

SUPPORT NOTES

UNIT 2: BRAND LOYAL

PSYCHOLOGY OF TRADEMARKS

Opening with a video explanation of how certain shapes and colours connect with different target audiences, this activity encourages students to reflect on how familiar global trademarks appeal to key groups in society. It is suitable for students of psychology, business studies, media studies and art and design.

The correct answers to the interactive task relating to the associations of certain shapes and colours are as follows:

Circles, ovals and ellipses...	... tend to create a positive emotional message.
Using a circle in a logo...	... can suggest community, friendship, love, relationships and unity.
Rings...	...can imply marriage or partnership, suggesting stability and durability.
Straight edged logo shapes such as squares and triangles...	...can imply stability in more practical terms and can also imply balance.
Straight lines and precise logo shapes...	... can imply strength, professionalism and efficiency.
Vertical lines...	... are connected with masculinity, strength and aggression.
Horizontal lines...	... are connected with community, tranquillity and calm.
Triangles...	... are often connected to power, science, religion and law.
Jagged, angular typefaces...	... can feel aggressive or dynamic.
Soft, rounded letters...	... can feel more youthful
Curved typefaces and cursive scripts...	... appeal more to women.
Strong, bold lettering...	... has a more masculine feel.

The information below is designed to help facilitate discussion about the target-audience of each of the product trademarks in this activity:

The Coca Cola Company doesn't target a specific audience but alters its marketing for different audiences by creating new products. Its main consumers are 12-30 years old; the brand often uses partnerships to reach this group (for example fast food outlets such as McDonald's or Burger King). Its core target audience is young people. Its marketing is not based on gender. Although registered in black – indicating that the mark is registered for all colors – the logo often adopts red for the lettering or background, which can connote youth and excitement.



Honda Motor Co. Ltd produces cars and motorcycles, together with many other kinds of motor-based products. Different models of vehicles are aimed at different consumers. This brand logo with its strong, bold lettering and angular look has connotations of power and masculinity, matching the predominantly male market for motorcycles. There is a different logo for Honda cars. Honda owns thousands of trademarks for the company's diverse goods and services.



Azam is part of the Bakhresa food products group based in East Africa. The suggested oval shape used in the logo and the curved typeface suggest this brand is aimed primarily at women who might be most responsible for the family's shopping of food products. The use of blue in this logo associates the product with trust and authority – i.e., this is a reliable brand which produces good quality, safe food.



MARKETING A BRAND

Starting with a link to a WIPO video (Radix Guitars) explaining why a strong trademark is important for new businesses, this unit develops understanding of brand marketing and the role of trademarks in branding. It is particularly suitable for students of business studies, media studies and art and design.

Key information covered in this opening video includes:

- New branded products are developed where a gap in a market is identified
- It's important to trademark a new brand in order to compete in the market with existing producers of similar products
- Registering a brand's trademark is a fundamental element of a business strategy
- Without a registered trademark, businesses cannot produce and promote their products
- Registered designs ensure that the work of those who create unique products is not copied

Building on this conceptual understanding, the task invites students to consider how they would develop their own branded product. By watching two more short video interviews setting out how brands might appeal to different target audiences, students use the interactive tool to create a logo for their new brand and plan a marketing strategy.

Follow up questions invite students to reflect on their designs and product ideas from the perspective of their own situation as creators. Questions are designed to encourage students to consider the impact of counterfeiting for designers and manufacturers and for others in society. The activity starts students thinking about how intellectual property right holders might respond to counterfeiting. This topic is dealt with in more detail in Unit 3, *Inside the Lines*.

CASE STUDY

Using a video interview and close listening activity as a springboard for learning, this research activity into brand marketing includes extension work for the most able. Highlighting a case study of how an Indonesian food product was promoted through a strong trademark strategy, this activity is particularly well suited to students of business studies.

The opening video interviews about brand marketing introduce students to the international dimension of branding with examples of how global companies adapt to different markets across the world. The research task requires students to think more deeply about some of these concepts in relation to specific real brands with which they are familiar.

The video about Helianti Hilman's food business in Indonesia explains the importance of registering a trademark to establish her company's brand Javara. The word itself means 'champion' which reinforces the brand identity – a high quality food product highlighting the best quality, the best production and the best traditions of Indonesian food heritage. The brand is designed to represent the values of the company. By having a registered trademark, the brand's market potential is protected as is the brand equity. Without the trademark, the brand has no value. In this video Helianti refers to the Madrid system for trademark registration. More information about this can be found here: <http://www.wipo.int/madrid/en/>.

The values underpinning the Javara brand are connected to social issues within Indonesia, in particular keeping alive Indonesian food heritage and sustaining smallholder farmers. Helianti includes images of local farmers in the packaging and promotion of the products. This identification of the farmers through branding as the starting-point of a supply chain that stretches from their smallholdings out to a global market enhances their dignity, just as their engagement with Javara improves their economic circumstances. This example illustrates how registering a trademark for a new brand can have far-reaching economic and social benefits for those involved in producing the branded products.