Impact of Fashion Brand Management

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ABSTRACT

A big deal in maintaining a brand is quality and it can be done through a good management. The management people should aware of the market place and they must have the thirst to thrive there. The brand manager is the person who has to make the product to get proven in the market and get trusted. Making the promise and maintaining it will be a targeted work in the managerial department. Branding construct the brand policy to get stabilize in the market.

Key words— brand name, designers, fashion brand, logo, management

I. INTRODUCTION

While we thinking about expanding the business into international retail market there are several things that need to be consider. Designers need a global presence, for both offensive and defensive reasons, designers cannot ignore opportunities outside their home markets. Many designers do not have the experience to drive a global expansion. Succeeding in the American market requires an approach and skill-set that is different from those that may be proven in local Indian markets and other regions. Markets, tradeshows, agents, showrooms, press offices and distribution center are just a few of the variables that need to be ambitious for exposure.

II. GLOBAL EXPANSION STRESSES DOMESTIC OPERATIONS

Global expansion can stress the designers operations and impact their home market in a negative way. Production planning, standards and marketing must be reviewed and updated to meet the new demands. A managerial quality of the management people should be strong and wider and they must possess the forecasting mind of their brands market.

III. WORK OF BRAND MANAGER

They run the operational side of a brands collection development and they generally source fabrics, trimmings, fastenings, linings etc basically everything that goes into the manufacturing of a garment. They oversee the whole of the collection, from initial toile to the final samples. Also depending on the structure of the company could be involved also in the final production of the collection for the stores - but generally there is a separate production manager for this.

In basic terms they are the middle person between the designer and the manufacturer, they should do within reason everything the designer requires, but generally has a budget to work to.

IV. CONCEPTS OF BRAND MANAGEMENT

Brand management is the application of marketing techniques to a specific product, product line, or brand. It seeks to increase the product's perceived value to the customer and thereby increase brand franchise and brand equity.

Marketers see a brand as an implied promise that the level of quality people have come to expect from a brand will continue with future purchases of the same product. This may increase sales by making a comparison with competing products more favorable if it has a customer preferable quality and a brand attraction. It may also enable the manufacturer to charge more for the product. The value of the brand is determined by the amount of profit it generates for the manufacturer. This can result from a combination of increased sales and increased price, and/or reduced COGS (cost of goods sold), and/or reduced or more efficient marketing investment. All of these enhancements may improve the profitability of a brand, and thus, "Brand Managers" often carry line-management accountability for a brand's P&L profitability, in contrast to marketing staff manager roles,
which are allocated budgets from above, to manage and execute.

In this regard, Brand Management is often viewed in organizations as a broader and more strategic role than Marketing alone.

V. BRAND MANAGEMENT A TOTAL APPROACH

Brand management starts with understanding what 'brand' really means. This starts with the leaders of the company who define the brand and control its management. It also reaches all the way down the company and especially to the people who interface with customers or who create the products which customers use.

Brand management performed to its full extent means starting and ending the management of the whole company through the brand. It is simply far too important to leave to the marketing department. The CEO should be (and, in fact, always is) the brand leader of the company and the management of the brand among the customers is also a most important aspect for him.

VI. CREATING THE PROMISE

Creating the promise means defining the brand. A good brand promise is memorable and desirable. It cannot be effective if nobody remembers it, and is no good either if nobody wants it!

A good brand promise evokes feelings, because feelings drive actions. Volvo offers feelings of safety. Mustang offers feelings of excitement. The promise must be unique and identified with you alone. Within an industry, promises can be very close, but if you want any hope of success, you must stake out the very specific territory of your promise and know clearly how it is different from the promises of other firms.

The right promise is not just something you make up on a Friday afternoon. It comes through a deep understanding of your marketplace and your customers. It also comes from a deep understanding of the capabilities and motivations of the people in your company. Creating a promise you cannot consistently keep, year after year, is plain suicide.

VII. MAKING THE PROMISE

Once you have created the promise, the next (and not so trivial) step is to somehow inject it into the minds of your customers, your staff and everyone who receives anything from you or has any impact on what you deliver. This is where marketing people come into their hold. Although it is still not their sole preserve, a large part of marketing, which includes advertising is about positioning the company and its products in the minds of customers and against your competitors.

