

# STRATEGIES FOR DISTINCTIVE BRANDS



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# My Research Interests

How do you develop and protect a unique, distinct, and meaningful brand identity?



# Agenda

- Creating a distinctive identity through product and benefit descriptions
- Do brand names matter?
- Figurative versus abstract logos and names
- Choosing suitable colors for identity
- Unique shapes
- Unique packaging

# Why be distinctive & different?

- Easier for consumers to identify your brand
- Easier to protect your brand
- You can break through clutter - not only on the shelf - but in the minds of the consumer

# Cluttered Store Shelves





# Brand Distinction is a Mind Game

“Products are produced in the factory,  
brand are produced in the minds of  
consumers” (Landor)

This is true because the costs of brand  
differentiation are in the initial and  
additional dollars spent on marketing

# Creating Brand Identity

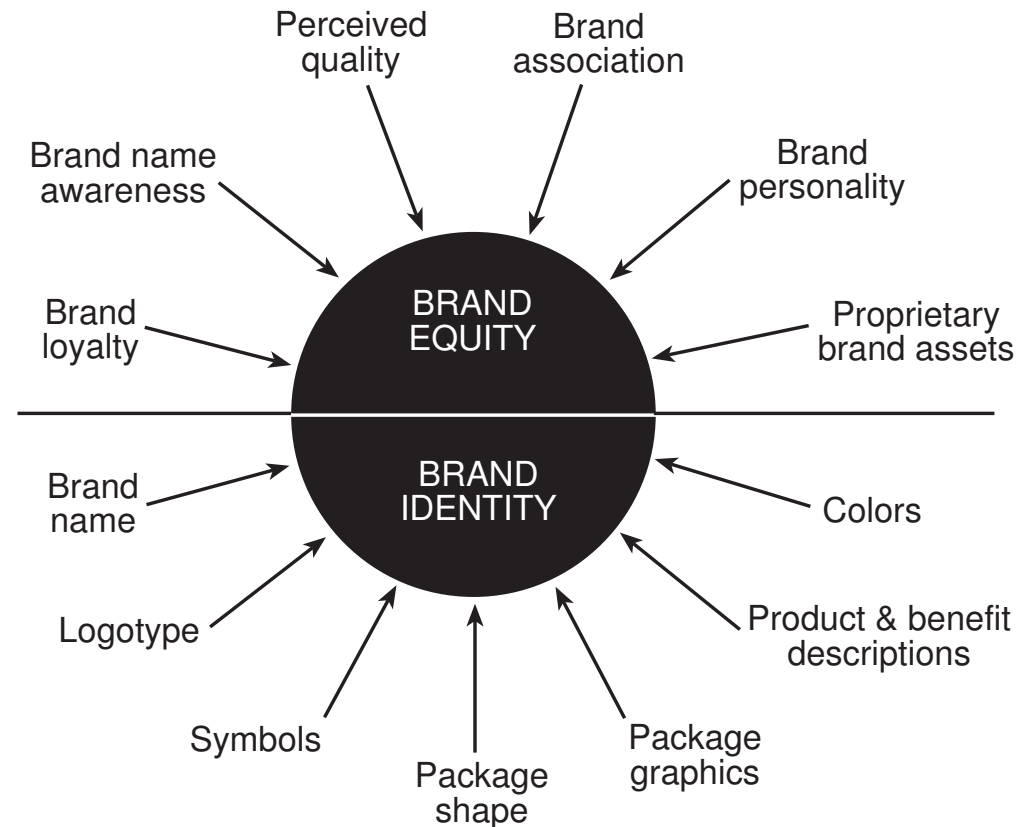
- “In business and institutional projects, the idea of an identity program may surface. This concept calls for a coordinated effort to relate all of the visible elements that an organization uses.”

# Creating Brand Identity

- A corporation may have a trademark or logotype, theme colors, and standardized ways of using typography in advertising, packaging, product identification, publications, letterheads, and other printed materials” (Pile, 1995).



# Brand Identity is Integral to Brand Equity



Source: H.M. Meyers and M.J. Lubliner (1998), *The Marketer's Guide to Successful Package Design*, American Marketing Association, NTC, Chicago: Business Books, p. 25.

