



**PRODUCT STRATEGY, BRANDING
AND PACKAGING**

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WELCOME



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





SE
Seed Enter
U

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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.

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Preservation?



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Storage?



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Prestige?



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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 someway related e.g. Maize seed, onion seed

▶ beans



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Maize as a product line



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




► 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..

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- Sample these
 - Drogba, Rudisha, Ronaldinho, Bekele, ...which others?

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Know this one?



Who are these?



Who is this?






DIDIER
DROGBA

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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®

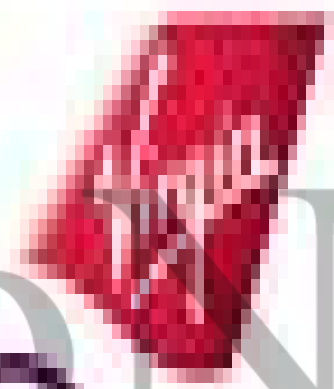
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SEMINAR

Vigilant Scientific

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Mercedes-Benz

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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:

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- ▶ **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.

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▶ **Functions of Packaging Depends on level**

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



END

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