VIII. KEEPING THE PROMISE

Creating and making the right promise is one thing, but then you have to keep it. If you do not, your brand will still exist, but now the promise will be of slipshod products and inconsistent delivery.

Keeping promises means managing capability. It means consistent processes that are capable of delivering what is required. It means technology and systems which are reliable and usable. It means motivated people who are willing and able to deliver the goods.

IX. BRAND MANAGEMENT

A brand is not a name. A brand is not a positioning statement. It is not a marketing message. It is a promise made by a company to its customers and supported by that company. If that promise is kept, it creates a consumer preference. A brand is more than just an icon, a logo, a mission statement, an advertisement.

Branding is a system of visuals and words that combine to represent a product, service, or organization in the mind of a consumer. A brand is something like a flag, you see the flag of a familiar nation and you immediately associate it with that nation. The same happens with brand markings; every time you see the familiar symbols and words that make up the brand identities of Adidas, Nike, D&G, etc., generate responses based on all the experiences you have had with the products and companies that display these marks.

A company may be armed with all the information and facts as to why their product or service is superior - but if it doesn't have an image, a quality for the audience to connect with - their message falls flat. What you are selling is always more than the product/service. It's a personality, a face with which your target customers want to do business. Thus, the success of branding lies in truly understanding who you are and who your objective audience is.

The word "brand", when used as a noun, can refer to a company name, a product name, or a unique identifier such as a logo or trademark. Brands are often expressed in the form of logos, graphic representations of the brand.

In computers, a recent example of widespread brand application was the "Intel Inside" label provided to manufacturers that use Intel's microchips.

Today's modern concept of branding grew out of the consumer packaged goods industry and the process of branding has come to include much, much more than just creating a way to identify a product or company. Branding today is used to create emotional attachment to products and companies. Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of
intangible qualities that surround the brand name, mark, or symbol.

“A brand is an identifiable entity that makes specific promises of value”.

“A brand is a symbol, a word, an object, and a concept, all at one and the same time.”

A brand is a symbol that stands for something and carries a meaning behind it. The consumer’s perceptual process is nothing but making sense out of those symbols present all around. A brand’s figurative aspects like packaging, colors, logos, designs etc are signs that the marketers use to communicate their intentions to the customers. Symbolism is in fact, the practice of conveying notions, ideas and concepts with the help of symbols and different color schemes because the marketers try to communicate different messages to their target customers.

Example: 1. The cigarette Charms’ pack brand has a unique indigo blue print it’s like a faded jean fabric. The package design was intended to strike a chord with young customers who identified with ‘freedom’, because jeans symbolized freedom.

2. An athletic shoe with a ‘swoosh’ logo is a concept about ‘winning and action’.

Brands create a perception in the mind of the customer that there is no other product or service on the market that is quite like yours. A brand promises to deliver value upon which consumers and prospective purchasers can rely to be consistent over long periods of time. Thus we can say that, “A brand is a proprietary visual, emotional and cultural image surrounding a company or its products”.

The name REEBOK is the main asset of the firm. They have built their brand on this name. Any product or service associated with this particular name has immediate recognition. It gives the people a sense of familiarity and trust.

For that matter Nike. It no longer needs to write Nike under the swoosh for people to realize it’s a Nike product. The logo is the brand.

Here are a few of the many definitions of the word “BRAND”.

David Ogilvy defines brands as “the intangible sum of a product’s attributes: its name, packaging, and price, its history, its reputation, and the way it’s advertised.”

Kotler defines brands as “A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor.”

The Dictionary of Business and Management defines a brand as: “A name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors.”

Jared Spool, a web site usability expert, says, “Branding means creating an emotional association (such as the feeling of success, happiness, or relief) that customers form with the product, service, or company.”

Walter Landor, one of the greats of the advertising industry, said: “Simply put, a brand is a promise. By identifying and authenticating a product or service it delivers a pledge of satisfaction and quality.”

From the above definitions one can read that:

A brand is:

⇒ The proprietary visual, emotional, and cultural images surrounding a company or its products.
⇒ A promise of quality, making product selection worry free.
⇒ Company’s one of the most important asset.
⇒ A significant source of competitive advantage and future earnings.
⇒ A space in consumer’s brain that reminds and persuades him to use the product of “XYZ” brand.