# Create Unique Brand Identity Through These Attributes

- Product and benefit descriptions
- Brand name
- Logo type
- Symbols/ Font Styles
- Colors
- Package shape
- Package graphics

# Product and Benefit Description

## CASE: Grey Goose Vodka

– A low involvement product

**The World's Best Tasting Vodka**

In 1998, the Beverage Testing Institute of Chicago conducted a blind taste test of more than 40 vodkas. They awarded points based on smoothness, nose and most importantly taste. Of all the vodkas, Grey Goose® Vodka emerged victorious, receiving 96 points out of a possible 100.

Founded in 1981, the Beverage Testing Institute conducts tests in a specially designed lab that minimizes external factors and maximizes panelists' concentration. The Institute selects judges based on their expertise and its tasting and scoring procedures are widely praised as the best in the industry.

Grey Goose Vodka, 100% American Owned



**Score Vodka**

96	GREY GOOSE® VODKA
94	Canadian Iceberg Vodka
93	Stolichnaya Gold Vodka
92	Staraya Moskva Premium
91	Van Hoo Vodka
91	Stolichnaya Vodka
90	Tanqueray Sterling Vodka
90	Rain 1995 Harvest Vodka
89	Ketel One Vodka
88	Wyborowa Vodka
87	Kremlyovskaya Vodka
86	Finlandia Vodka of Finland
86	Alpy French Vodka
85	Slyk Vodka
82	Original Polish Vodka
82	Glenmore Special
82	Fleischmann's Royal Vodka
81	Mr. Boston Vodka
80	Pole Star Vodka
80	Lukusowa Potato Vodka
80	Absolut Vodka
78	Cardinal Vodka
78	Barton Vodka
78	Barclay's Vodka
78	Amazon Vodka
76	Skol Vodka
74	Smirnoff Vodka
74	Crystal Palace Vodka
74	Belvedere
72	Schenley
69	Mr. Boston's Riva Vodka

NOTE: THIS REPRESENTS A SAMPLING OF THE 40 VODKAS TESTED.  
SOURCE: BTE BEVERAGE TESTING INSTITUTE, INC.

Grey Goose® Vodka. Distilled from grain. 40% Alc./Vol. Imported by Stearns Fine Importing Co., Inc. New Rochelle, NY 10801

WINNER OF THE PRESTIGIOUS WORLD SPIRITS CHAMPIONSHIPS

BEST NEW PRODUCT INTRODUCTION

Drink Responsibly. To send a gift of Grey Goose® call 1-877-SPRITS or visit [www.b77spirits.com](http://www.b77spirits.com). Void where prohibited. [www.greygoosevodka.com](http://www.greygoosevodka.com)

# Product and Benefit Description



Score	Vodka
96	Grey Goose Vodka
94	Canadian Iceberg Vodka
93	Stolichnaya Gold Vodka
92	Staraya Moskva Premium
91	Van Hoo Vodka

# Product and Benefit Description

- Provides concrete information in its advertising for consumer decision making (more cognitive processing)
- Gives consumer a reason to buy one vodka over another

