



PRODUCT STRATEGY, BRANDING & PACKAGING

Dr. R. Musyoka

WELCOME

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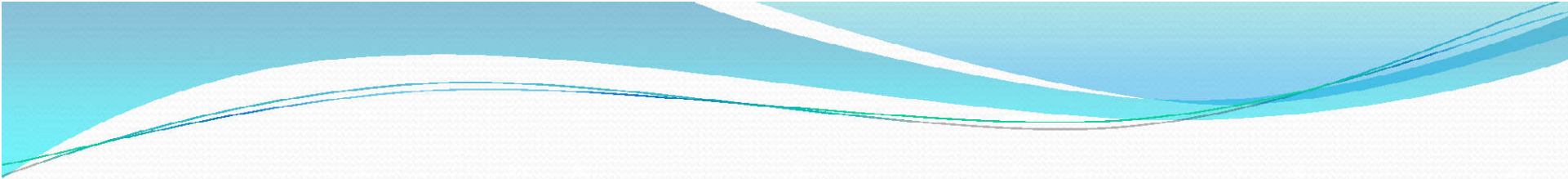
MEANING OF A PRODUCT

GOOD OR SERVICE

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- **Product**: anything that can be offered in the market for attention, use or consumption to satisfy a need or a want.

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Maize



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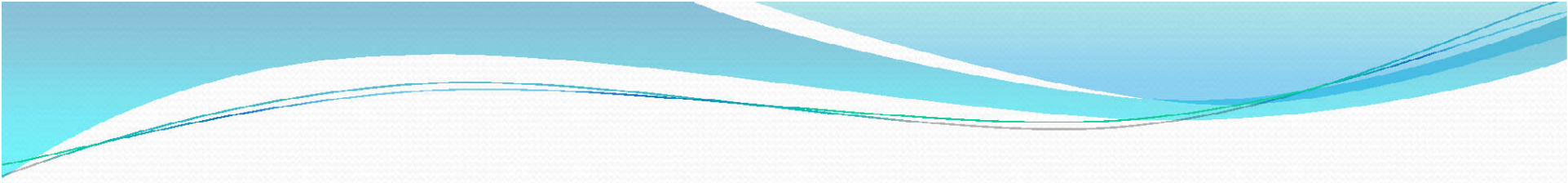


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- Product decisions are based on the customer product perceptions, which are at three levels.



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- **Level 1: Benefits and satisfactions** that a particular product provides; e.g. Fridge may be just for prestige, storage or for preservation.

Preservation?



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Storage?



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Prestige?



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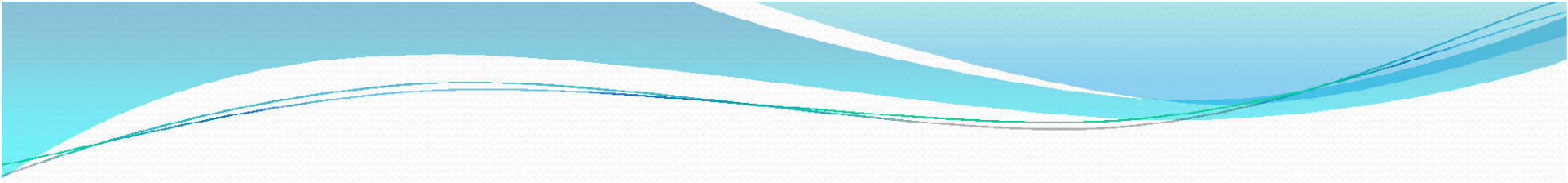
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- **Level 2:** Based on the **tangible attributes** such as quality, style packaging, branding etc.

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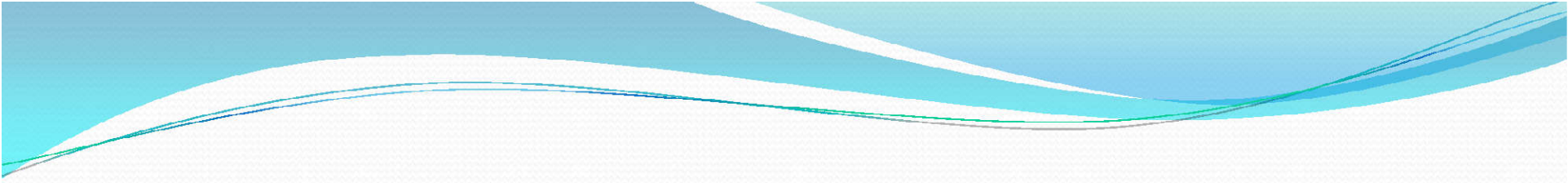
- Quality seed, certified seed



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- **Level 3: Extended** product which include promotion, company image, distribution

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- Need to blend the levels in a systematic, synergetic manner in order to properly to create the customer's overall perception of the product meet the needs of the customer.