X. TYPES OF BRAND

• Functional dimension
• Symbolic dimension

The functional dimension is the product’s attributes and benefits or the tangible properties while the symbolic dimensions are the intangible aspects of the brand. A marketer can combine these two elements to create the ‘right’ appeal for customers. In consumer behavior the rational and emotional perspectives are two models that explain how consumers make purchase decisions.

Successful branding, therefore, depends on combining the rational and emotional components of a brand in a manner that it becomes consistent with the consumer’s frame of mind. Complex in mind framing will lead to a change of attitude of customers towards the brand and its product.

XI. FUNCTIONAL BRAND

Here, the functional dimension of the brand is far more visible and appealing than the emotional or symbolic dimension.

For instance, buying of a painkiller would be by and large a rational, left brain driven activity. What implications does one have for marketers of Aspirin, Aspro, and Anacin? Here the brand should be functions driven. That is, the brand essence should revolve around ‘reasons’ demonstrating product superiority in terms of its ingredients and efficiency of its pain relieving process (e.g., the product “dissolves faster in water” and therefore, “relieves pain faster.”

XII. SYMBOLIC BRAND

Here, the symbolic or emotional dimension is more prevalent than the functional dimension. The
decisions would be based on more of the emotional aspect than that of rational aspect.

In the circumstances where consumer buying is emotions driven, the brand must accordingly focus on symbolic or emotional aspects.

For example, while buying greeting cards, chocolates, toys, apparels, etc. the brands competing in this category need to capture the heart of the customer. The brand must be emotions dominated in order to be consistent with the consumer’s state of mind.

XIII. WHY IS BRAND BUILDING DIFFICULT?

It is difficult to build a strong brand in today's environment. The brand builder can be inhibited by substantial pressures and barriers, both internal and external. There are 8 different factors that make it difficult to build brands:

1. Pressure to compete on price,
2. Proliferation of competitors,
3. Fragmenting markets and media,
4. Complex branding strategies and brand relationships,
5. The temptation to change identity/executions,
6. Organizational,
7. Pressure to invest elsewhere,

One key to successful brand building is to understand how to develop brand identities, to know what the brand stands for, and how to most effectively express that identity.

XIV. BUILDING BRANDS

Some keys to build the brand are listed here

- Pressure to compete on price
- Short Term Pressures
- Pressure To Invest Elsewhere
- Bias Against Innovation
- Bias Towards Changing Strategies
- Complex Branding Strategies And Relationships
- Proliferation Of competitors
- Fragmentation Markets and Media
- Eliminating the intermediate in the supply chain

Let’s look at each of these factors in detail:

1. Pressure to compete on price

There are enormous pressures on all firms to compete on price. Price competition is at center stage, driven by powers of strong retailers, value sensitive customers, reduced capacity growth and overcapacity. Retailers have become stronger and use their powers to put pressures on prices. Whereas a year ago information was largely controlled by the manufacturer retailers are now collecting vast amounts of information and developing models to use it. As a result there is an increasing focus on margins and efficient use of space.

2. Proliferation of competitors

New, vigorous competitors come from a variety of sources. Additional competitors not only contribute to price pressures and brand complexity, but also make it harder to gain and hold a position. They leave fewer holes in the market to exploit and fewer implementation vehicles to own. Each brand tends to be positioned more narrowly, the target market becomes smaller and no target market becomes larger.

There are innumerable players in various product categories. One of these is toothpaste. With products ranging from gel, tooth powder, herbal pastes and striped paste – the market is quite clustered. The market is so much saturated with different players in these markets that they keep competing on the positioning of their brands, which has to be different from the rest and thus cater to a particular segment of the population. Like Close-up toothpaste which is positioned on the fact that it has mouthwash for fresh breath and Colgate which stresses on its calcium content for stronger teeth.

3. Fragmentation Markets and Media

At one time being consistent across media and markets was easy as there were a limited number of media options and only a few national media vehicles. However the bewildering array of media options today includes interactive television, advertising on the internet, direct marketing, event sponsorship and more are being invented daily. Coordinating messages across these media without weakening a brand is a major challenge.