# Created Distinction (Appeal to Ego)

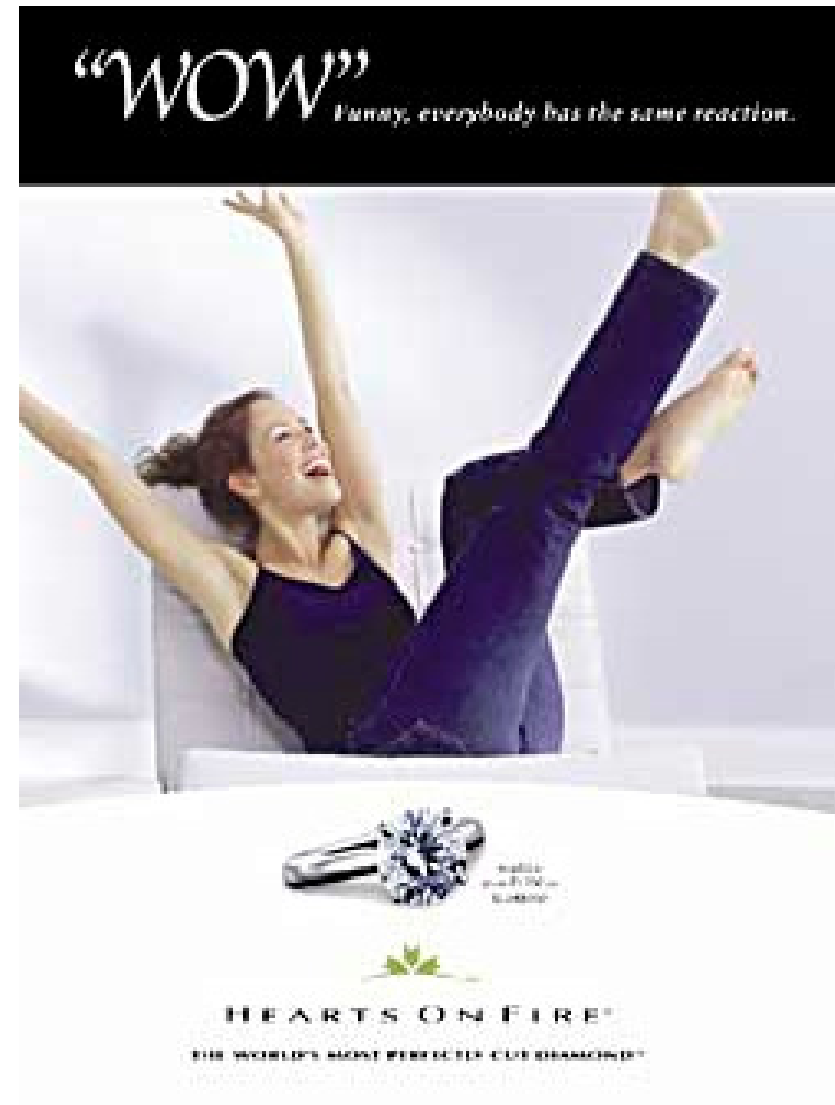
- Linked to France --> Home of luxury goods
- Appeals to the desire to be smarter & better than others (because you have knowledge)



# Product and Benefit Description

## CASE: DiStar / Hearts on Fire Diamonds

- High involvement emotional product
  - Emotional tag on brand name



# Created Benefit and Distinction

- Created distinction:
  - Unique cutting system refracts light into arrows and hearts
  - Longer time to production



# Product and Benefit Description

## CASE: 2000 Flushed

- Low involvement product: toilet cleanser

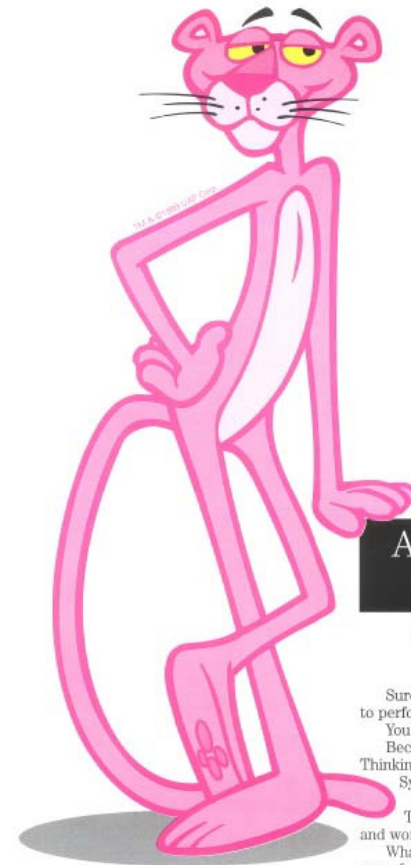


# Product and Benefit Description

- Unique selling point
- Image of long lasting use
- Brand name is descriptive
- Quality implied by name: 2000 Flushes

# Symbols and Colors

## CASE: Owens -Corning Fiberglass Pink Insulation



Another reason to buy  
an Oxford Home.

*This guy helped build it.*

Sure your Oxford Home looks great, but is it going to perform?  
You bet it will.  
Because when the Panther's involved you get System Thinking™ from Owens Corning.  
System Thinking makes sure everything works together - from roofing to exterior to insulation. That means you get a home that's safe, comfortable and worry-free for years to come.  
What more reason could you need? Oxford Homes manufactured with Owens Corning materials - buy with confidence.



SYSTEM THINKING™  
*Makes the Difference*

© 1998 Owens Corning.  
The color PINK is a registered trademark of Owens Corning.  
System Thinking is a trademark of Owens Corning.

