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Branding & Value!

Branding is an attempt of increasing the brand equity and creating product brand recognition in the minds of the consumers. It is an effort of establishing a product or service as a standard of quality and consistency. However, the excessive branding attempts across the advertising world have reduced the very essence of branding merely to generating brand recall in the mind of the consumer during the time of purchase.



Today, the world is indeed flooded with a huge ocean of advertisements and promotional material which are hammered on the consumers through all the possible media, round the clock. This has, to a large extent, led to demeaning of the core purpose of branding itself; because of which the brand recall has almost replaced the 'value' part of the branding.

Today; the most well branded products or services might have successfully made their place in the consumer's memory over the world, but the value which the consumer realises for that brand, is rapidly eroding. We might remember those childhood times when the advertisements that we saw on TV, not only had intense brand recall, but also a massive impact on our psychological value systems. The products and the actors in the advertisements had godly impression on our minds. This is exactly how several conventional brands have become almost like a religion in their product category.

Now is a time when almost all the brands are in a never-ending aggressive struggle of generating own brand recall and erasing the competitor's. This has made the consumer minds as good as a pen-drive, which gets frequently written, re-written and formatted from time to time. This makes consumers who don't really know the logical reason behind their brand preferences. Substantial USPs (Unique Selling Propositions) for different products is also rapidly diminishing; which ultimately is leading to critical problems in product positioning.

Hence; unfortunately, the branding has turned out to be a firework competition, in which every needs a louder and brighter cracker to outshine the competitors; and leaving consumers deaf and dazzled!