Do you know

- Product line?

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- **Product line:** Group of products that are in some way related e.g. Maize seed, onion seed
- beans



Maize as a product line



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- Product mix?



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- 
- These are variations of the same product line. Shows depth of a product line

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- Which is better

- Fewer lines but very deep?

OR

- Wide range of product lines, very shallow?

- Why?



Branding

The process of developing unique identifying features that help to market a company's product.

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A brand is a name, design or symbol that identifies the products of a seller.

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Kenya Power

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- The unique feature that helps to distinguish the product from others

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Elements

- **Brand name** – word, letter
(number) group of words or letter
(numbers) that can be spoken e.g
Toyota, Philips, Compaq.

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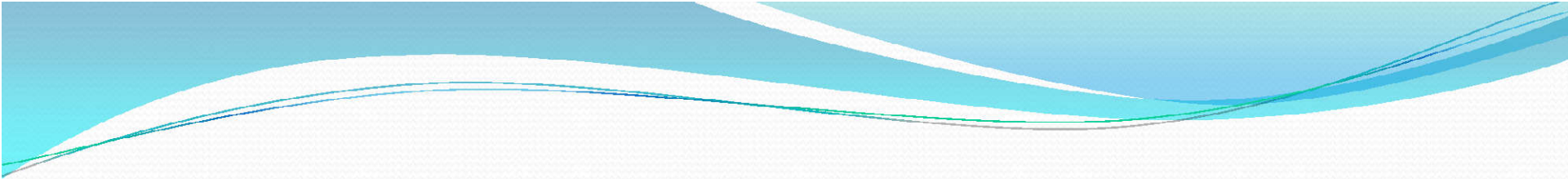
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- **Brand mark** – Symbol, design or distinctive colouring or lettering
 - e.g. Lion : Kenya Commercial Bank;
 - Eagle for ?
 - And the elephant?

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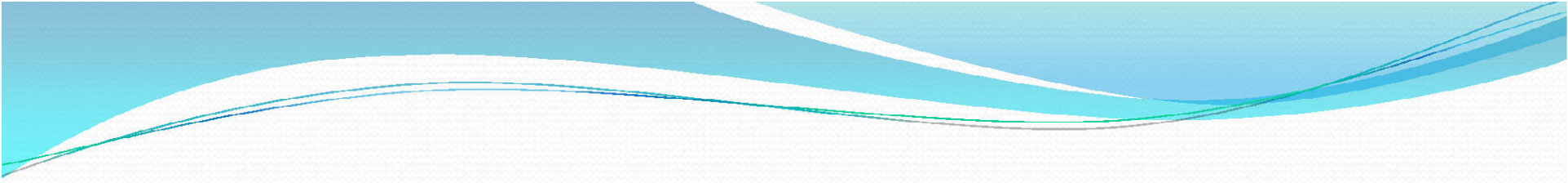
- Think about this..

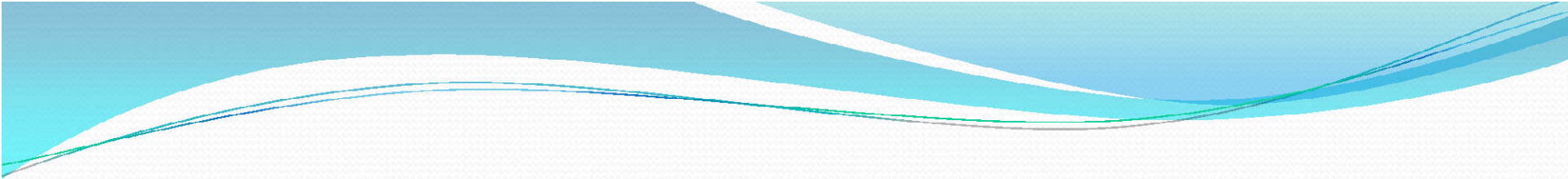
- Why did KCB not choose a cow? Or a dog?

- Why did BBK avoid a chicken?

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- **Trade character** – These represent a special type of brand symbol, and takes on human or real life characteristics eg use of a person's name
 - Which names?..mainly celebrities..

