



History of Creating Brand Value

BRANDING ROADMAP

Brand Value places a financial value and certain position in the mind of the consumer so that they are often willing to pay more for a recognizable product. Branding makes it easier to identify and associate a product or service with a consistent standard. Those of superior quality and reliability add value in the form of equity in relation to their competition.



2,700 BC



4th century CE



12-13th century



17-18th century



Late 1800s



Early 1900s



Mid 1900s



20th+ century

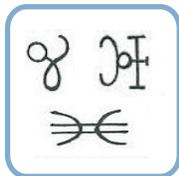
Symbols

Ancient Egyptians marked their livestock to differentiate cattle from one owner to another by burning an identifying symbol into the animals' skin with a hot iron.



Hallmarks

In pre-literate society, the use of hallmarks as a type of identifying marking began to show up on items like precious metals to assure quality.



Maker's Marks

Custom markings were used on a broad range of goods. In 1266, these marks on bread became compulsory. Marks for silver and gold were introduced in Britain in 1300.



Trademarks

Logos in the form of trademarks were introduced to include color and design. In 1876 Bass & Company's red-triangle was the first registered trademark issued by the British government.



Packaging

Distinctive packaging became a new way to identify products. In 1885 Tate & Lyle, makers of Lyle's Golden Syrup, was recognized by Guinness World Records as the world's, oldest branding and packaging.



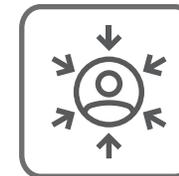
Messaging

Slogans and jingles date back to Christmas Eve in 1926 when the first jingle for Wheaties was created. Highly memorable phrases and taglines can add instant credibility.



Multi-Sensory

Branding accelerated with patents, trademarks and copyrights. This included design, color, words, typefaces, characters and sounds like the MGM Lion roar. Harley-Davidson even tried to trademark the sound of their motorcycle engine.



Multi-Level

Today's branding is truly global. Effective branding now touches every level of an organization through multiple channels and mediums. This includes intangibles like speed of service, intellectual property and goodwill.