# Distinction created through symbols and colors

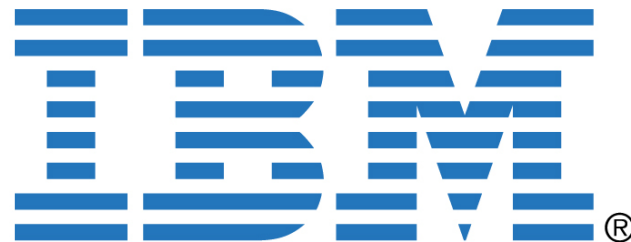
- Memorable character: Pink Panther
- Pink flamingos - lawn ornaments of middle America
- No quality implied by color
- Color and characteristics stand out and are highly memorable





# Distinction Through Corporate Color

“Such firms as IBM, Olivetti, Knoll, International, Amtrak, and many airlines have developed highly successful identity programs that serve these organizations” (Pile, 1995).



# IBM Corporate Blue



# Creating a Distinct Brand Name

Brand names need to suit the product category

		Type of Involvement	
Level Of Involvement		Cognitive	Affective
	High	<ul style="list-style-type: none"> <li>•Car</li> <li>•New Products</li> </ul> Media: print, information based	<ul style="list-style-type: none"> <li>•Jewellery</li> <li>•Motorcycles</li> </ul> Media: TV, image based
	Low	<ul style="list-style-type: none"> <li>•Ground beef</li> <li>•Household cleansers</li> </ul> Media: 10 sec. Ids, POS reminder	<ul style="list-style-type: none"> <li>•Candy</li> <li>•Liquor</li> </ul> Media: POS attention grabbing

Source: Adapted from Richard Vaughn, "How Advertising Works: A Planning Model," Journal of Advertising Research 20 (October 1980): 31. Also Judith Lynne Zaichkowsky, "The Emotional Side of Product Involvement," in Advances in Consumer Research, eds. Paul Anderson and Melanie Wallendorf (Provo, UT: Association for Consumer Research), vol. 14, pp. 32-35.

# Low involvement Cognitive Category

- Product quality perceptions is better for descriptive names for low involvement products, but not for high involvement products
  - » 2000 Flushes
  - » Tilex
  - » Raid
  - » Mr. Clean

Zaichkowsky, Judith Lynne and Padma Vipat (1993), "Inferences from Brand Names," in *European Advances in Consumer Research*, Vol. 1, W. Fred Van Raaij and Gary J. Bamossy (eds.), Association for Consumer Research, Provo, UT, 534-40.

# Low Involvement Affective Products

- Use Whimsical names that are suggestive:
  - Hedonic
  - Emotional
  - Denote pleasure
    - E.g. Sunkist



# High Involvement Cognitive Products

- Name does not need to have real meaning
- Strong distinctive words that may not have meaning: EXXON
- May be combinations
  - E.g.

**accenture**

*High performance. Delivered.*





# High Involvement Affective Products

- While descriptive, emotional, or whimsical names may have better recall, there is no quality implication from the name
- For example, Hearts on Fire Diamonds



# Brand Names Are Not Enough

Brand names with descriptive terms are more difficult to trademark, are less distinct in the mind of the consumers, and have less protection from trademark infringement.

# Brand Names Are Not Enough

- Though brand names are essential to the identity of the brand, the name itself may not be enough
- Firms must think about how that name is portrayed through its logo and graphics
- Attention to detail is paramount

# Brand Names Are Not Enough

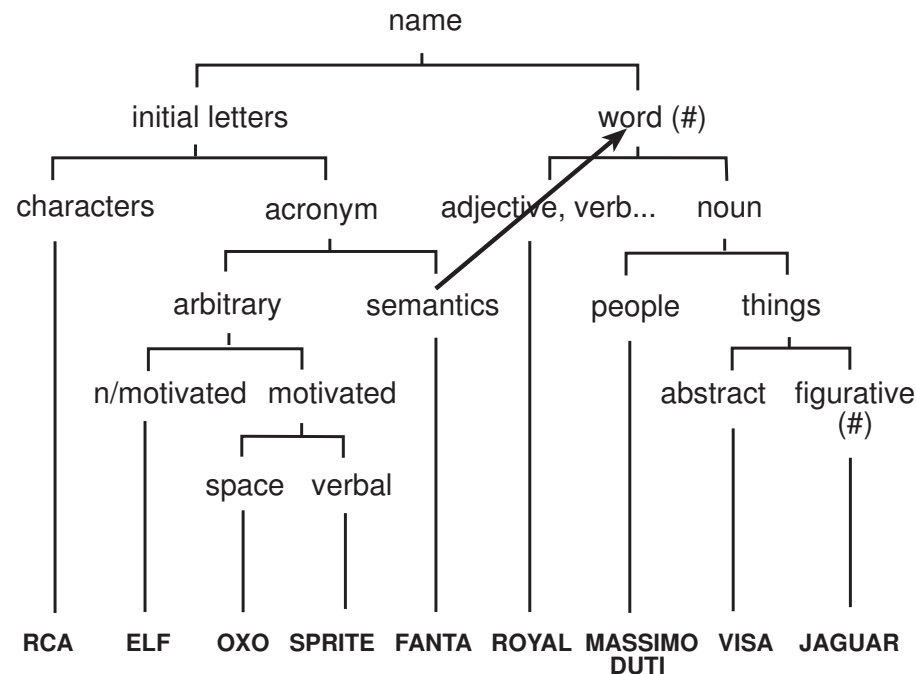
- Names linked with images in advertising create the memorable impression
- The brand must transcend languages and alphabets