- 
- Sample these
 - Drogba, Kipchoge, Keino, Ronaldinho, Bekele, ...which others?

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Know this one?



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Who are these?



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Who is this?



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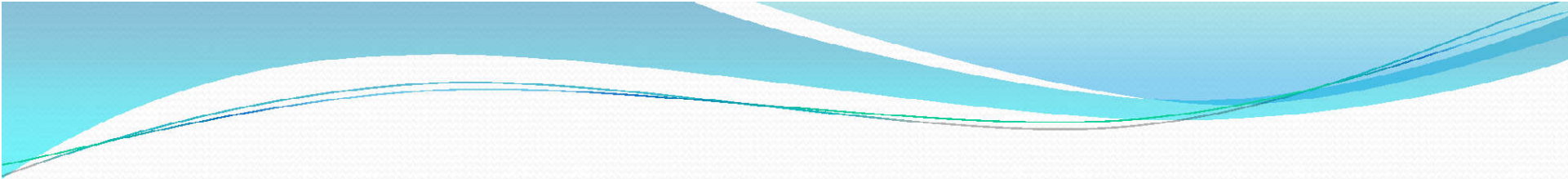
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Which country does he come from?

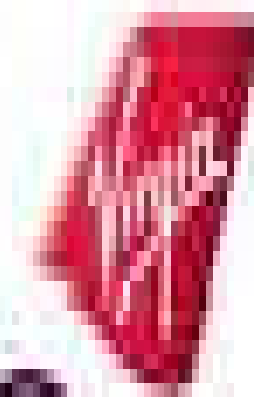


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- **Trade mark** – brand name, brand mark or trade character or combination of these, given legal protection. E.g. Blueband[®], Rexona[®], Mastercard[®]

virgin atlantic





Mercedes-Benz **MEs UoN**
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- Need to protect brand names,
 - Copyright
 - Patents

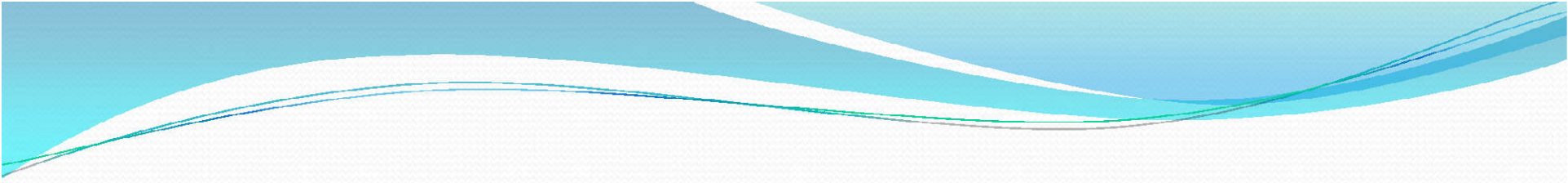
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Branding is very important in marketing. Its benefits to the firm include

- Enhancing product identification
- Customers can be guaranteed of quality by reordering the same brand.

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- Enabling the firm responsible for the brand to be known.
 - Reducing price comparisons when customer's perceive distinct brands.
 - Increasing product prestige.

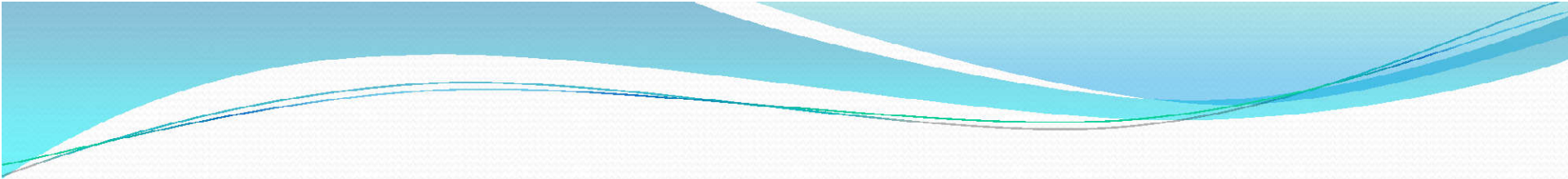
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- **PACKAGING**

- Packaging is the process of designing the container (s) for a product.

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- A package is a product's physical container or label and may include cardboard box, glass, plastic can, paper bag etc.
 - There are three levels of physical packaging:

- **Primary Package** – materials that envelope a product and hold it.
E.g. a Coca Cola can.