Coordination is all the more difficult because different brand support activities are often handled by different organizations and individuals with varying perspectives and goals. In addition companies are dividing the population into smaller and more refined target markets, often reaching them with specialized media and distribution channels. Although it is tempting to develop separate brand identity for each of these target segments it presents problems for both the brand and the customer. Since media audiences invariably overlap, customers are likely to be exposed to more than one identity relating to the same brand.

The Reebok advertisement featuring Mahendra Singh Dhoni is targeted at the retailers and at the urban consumers. As the ads are going on simultaneously the consumers tend to be exposed to the urban face of the brand.

4. Complex Branding Strategies and Relationships

Different identities of brands and their extensions make both brand building and managing it difficult. In addition to knowing its identity each brand needs to understand its role in each context in which it is involved. There is a tendency to use established brands in different contexts and roles because establishing a totally new brand is very expensive.
The resulting new levels of complexity often are not anticipated or even acknowledged until there is a substantial problem.

5. Bias towards Changing Strategies

There are sometimes overwhelming internal pressures to change a brand identity and/or its execution while it is still effective or even before it achieves its potential. The resulting changes can undercut brand equity or prevent it from being established.

Promise toothpaste tried to change its well set positioning and went in to emphasize the freshness aspect of its paste rather than the well-established clove oil aspect. As a result its sales went down.

6. Bias against Innovation

Companies managing an established brand can be so pleased with past and current success, and so preoccupied with day to day problems, that they become blind to competitive situations. By ignoring or minimizing fundamental changes in the competitive situation or potential breakthroughs, managers leave their brands vulnerable and risk missing opportunities. A new competitor is thus often the source and beneficiary of true innovation.

7. Pressure to Invest Elsewhere

When a brand is strong there is a temptation to reduce investment in the core business area in order to improve short-term performance or to fund new business diversifications. There is an often mistaken belief that the brand will not be damaged by sharp reductions in support and that the other investment opportunities are more attractive.

Ironically the diversification that attracts these resources is often flawed because an acquired business was overvalued or because the organization’s ability to manage a different business area was overestimated.

8. Short-term pressures

Pressures for short-term results generally undermine investments in brands. There are several reasons for this:

There is wide acceptance that maximization of stockholder value should be the overriding objective of the firm.

Management style itself is dominated by a short-term orientation. Annual budgeting systems usually emphasize short-term sales, costs and profits. As a result brand-building programs are often sacrificed in order to meet those targets.

Short-term focus is created by performance measures available. Measurements of intangible assets such as brand equity, information technology or people are elusive at best. Also long term value of activities that will enhance or erode brand equity is difficult to demonstrate whereas short-term performances like impact of promotions can be tabulated easily. This results in debilitating bias towards short-term results.

It is true that that building brands is difficult. But it is doable as is evident by those who have done so. The greatest examples of this are brands like, John Player, D&G, Louis Philip, etc. We can thus see that it is possible to build strong brands by building, managing and maintaining the four assets that underlie brand equity- awareness, perceived quality, brand loyalty and brand association.

9. Eliminating the intermediate in the supply chain

The supply chain of the textile and apparel products will be reduced through transition in internet like as manufacturer to customer through internet, which make the brand to get advertise easily all over the country and world.

XV. ELEMENTS OF A BRAND

1. Brand name

Selecting a brand name: Certain factors to be considered before selecting a brand name:

• Distinguish the product from competitive brands
• Memorable and easy to pronounce
• Easy to say, spell and pronounce
• It should allude to the product’s uses, benefits, or special characteristics in a positive way.
• Negative or offensive references should be avoided.
• Evoke positive mental image
• Evoke positive emotional reaction
• Suggest product function or benefits
• Simple
• Sound appropriate
• Be registrable (unique)
• Possibly, translate well in other languages too.

2. Logo

The company logo is the cornerstone of the firm’s branding elements. For many firms the logo is the visual reminder of everything that the firm stands for. While a great logo won't necessarily build the firm, it plays a vital role in representing it. Conversely, a weak or confusing logo can detract from the value that the firm brings.

