





Module III. Business

Branding for
Orange
Economy
course

Topic 2: Brand Identity

Lesson 4. What can we brand?



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*This topic will be about all types of
branding*



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

what types of brands exist



In this lesson, we will learn

- *Branding commodities*
- *Business to Business branding*
- *High-tech Branding*
- *Non-profit Branding*
- *Branding a place*



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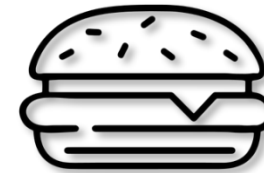


What can we brand?

A brand is something that exist in the mind of consumers.

The key is **perceiving differences**. These differences can be related to characteristics or benefits of the product itself.

Brands can play an important **decision-making role**.



Commodities

Simple **products that we use every day**. Some usual approaches to branding commodities:



- Great consistency of product or service
- Superior customization
- Great responsiveness
- Unique merging of products
- Big range of products and services
- Ingredient branding
- Unique packaging
- Unique distribution
- Emotional branding
- Value chain integration
- Identify your most important / most profitable customers



B2B Branding

Company branding creates a **positive image and reputation of the company**. Creating positive images of the company leads to **higher sales and more profitable relationships with** business partners.

A strong brand is the **assurance to business associates** that they should cooperate with that company. A strong brand is also a great competitive advantage in the market.

Some of the world's strongest and respected brands belong to business markets, such as **ABB, Caterpillar, DuPont, FedEx, Hewlett-Packard, IBM, Intel, Microsoft, Oracle, SAP, and Siemens**.



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Tech Branding



In the technology market, demand and **sales are no longer determined solely by innovation.**

There are more and more similar products, the market is quickly saturated as soon as there is innovation.

In order for technology companies to stand out, **they have to start branding.**

Marketing is crucial to the success of high-tech products.



NGO Branding

Branding your nonprofit is essentially a visual and written way of communicating who you are and what you do.

As this is a fast growing sector, one of the main things that will make your nonprofit organization different from others is the story.

Create a good story in which you will present what you are fighting for and how you are fighting for it!



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Branding a place

- Historical heritage

History and cultural heritage are an integral part of place identity, infrastructure and landscape.

Historical heritage is a unique, beautiful and amazing group of historic buildings and artifacts that can only be found in a certain area.

In addition to historical heritage, we have **symbolic attributes and advantages, reputation elements, legends, myths, cultural traditions, fancies and prejudices, public tastes and preferences.**

Branding through cultural heritage requires **exploration of local cultural features** of the place, identifying what features are prominent there, and finding ways to explicate and enhance those features.

Similar to the branding of a commercial product, **brand identity in place branding is the first crucial aspect that needs to be attended.**



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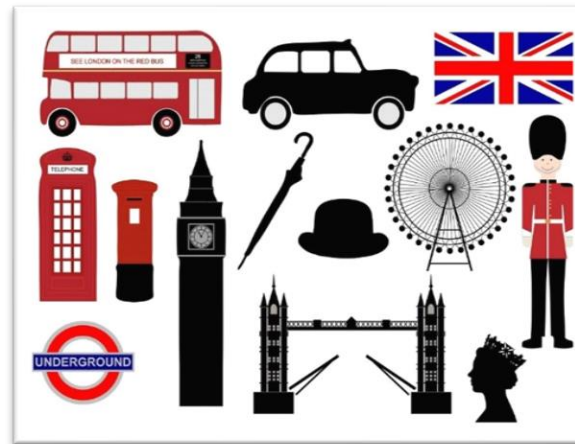


Branding a place

- Symbolic attributes

Symbols of certain places are most often known buildings, statues, events, etc.

These symbols are used when promoting places.