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Onion seed

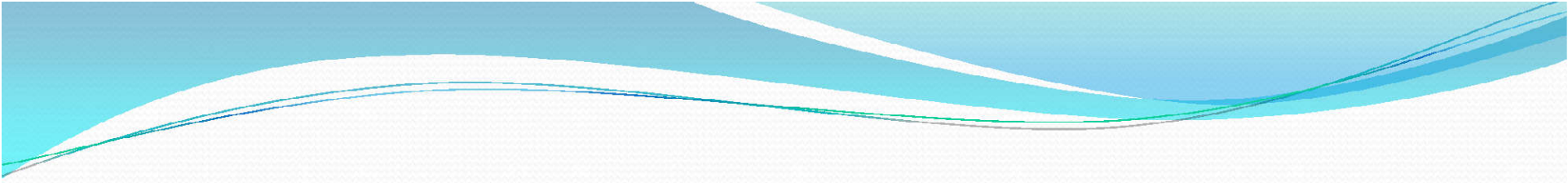


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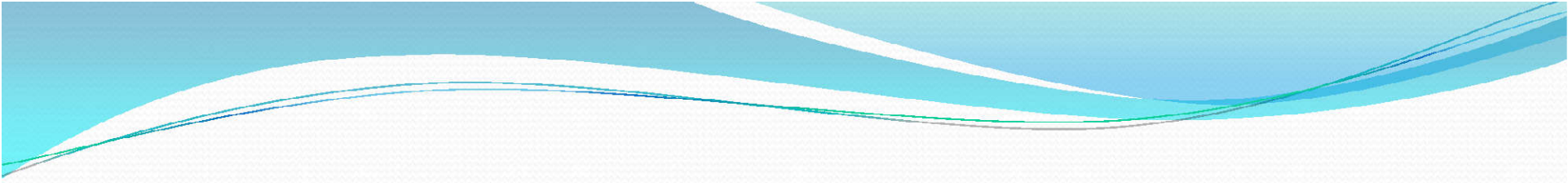
Onions in container



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- **Secondary Package** – packaging that holds the primary package for transportation of a cardboard box for holding medicine bottles.

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- **Tertiary packaging** – Bulk packaging to hold secondary packages for example, several boxes may be put in one big box for transportation.



- **Packaging Functions (strategy)**

- Aid new product strategy – some packaging is such an integral part of the product that it becomes a major part of new product strategies.

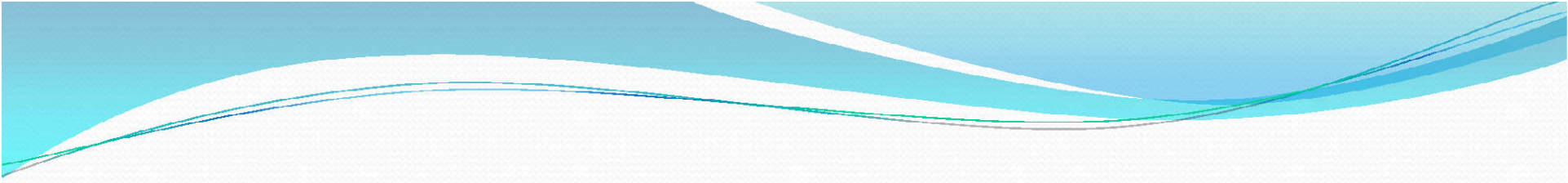
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- Provide access to channels – packaging can open up new distribution channels

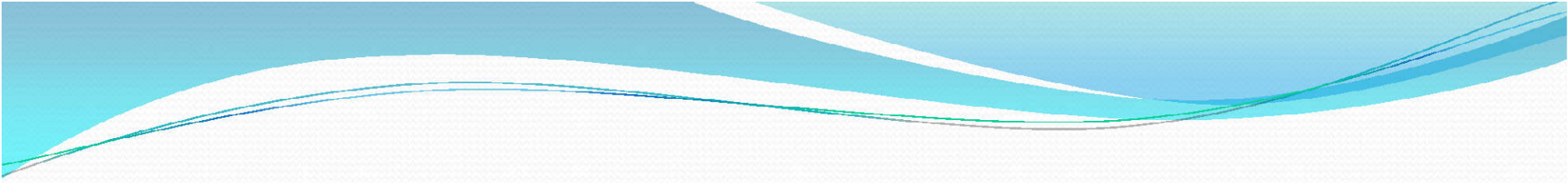
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- Support pricing strategy – Premium quality and design packaging can contribute to being able to ask premium price.

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- Serves as part of promotion

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- Provide Protection and containment
 - Provide information to customers

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