

*Vital Japan*

# *Vital Japan* 12<sup>th</sup> Meeting

## Branding

*What does it mean for companies and consumers?*

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# Agenda

- What are brands?
- Are you a brand?
- How brands are built
- Advertising or Public Relations?
- Case of eBay
  
- Discussion

# Brand – A definition

- A definition:

The sum of the functional and emotional characteristics that a consumer attributes to a product or service.



# A Critical Factor



A company's ability to differentiate the product and/or service elements of its offerings from those of its competitors is a critical factor in creating powerful brands.

# Workout

What are you as a brand ?

**“Differentiate or Die !”**

**- Survival on Our Era of Killer Competition-**

**Jack Trout, Steve Rivkin,**

**New York, John Wiley, 2000**

# How Brands Are Built

“Brands are built holistically, through the orchestration of a variety of tools, including advertising, public relations (PR), sponsorships, events, social causes, clubs, spokes persons, and so on.”

– Philip Kotler

# Advertising or Public Relations?

- “Advertising should only be used to maintain brands once they have been established through publicity.”

**PR** → brand building

**Advertising** → brand maintaining

*The Fall of Advertising and the Rise of PR*, Al Ries, Laura Ries, Harper Business, 2002



# Case



## Internet Auction

Market Cap. As of Oct.17, 2003

Ebay – \$35 billion

Amazon – \$23 billion

Yahoo! –\$27 billion

## First PR, Advertising Next

PR --- Brand building

Advertising --- Brand maintaining

# Other points to be discussed

- Does your company/school have a certain brand image? What is it?
- What do brands mean to you as a consumer?
- “The next big thing in brands is social responsibility” ? (from the Economist)