

A BRAND AS A THING, THAT INFLUENCES ON OUR SUBCONSCIOUSNESS

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Every time when we go shopping we think that we choose things that we need ourselves. We even have some reasons to buy this very product. They are: things that we always buy, high quality of the commodity and when the product is a brand it's also a reason to buy it. In modern diversity of goods in supermarkets it's difficult to find the best product we need. That's why the most powerful from all other reasons for choice is brand, because it influences on our subconsciousness.

So what is a brand? It's not only a trademark of some company, but the name of a certain product we use every day. A lot of people work on its creation very hard. First of all a group of people decide to start producing some kind of goods. Then they give a name for this product, design a logo and start to manufacture their goods. Only then the group of experts in marketing begins to introduce this product on the market. They create advertising on radio and TV, print booklets, promo-sheets and try to make about the goods a pleasant impression at consumers. If the work has been done successfully, some time later the goods become recognized. Consumers wish to buy it. This is success. Since that moment the trademark becomes a brand. Brands easily become a part of our everyday life

For example, speaking about coffee most of us say Nescafe, but not 'coffee'. This short example also illustrates the main aim of producers - to create brand popularity, so that most of people would recognize the product among the competitors' products. This is one of the differences between trademark and brand.











Every brand is a trademark, but not every trademark is a brand. Advertising campaigns are launched to enhance brand awareness, that's why sometimes brand costs more than the whole company, for example one day of advertising at Yandex website (what is called by Yandex sales managers as 'increasing brand popularity') costs \$20000. Recognition of a brand or, how it's called, brand awareness helps people to find the necessary size, quantity, taste, especially, when they are in another country and don't know the local products specifications.

What qualities should brand name possess? First of all, it should be eye-catching. NameLab, the company, which creates brand names, gives an example of 7-Up Company, which lost \$120 millions using name 'Like

Cola' as a brand name first time after launching its product. Lexicon of some companies can be original. For example, name Sony is based on 'son', which means "sound" in most of the countries. As all brand names are registered and protected by law, no one else can produce the same product under such brand name. It's a very hard to create a new brand name, as more than 365000 brands were registered in October, 2000 by American Patent Organization, whereas Oxford dictionary consists of 615100 words, so some companies use brand stretching - using a leader-brand to launch a new product in a new category, for example 'Bochkarev' chips.

There are top 10 most valuable global brands 2009 in the table 1.

Table 1 – The most valuable global brands in 2009

#	Brand	Brand value 09 (\$M)	% Brand Value Change 09 vs. 08
1.		100.039	16%
2.		76.249	8%
3.		67.625	16%
4.		66.622	20%
5.		66.575	34%
6.		63.113	14%
7.	 中国移动通信 CHINA MOBILE	61.283	7%
8.		59.793	-16%
9.	 vodafone	53.727	45%
10.		49.460	33%

Brands always add value to products. That's why branded products seem to be more expensive among other ones. But if we pay more, we pay for better quality. All in all, brands are one of the moving forces of globalization.

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