# Logos: Figurative



# Abstract Versus Figurative Brand Names

Companies can follow decision trees for names: from abstract to figurative

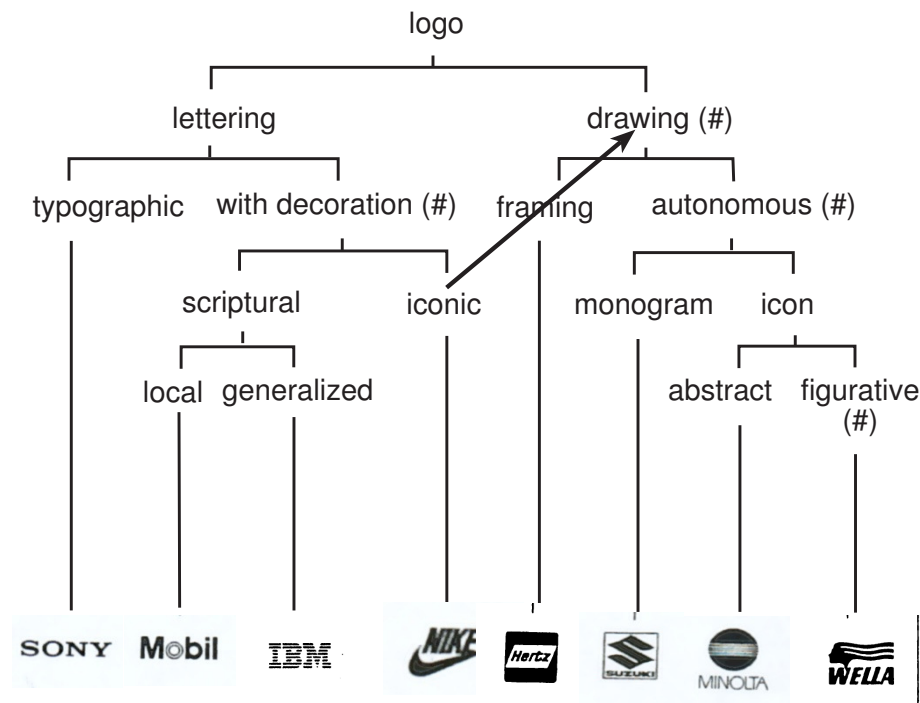


Source: P. Lencastre and A.F. Beirae (2004), "The Figurativeness of Brand Signs: An Empirical Research on Names and Logos Memorization" in 3rd International Conference on Research in Advertising, Oslo, Norway, pp. 36-44.