Branding a place

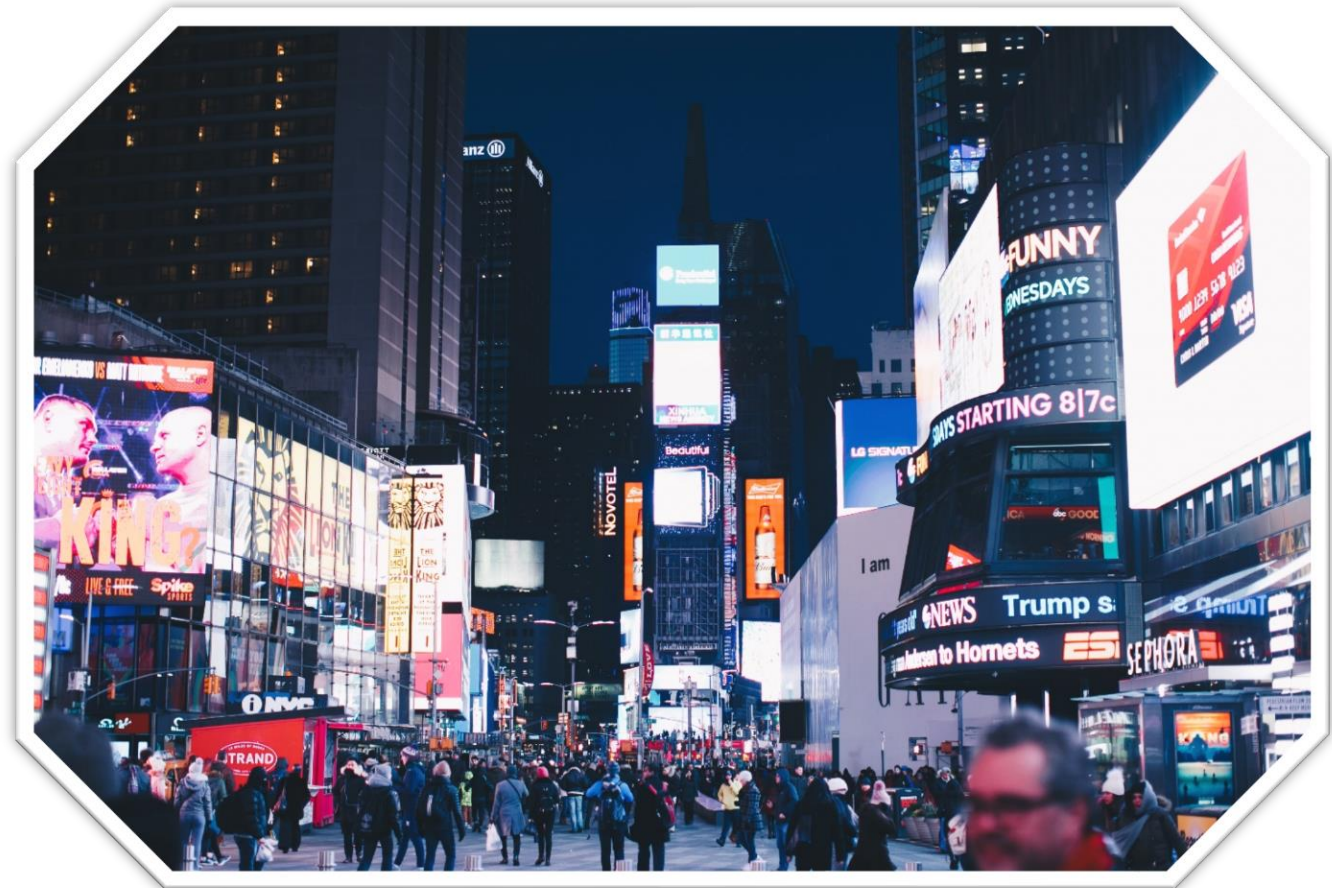
- Reputation

“The sum of beliefs, ideals, and impressions people have toward a certain place.”

Reputation differs from image in that it is focused on long-term impressions built around numerous images and actions

Reputation is affected by various factors:

- Emotional
- Physical
- Financial
- Cultural
- Social



Branding a place

- Legends

Legend is a genre of folklore in which human actions or some events believed to have taken place in history are **conveyed through a story**.

Legends are actually really interesting stories that everyone loves to hear and is easy to remember.

Based on legends, certain places, culture and history can be branded.



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Branding a place

- **Myths** expresses and confirms society's religious values and norms.

One of the most famous mountains in Serbia for hiking is Rtanj.

A mountain that has the shape of a perfect triangle that is believed to be actually a pyramid.

There are stories that it was built by aliens, but other story tell us that there is a wizard on it who guards it.

Because of all these stories, this mountain is a very attractive destination for all mountaineering enthusiasts.



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Branding a place

- Cultural tradition

Tradition is the belief or behavior of a certain group of people that is passed down through generations and contains a **certain and symbolic meaning related to the past and origin.**

Traditions vary greatly from region to region, so it is very interesting for tourists to experience the tradition of the places they visit.



Everything can be branded: people, online products and services, Retailers and Distributors, People and Organizations, Sports, Arts, Ideas and Entertainment...



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Example: Ireland

Ireland has decided to present three reasons why they differ from others:

1. The **friendliness and warmth** of the people.
2. The **stunning and dramatic scenery**.
3. The **distinctive Irish culture**.

They created three types of experience:

1. Wild Atlantic Way
2. Ireland's Ancient East
3. The Giant Spirit Experience Collection

When asked why Ireland, reasons are:

- Natural & authentic
- Spiritual & friendly
- Adventure & discover



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Wild Atlantic Way



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Example: Sremska Mitrovica



Sremska Mitrovica, the former capital of the Roman Empire, was called Sirmium. On the territory of the former sirmium, there are a large number of excavations, found objects from that time, and various historical stories are connected to Mitrovica.

“Imperial Sirmium, the city of legends”, is a set of different activities that evoke how people used to live in this area.

The event presents: wines, food from Rome, performances about historical events, museum tours and excavations, pottery workshops, a military camp for children where they practice archery, musical performances and many other activities.



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CREDITS

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