

Fundamentals of Branding

MIB6205 Brand Management

Dr. Nalin Simasathiansophon





What is a brand?

A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from others.

Consumer Perspective

Emotional connection, trust, and loyalty.

Business Perspective

An asset that drives value and competitive advantage.

Cultural Perspective

Reflects societal values and trends.

Evolution of Branding



Ancient Times

Marks on pottery or livestock to indicate ownership.



Industrial Revolution

Mass production led to the need for differentiation.



Modern Era

Focus on emotional connection, storytelling, and customer experience.

Importance of Branding

Trust & Credibility

Builds lasting confidence among consumers and partners.

Differentiation

Creates a distinct identity in competitive markets.

Customer Loyalty

Drives repeat business and long-term profitability.

Brand Equity

Enhances overall market value and business worth.



Top 10 Brands in 2025


INTERBRAND WHO WE ARE WORK BEST BRANDS THINKING CONTACT Q

Top 100

The world's most extensive longitudinal study on the *role that brands play* in driving revenue and creating market value.

Q Industry

01 Apple -3.7% \$ 470.9 B	02 Microsoft +10.2% \$ 388.5 B
03 Amazon +7.3% \$ 319.9 B	04 Google +8.9% \$ 317.1 B
05 Samsung	06 Toyota



Case Study Examples

Coca-Cola

A globally recognized brand with a strong emotional connection and consistent messaging. Brand value: **\$61.2B (+5%)**

Apple

Known for innovation, simplicity, and premium positioning. The world's most valuable brand at **\$488.9B**, leading a top-10 list that includes Microsoft (\$352.5B), Amazon (\$298.1B), and Google (\$291.3B).

Time to take a quiz!

The logo for Wayground, featuring the word "WAYGROUND" in a bold, sans-serif font. The letters are filled with a gradient of colors: "W" is pink, "A" is light pink, "Y" is yellow, "G" is light purple, "R" is medium purple, "O" is dark purple, "U" is very dark purple, "N" is black, and "D" is pink. The logo is centered on a dark purple background with a vertical gradient.

WAYGROUND

Group Discussion & Brand Analysis

Part A: Discussion Prompts

Discuss the following questions in your group. Be ready to share key points with the class.

1

Think of a brand you personally love. What makes you loyal to it? Hint: Consider emotional connection, trust, consistency, and personal values.

2

Coca-Cola and Apple are both globally iconic brands. What do they have in common beyond their products? Hint: Think about storytelling, consistency, emotional resonance, and cultural positioning.

3

If you were launching a new brand today, which of the three perspectives (consumer, business, cultural) would you prioritize FIRST, and why? Hint: There is no single right answer — justify your reasoning with examples.

Part B: Brand Success Framework Analysis

Choose ONE brand from the options below. As a group, analyze how it demonstrates each brand success factor from today's lecture. Write 2-3 sentences for each dimension.

Nike

Starbucks

Tesla

McDonald's

Samsung

Toyota

Amazon

Your choice

1 Trust & Credibility — How does this brand build consumer trust? What signals reliability?

2 Differentiation — What makes this brand stand out from competitors in its market?

3 Customer Loyalty — What keeps customers coming back? How does this brand create emotional connection?