# Abstract Versus Figurative Logos

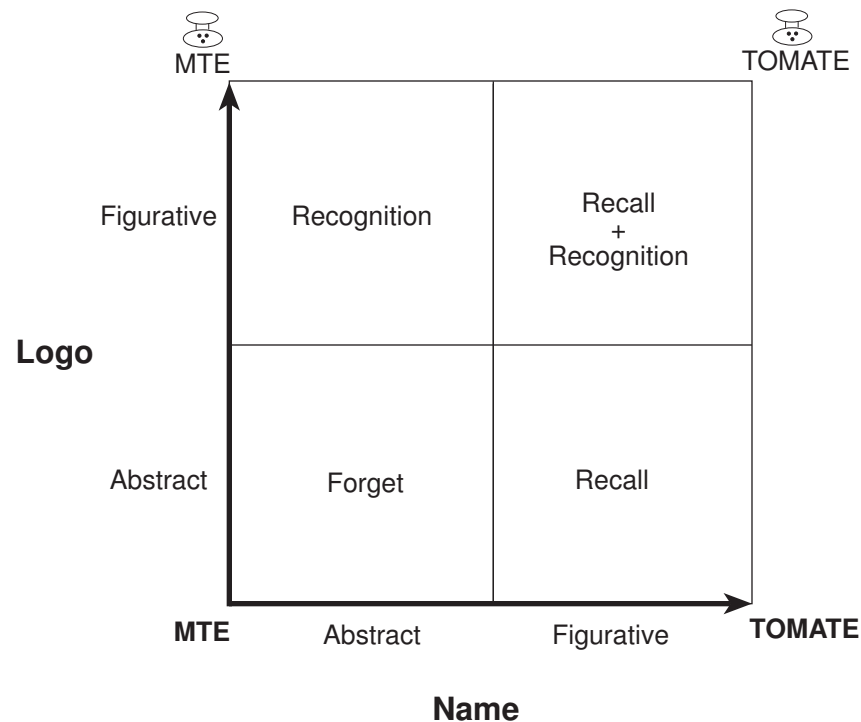
Companies can follow decision trees for logos: from abstract to figurative



Source: P. Lencastre and A.F. Beirae (2004), "The Figurativeness of Brand Signs: An Empirical Research on Names and Logos Memorization" in 3rd International Conference on Research in Advertising, Oslo, Norway, pp. 36-44.

# Abstract Versus Figurative Logos and Brand Names

- Studies suggest that when both the name and logo are abstract, more forgetting will occur
- When both are figurative, visual and cognitive recall will occur



Source: P. Lencastre and A.F. Beirae (2004), "The Figurativeness of Brand Signs: An Empirical Research on Names and Logos Memorization" in 3rd International Conference on Research in Advertising, Oslo, Norway, pp. 36-44.

# Research Results

- Recall and memorization increased when the logo moved from abstract to figurative
- Thus figurative logos and names are more distinct
- But the quality and meaning dimension is created through product attribute distinction in advertising

# Fonts and Brand Names

- NAME-IT is a company that creates a selection of names from which clients can choose those that fit their marketing criteria



Commuter Pit-Stop	RIO STOP	Paradise Pit Stop	Columbian Isle
<b>TASTE TROPICS</b>	JOURNEY OASIS	BEVERAGE TIME	<i>Refreshment Key</i>
<b>JOURNEY STOP</b>	<b>Thirsty Tropics</b>	Jolly Juicer	Jazzy Tropics
RIO CLASSICS	<i>Java-Juicer</i>	<b>TEXAS KEYS</b>	THIRST OASIS
<b>DAILY BLAST</b>	<b>Juic-n-Java</b>	Jazzy Tropics	Columbian Club
<i>JAMAICA JAVA JUICER</i>			
Paradise Grind	PARADISE ISLAND	<b>Stop-n-Go</b>	<i>Steam 'n Squeeze</i>
<i>Ja Ja Juicer</i>	<b>SHORT STOP</b>	<b>pit stop</b>	Jammin' Joe Juicer
Hava Cabana	<i>Thirsty Isle</i>	<i>Casa Caffe</i>	Fast & Fresh
<i>Tropical Island</i>	<i>Columbia Classics</i>	Java Galore	<b>Java Juice</b>
Tropic Naturals	Trango Isle	The Cultivated Cup	<b>JAVA JIFFY</b>

# History of Font Research

- 1920's
  - Differing type faces do vary in perceived abstract qualities **Century Bold**=  
**economy, strength**
    - » *Garmond Italics* = *Luxury, Exclusive*
- 1960's (Osgood)
  - *Italics* were associated with activity
  - **bold** was associated with potency

# Consequences of Using the Appropriate Font

- Images (or font) and words give parallel routes to meaning
- People's response times are faster when the font is appropriate for the word being presented
- There are behavioral consequences to font-word pairing, e.g. Reaction times, perceptual fluency
- (Lewis and Walker, 1989)



# Consequences of Using Appropriate Font

- Is there a relationship between Brand Name and Font Style on Choice?
- Product: Chocolates
- Names: Temptation, Indulgence
- Fonts: Salem, *Signet Roundhand*
- (Bottomly and Doyle JBR 2004)

# Consequences of Using the Appropriate Font

Name		
Font style	Temptation	Indulgence
	<i>Temptation</i>	<i>Indulgence</i>
		25%
		75%

