# DISCOVERING PRODUCT:

## IT'S ALL IN THE (BRAND) NAME



wiser than the owl

# DISCOVERING PRODUCT:

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# DEFINITION

A **brand** is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.[1]

1. Brand. (n.d.). In *American Marketing Association Dictionary online*. Retrieved from marketingpower.com/_layouts/Dictionary.aspx?dLetter=B

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# DEFINITION

A **brand** often includes an explicit logo, fonts, color schemes, symbols, and sound which may be developed to represent implicit values, ideas, and even personality.[2]

2. Brand. (n.d.). In *American Marketing Association Dictionary online*. Retrieved from marketingpower.com/_layouts/Dictionary.aspx?dLetter=B

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# THINK ABOUT IT

Think of an example of a very recognizable **brand name** or **logo**.

# DEFINITION

A **trade name**, or corporate brand, identifies and promotes a company or a division of a particular corporation. [3]

3. Farse, Lois Schneider, Grady Kimbrell and Carl. A Woloszyk. *Marketing Essentials.* Woodland Hills: Glencoe/McGraw-Hill, 2009. Print.

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# THINK ABOUT IT

Think of an example for each:

| brand name | trade name |
| --- | --- |
| cereal | cereal manufacturer |
| car | car manufacturer |
| athletic shoe | shoe manufacturer |

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# DEFINITION

A **trade character** is a specific type of brand mark, one with human form or characteristics. Some examples include the Jolly Green Giant, the Pillsbury Doughboy, and the Keebler Elves.[4]

4. Farse, Lois Schneider, Grady Kimbrell and Carl. A Woloszyk. *Marketing Essentials.* Woodland Hills: Glencoe/McGraw-Hill, 2009. Print.

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# THINK ABOUT IT

Think of another example of
a
**trade character**.

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# DEFINITION

A **trademark** is a word, name, symbol, device or a combination of these elements that is given legal protection by the federal government… to prevent other companies from using a similar element that might be confused with the trademarked one.[5]

5. Farse, Lois Schneider, Grady Kimbrell and Carl. A Woloszyk. *Marketing Essentials.* Woodland Hills: Glencoe/McGraw-Hill, 2009. Print.

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# THINK ABOUT IT

## **Trademark** (TM)

A way to alert the public to your claim.
It is <u>not</u> registered with the
US Patent and Trademark Office.

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# THINK ABOUT IT

**Registered Trademark®**
Can <u>only</u> be used once the trademark registered with the US Patent and Trademark Office.

# APPLY IT



trade name

brand name

trademark

trade character

# DID YOU KNOW?

**Over 60% of all companies** conduct market research to test new brand names before they are released.

Companies conduct brand-loyalty research to gauge a brand's effectiveness. [6]

6. Farse, Lois Schneider, Grady Kimbrell and Carl. A Woloszyk. *Marketing Essentials.* Woodland Hills: Glencoe/McGraw-Hill, 2009. Print.

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# DID YOU KNOW?

The US Patent and Trademark Office registers **more than 350,000** trademarks per year.[7]

It is difficult to create a new brand name as so many names are already taken!

7. Farse, Lois Schneider, Grady Kimbrell and Carl. A Woloszyk. *Marketing Essentials.* Woodland Hills: Glencoe/McGraw-Hill, 2009. Print.

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# ASSIGNMENT

Create a design of a product that includes:

1. **Brand Name** (include your <u>first</u> name)
2. **Trade Name** (include your <u>last</u> name)
3. **Trademark** (TM) or ®
4. **Trade Character**
5. A **slogan** that explains what your product is

The product can be anything you choose.
The design can be created by hand or digitally. It should be in color and be an example of your best work.

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# Example

Name: <u>Jennifer Jones</u>  Period:<u>2</u>
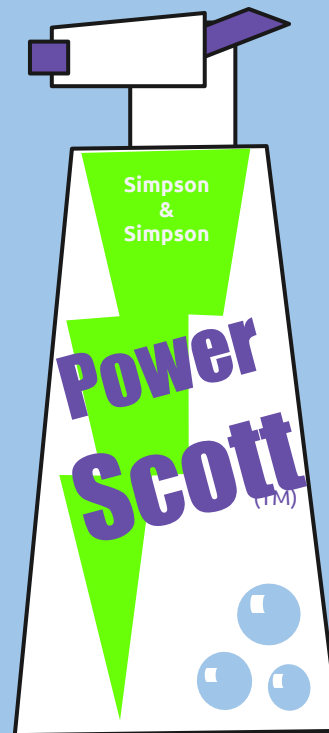
*A fragrance for a new generation*

Jennifer®

By Jones and Co.

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# RUBrIC

| | **5 Points Outstanding** | **4 Points Good** | **3 Points Satisfactory** | **2 Points Unsatisfactory** | **No Credit** |
|---|---|---|---|---|---|
| **Effort** | Contains all 5 required elements. Project is in color and is an example of student's best work. | Contains 4 or 5 of the required elements. Project is in color and is conveys good effort. | Contains 3 or 4 of the required elements. Student fulfilled the task at hand but did not work to his/her potential. | Too many missing elements. Student worked well below potential. | Student did not complete the project. |
| **Mastery of Concepts** | Student's work demonstrates mastery of brand name, trade name, trademark, and trade character. Student incorporates a slogan effectively. | Student's work demonstrates mastery of brand name, trade name, trademark, and trade character. | Student's work demonstrates satisfactory understanding of brand name, trade name, trademark, and trade character. | Student's work does not demonstrate satisfactory understanding of brand name, trade name, trademark, and trade character. | Student did not complete the project. |