

# CONTENTS

---

Introduction	6		
<b>Chapter 1: Branding Basics</b>	<b>8</b>	<b>Chapter 4: The Design Process</b>	<b>72</b>
Consumer culture – why do we buy?	10	Why use a design process?	74
What is a brand?	12	How does the design process work?	76
Why do we brand?	14	The stages of the design process	78
How does branding work?	14	The design team	83
The history of branding	16	The creative process	84
How are things changing?	18	The design process in the academic environment	86
The future for brands	19	<b>Exercise:</b> Student exercises	87
Maintaining beloved brand status	20		
<b>Case study:</b> Uniqlo	21	<b>Chapter 5: Research</b>	<b>88</b>
		Why do we need to research?	90
<b>Chapter 2: Brand Anatomy</b>	<b>22</b>	Research methods	90
Logos	24	Researching the audience	93
Case study: Eurostar	26	The use of social media in research	98
Straplines/taglines	28	Case study: Proctor and Gamble	100
Appealing to the senses	30	Visual research boards	101
Brand architecture	31	<b>Exercise:</b> Designing a consumer-profile board	102
Brand families	32	Other forms of research	104
Internal and external branding	34		
Branding terminology	35	<b>Chapter 6: Analysis</b>	<b>108</b>
		Defining the USP	110
<b>Chapter 3: Brand Strategy</b>	<b>40</b>	Market sector analysis	110
Standing out from the crowd	42	Product category analysis	113
Unique selling point (USP)	43	Competitor brand analysis	114
Semiotics	44	<b>Exercise:</b> Conducting a simple competitor brand analysis	117
<b>Exercise:</b> Brand analysis	44	Analyzing the brand environment	118
<b>Case study:</b> Apple Mac	45	<b>Case study:</b> Fazer café	119
Semiotic toolbox	46	Future forecasting	120
<b>Case study:</b> Milka chocolate	51	Analysis of data and interpreting opportunities	120
Naming brands	52	<b>Exercise:</b> Designing visual analysis boards	121
<b>Exercise:</b> Creating a mood board	54	Brand creation strategies	124
The use of emotion	54	Research and analysis in an educational setting	125
Brand personality	56		
Target marketing and brand positioning	56	<b>Chapter 7: Concept Development</b>	<b>126</b>
Brand revolutions	59	Inspiration	128
Cultural branding	60	The big idea	132
Rebranding	62	Visualizing and analyzing inspiration	133
<b>Case study:</b> Lucozade	64	Initial concept ideas	134
Trend forecasting and analysis	65	Organizing your source material	139
Brand failures	66		
Brand ethics	68		
		<b>Chapter 8: Delivering the Final Design</b>	<b>140</b>
		Choosing the best concept	142
		<b>Exercise:</b> How to develop an assessment strategy	143
		Final refinements	144
		Presentation materials	145
		Designing effective communication boards	146
		Digital versus print presentations	147
		The client presentation	149
		Testing the final brand identity	151
		Design development	152
		Launching the brand identity	154
		Beyond delivery	155
		<b>Glossary</b>	<b>156</b>
		<b>Recommended Reading</b>	<b>157</b>
		<b>Index</b>	<b>158</b>
		<b>Picture Credits</b>	<b>160</b>