*(Bottomley & Doyle J.B.R. 2004)*

# Fonts as Symbols

- Fonts generate their own connotative meaning
- Businesses need to adopt a coherent font policy to cover current and possible future brand extensions
- The font style used is important and needs to match the involvement quadrant and message

# Fonts as Symbols

- Font is part of the Brands' Visual Equity
  - Can enhance brand identity
  - Build market share

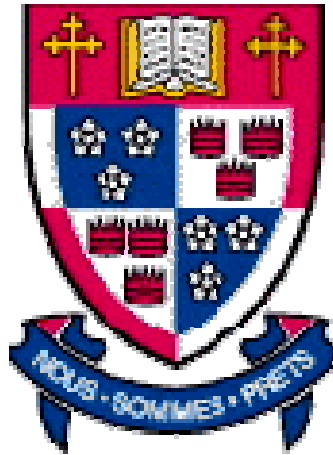


# Distinction Through Color



# Distinction Through Color

Brands are the modern form of heraldry



Simon Fraser University Crest

# Distinction Through Color

- In times of battle, family crests were held up to show the troops who to attack and who to come home to
- A source of quick identity at a glance
- Same use of color for images and identification of consumer brand distinction through color



# Distinction Through Color

“It is widely recognized that colors have a strong impact on human moods and emotions. Even some physical sensations can be modified by the presence of colors” (Pile, 1995).

# Distinction Through Color

“Signs, packaging, and advertising materials, if color coordinated assist each other in projecting the character of a particular business to encourage customer satisfaction and loyalty” (Pile, 1995).



# Distinction Through Color

- Consumers use color to:
  - Identify brands
  - Judge weight: e.g. United Airlines
  - Infer temperature:
    - Blue = cool; Red = hot

# Red - Stimulates Appetite

*Tim Hortons*®



# Orange - Inexpensive

ING  DIRECT  
save your money®



# Blue - Relaxing & Refreshing





# Purple - Royalty



# Distinction Through Color

Key is to have more than one color in a unique combination





# Distinction Through Colors

- But color combination should be limited because multitude of colors (more than three) has no specific identity

# Distinction Through Color

- Consumers infer the meaning of a product subconsciously
- This can take place within 90 seconds
- 62-90% of the consumers' judgment of a new situation or item is based on color
- The brain perceives color before shape or wording

# Distinction Through Shape

- Goods packaged in plastic and glass are good targets to use differentiation by shape
- Goods in cardboard boxes are difficult to differentiate by shape







# Distinction Through Packaging

“Products with little support in advertising rely on the strength of their packaging to attract consumer attention and favor of [customers], sometimes with great success” (Gobé, 2001).



# Distinction Through Packaging

- “Product packaging is the most important point-of-sale merchandising tool; the colors used on the package will determine which shoppers are attracted to [...] that product.”
- “...design, color, words, and the product itself have to interest a shopper long enough to put it in his or her cart and take it home” (Lempert, 2002).

# Distinction Through Packaging

- Packaging creates and image



# Distinction Through Packaging

- “Packaging cannot just focus on functional aspects anymore ... a great deal of the emphasis is directed purely on aesthetics, and that’s what makes shoppers select one product over another, similar one.”
- “A package gives a brand personality, and that personality will either attract or repel the shopper” (Lempert, 2002).



# Distinction Through Packaging

“Color is one of the main tools that package designers use to influence our buying decisions. Our reactions to colors are emotional rather than intellectual, which is why understanding of the impact of color on packaging and on shoppers is an important lesson”  
(Lempert, 2002).

# Distinction Through Packaging



# Distinction Through Packaging

“To humanize, emotionalize, and tap into the senses a product needs to make the connection between perception and aspiration by translating the packaging forms and product graphics into a presentation that connects immediately to the end user” (Gobé, 2001).



# Benefits of a Distinct Identity

- Ability to set higher prices for products
- Increased willingness of consumers to purchase particular brand over alternatives
- Purchase decisions are partly based on advertising rather than a product attribute comparison
- Increased association and identification to particular product

# Implications of Distinct Identity

“If manufacturers can differentiate their product in appearance and protect the distinction through advertising and consumer perception, consumers will buy the product even though the quality level is no higher than a non-differentiated product.”



# Remember Grey Goose?

- Sidney Frank sold Grey Goose Vodka to Bacardi for 2 billion dollars
- He has now moved on to the Tequila market!

Thank you for your time and attention

Obrigado para seus tempo e atenção

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