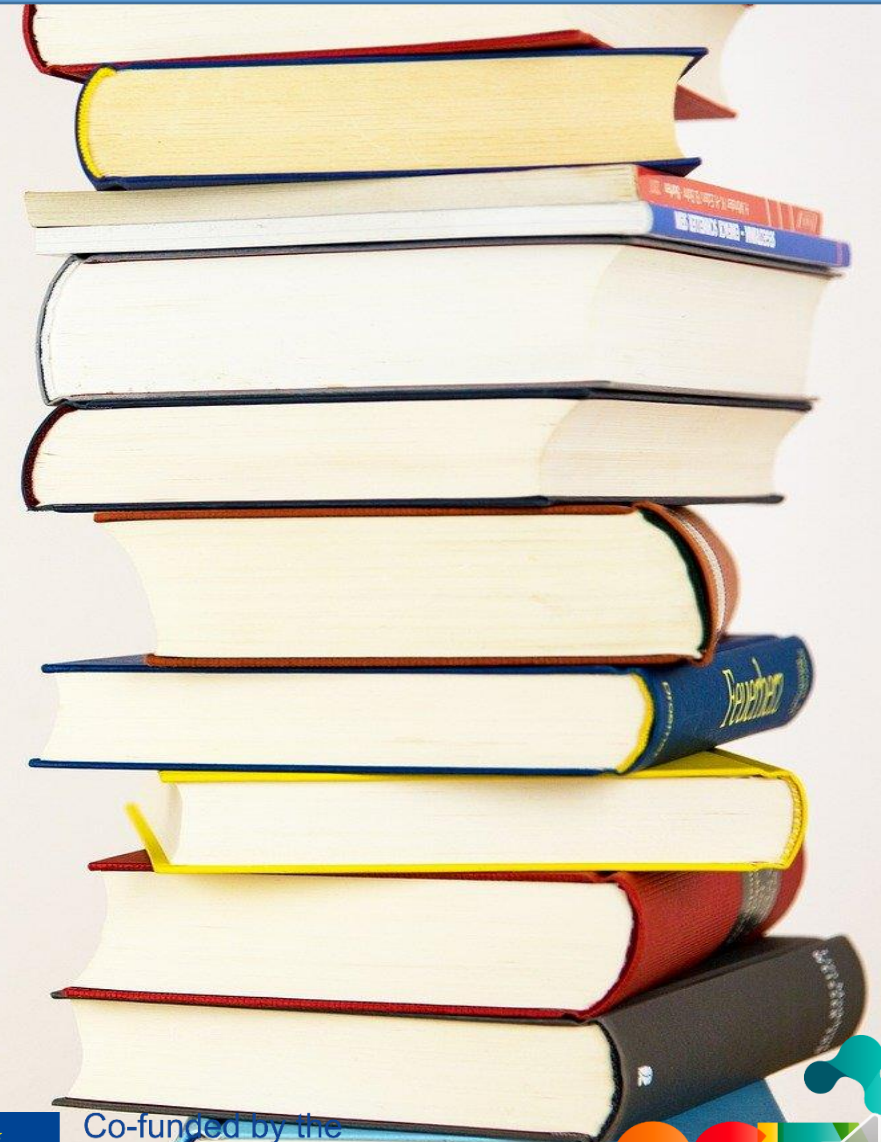


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*In this lesson, we will learn*

- *Why brands matter to consumers*
- *Why brands matter for companies*



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# Why do Brands Matter to Consumers?



The brand serves to give users the ability to assign **responsibility for a particular product**.

Based on the experience with the product, users compare brands and decide to buy or use the brand that **meets their needs**.

In this way, they believe in the brand and become loyal customers. In short, **a brand is a tool that makes it easier for users to make product decisions**.

- Brand provides security
- Added value
- Better quality
- Brands express who we are



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# Why do Brands Matter to Companies?

- Legal protection due to the **unique characteristics** of the product.
- Retains **intellectual property rights**.
- When customers perceive a brand as quality, they become **loyal** and buy the same brand again. This loyalty provides secure demand for products and creates barriers to the entry of new companies into the market.
- Customers are willing to pay more money for **well-known brands**.
- The company's employees become **brand lawyers**.



## CREDITS

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