2.1 Elements of a good logo

• It has a lasting value - trendy logos don't hold up over time.
• It is distinct - some amount of uniqueness, as long as it doesn't confuse, is valuable.
• Appeals to your target market - if your target market is partial to blue then it doesn't matter that you're not.
• Supports your USP - If you are trying to communicate the low prices then your logo should support that image
• Legible - This seems pretty obvious but many people use typefaces and images that can't be printed or carried to a large sign. Your logo should clearly identify
your company and it can't do that if people don't understand it.

3. Slogans, Jingles, Characters, and Packaging
   • Recognize the benefits of an effective jingle, slogan, character, and package design for a brand.
   • Use a slogan or jingle that i.e. edible to the hear and one which is hummable.
   • Examine a hypothetical brand character to determine its effectiveness in enhancing brand awareness.

XVI. THE PROCESS OF BUILDING A BRAND: (THE STARTING POINT)

Selecting a brand name involves a mix of business, legal and creative issues. The optimal brand creates a commercial impression in the marketplace, distinguishes you as the source of the product or service and does not infringe on another's rights.

Generic marks are not protectable. Ask yourself if the mark could be interpreted as immoral or scandalous. Does it contain a flag or national symbol? These types of marks can be problematic. Is a possible mark descriptive of a quality, characteristic or feature of the product or service? If so, protection might not be easily obtainable. Is it arbitrary or fanciful? Arbitrary or fanciful marks are more protectable than those which are suggestive, which in turn are more protectable than those which are descriptive.

The next question is whether any of the brands, or components, is similar in appearance, sound or meaning to those of another company. If no inherent problems pop up, come up with one or more possibilities for use as a brand. Combine prefixes and suffixes. Try different word combinations. Then give them the "see and hear" test. Do the marks convey the commercial impression, the "look and feel," that your company wants? When a few marks make to think top, the brand is ready for a search.

A search can give you a better grasp on who is in the market with potentially conflicting marks which could affect the use and registerability of your brands. Before spending money and resources on a branding strategy, have as complete a picture as possible.

Before conducting a professional search, find out if anyone has already registered a same or similar name which is the same or similar to the marks you are considering. You might want to eliminate some of the brands being considered if you can't obtain a matching domain name. Check the search engines and other online database to see what is picked up for the brands under consideration. If your proposed brand still looks viable, conduct a professional search to determine if another company might have conflicting rights and the scope of protection likely obtainable for the brand.

A search might pick up marks which could present problems, and it is best to know about any potential risks as early as possible. Ideally, conduct your search before promoting or building customer awareness of the mark, but be aware that searches do have limitations. Not all marks are registered on the federal or state level, and some that are might be missed.

Once the decision is made to use a particular brand, use it properly. A symbol should be used next to the mark: "TM" for unregistered trademarks, "SM" for unregistered service marks and an encircled "R" should be placed adjacent to a federally registered brand. The mark should be used in connection with a description of the goods or services to which it relates, such as a Xerox® copier. Your brand should identify you as the source of your goods or services. Your use of it, and all symbols in connection with it, should make clear you consider a particular mark to be your property.

Also after this process of selecting a brand name, its slogan and logo is done, this is not the end of the branding process. Branding is a long-term process. It goes on till the life cycle of the brand.

Once this stage is passed, it continues with the different aspects of managing a brand by way of having a brand identity, building a brand image, positioning the brand, also linking it to the exact target audience, having large awareness, etc. all of which forms the part of brand management.

XVII. REASONS FOR BRANDING
   • Easy advertisement and publicity.
     • It creates special consumer preference over the product.
   • Sales can be increased.
   • Immediate buyer attention.
     • Ensures standard quality and satisfaction to buyers.

XVIII. CONCLUSION

Branding is a process of creating and spreading the brand name. It can be applied to the entire corporate identity as well as to individual product and services. Company’s brand awareness in public is often used in evaluating a company. Brands are usually protected by companies as their trademarks. A research can give a better report of the market brands with potentially differing marks which could affect the use and fame of the other brands. Before spending money and resources on a branding strategy, have as complete picture as possible to stabilize the product and the brand in the market. Constant change and lift in technologies continuously transforms branding process better, cheaper and faster.