PRODUCT STRATEGY, BRANDING AND PACKAGING
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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 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?
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®
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