



**PRODUCT STRATEGY, BRANDING  
AND PACKAGING**

**DR JUSTUS M MUNYOKI**



**WELCOME**



MEANING OF A PRODUCT

GOOD OR SERVICE



- 
- 
- ▶ **Product**: anything that can be offered in the market for attention, use or consumption to satisfy a need or a want.

# Maize

























▶ Product decisions are based on the customer product perceptions, which are at three levels.



- 
- 
- ▶ **Level 1: Benefits and satisfactions** that a particular product provides; e.g. Fridge may be just for prestige, storage or for preservation.



# Preservation?





# Storage?



Prestige?







- 
- 
- ▶ **Level 2:** Based on the **tangible attributes** such as quality, style packaging, branding etc.

▶ Quality seed, certified seed



- 
- 
- ▶ **Level 3: Extended** product which include promotion, company image, distribution



- 
- 
- ▶ Need to blend the levels in a systematic, synergetic manner in order to properly to create the customer's overall perception of the product meet the needs of the customer.



Do you know

▶ Product line?

▶ **Product line:** Group of products that are in some way related e.g. Maize seed, onion seed

▶ beans



# Maize as a product line





## ▶ Product mix?



- 
- 
- ▶ These are variations of the same product line. Shows depth of a product line



▶ Which is better

▶ Fewer lines but very deep?

OR

▶ Wide range of product lines, very shallow?

▶ Why?





## Branding

The process of developing unique identifying features that help to market a company's product.

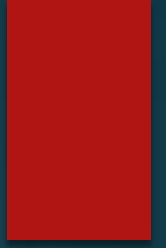






A brand is a name, design or symbol that identifies the products of a seller.







- 
- 
- ▶ The unique feature that helps to distinguish the product from others



# Elements

- ▶ **Brand name** – word, letter  
(number) group of words or letter  
(numbers) that can be spoken  
e.g Toyota, Philips, Compaq.




- 
- 
- **Brand mark** – Symbol, design or distinctive colouring or lettering
  - e.g. Lion : Kenya Commercial Bank;
  - Eagle for ?
  - And the elephant?





► Think about this..

- Why did KCB not choose a cow?  
Or a dog?
- Why did BBK avoid a chicken?



- 
- **Trade character** – These represent a special type of brand symbol, and takes on human or real life characteristics eg use of a person's name
  - Which names?..mainly celebrities..

- 
- 
- Sample these
  - Drogba, Rudisha, Ronaldinho, Bekele, ...which others?

Know this one?



Who are these?



Who is this?








DIDIER  
DROGBA

adidas

SAMSUNG

Which country does he come from?

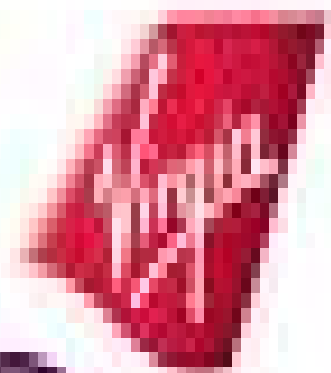




▶ **Trade mark** – brand name, brand mark or trade character or combination of these, given legal protection. E.g. Blueband®, Rexona®, Mastercard®



virgin atlantic





Mercedes-Benz





- 
- 
- ▶ Need to protect brand names,
  - ▶ Copyright
  - ▶ Patents




Branding is very important in marketing. Its benefits to the firm include



- ▶ Enhancing product identification
- ▶ Customers can be guaranteed of quality by reordering the same brand.

- 
- 
- ▶ Enabling the firm responsible for the brand to be known.
  - ▶ Reducing price comparisons when customer's perceive distinct brands.
  - ▶ Increasing product prestige.



## ▶ **PACKAGING**

- ▶ Packaging is the process of designing the container (s) for a product.
- 

- 
- 
- ▶ A package is a product's physical container or label and may include cardboard box, glass, plastic can, paper bag etc.
  - ▶ There are three levels of physical packaging:



- 
- 
- ▶ **Primary Package** – materials that envelope a product and hold it.  
E.g. a Coca Cola can.



# Onion seed



# Onions in container











- 
- ▶ **Secondary Package** – packaging that holds the primary package for transportation of a cardboard box for holding medicine bottles.

- 
- 
- ▶ **Tertiary packaging** – Bulk packaging to hold secondary packages for example, several boxes may be put in one big box for transportation.



## ▶ **Functions of Packaging Depends on level**

- ▶ Aid new product strategy – some packaging is such an integral part of the product that it becomes a major part of new product strategies.

END

