

## Chapter 31 Branding, Packaging, and Labeling

### Section 31.1 Branding

#### Section Outline with Content and Academic Vocabulary

##### Section Outline

###### Branding

###### Elements of Branding

Brand Name

Trade Name

Brand Mark, Trade Character, and Trademark

###### Importance of Brands in Product Planning

###### Generating Brand Names

###### Types of Brands

National Brands

The Importance of National Brands

Private Distributor Brands

The Increasing Popularity of Private Brands

Generic Brands

###### Branding Strategies

Brand Extension

Brand Licensing

Mixed Brands

Co-Branding

##### Content Vocabulary

**brand** A name, term, design, symbol, or combination of these elements that identifies a business, product, or service, and sets it apart from its competitors. (p. 731)

**brand name** A word, group of words, letters, or numbers that represents a product or service. (p. 731)

**trade name** Corporate brand; identifies and promotes a company or division of a particular corporation. (p. 731)

**brand mark** Incorporates a unique symbol, coloring, lettering, or design element that is easily visible. (p. 732)

**trade character** A specific type of brand mark, one with human form or characteristics. (p. 732)

**trademark** A word, name, symbol, sound, brand name, brand mark, trade name, trade character, color, or a combination of these elements that identifies a good or service and cannot be used by anyone but the owner because it is registered with the federal government and has legal protection. (p. 732)

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#### Section Outline with Content and Academic Vocabulary *continued*

**national brand** Also known as producer brand, this is owned and initiated by a national manufacturer or by a company that provides services. (p. 734)

**private distributor brand** Known as private brand, store brand, dealer brand, or private label, this is developed and owned by wholesalers and retailers. (p. 734)

**generic brand** A product that does not carry a company identity. (p. 735)

**brand extension** A branding strategy that uses an existing brand name to promote a new or improved product in a company's product line. (p. 736)

**brand licensing** A legal authorization by a brand owner to allow another company (the licensee) to use its brand, brand mark, or trade character for a fee. (p. 736)

**mixed brand** A strategy that offers a combination of manufacturer, private distributor, and generic brand to consumers. (p. 737)

**co-branding** A strategy that combines one or more brands in the manufacture of a product or in the delivery of a service. (p. 737)

#### Academic Vocabulary

**component** Something determined in relation to something that includes it. (p. 731)

**distinctive** Serving to distinguish or identify a species or group. (p. 731)