

Product Brand Management
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Brand Management

Hello friends, welcome back to Product and Brand Management. Now onwards, we will be going for a discussion on brand perspective, a product being a brand, how product takes a leap to become a brand. It is a beautiful kind of a journey that a product takes from being itself to being a brand. How it happens? We will try to analyze that. We will also be using lots of discussion points and examples.

We will be using lots of elements also, which might make things slightly complicated, but to tell you the truth, branding is one of the most enduring elements of whole of the marketing exercise. And trust me, in the end, you might feel that it matters or only it matters when a product becomes a brand or service becomes a brand. That is when the new journey of that product or service begins.

So, we will try to see how it happens. How and what kind of aspects are associated with that, how it is perceived, can we do it strategically, can we identify those aspects, wherein we may work upon them? Can a product be converted into a brand, is there any aspect of a product lifecycle which can be steered, I should not say endlessly, but then definitely for a longer time, after a product becomes a brand?

These are very important questions, and you would remember that while talking about the product lifecycle, I discussed the brand lifecycle as such. Then I tried to briefly mention that the product lifecycle has a clear-cut time span which could have been seen in terms of stages or as we saw in terms of different kinds of stages. In the end, we concluded that there are almost six stages, which we worked on starting from introduction to growth, then maturity, then decline, then revival or rejuvenation, which we talked about in our last segment.

Now, let us take a leap towards understanding brand and brand management. Try to understand this with a perspective in the beginning. Let us look at the brand with reference to one of the most fundamental aspects of its definition, that is 'name'. I will come to the definition part later on.

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Now, you see, because I work with the Indian Institute of Technology, Roorkee. So, it is more apt that I should start our discussion with this example. Definitely, IIT Roorkee carries a huge brand value, and we will talk about how brand value develops in due course of time. Nowadays, when I am talking to you, it is the 3rd of December, and it is the 3rd day of placement season, across IITs.

So, brand value and brand equity matters a lot when we talk of placements for our students and that makes this discussion more apt and more genuine, when we talk of such kind of elements in correlation with how brands get developed and believe me, I have a personal experience on this. So, I will be talking about this briefly. And then I will be using this example, many times, incidentally, because I am working with one of the largest brands in the country and globally as well.

When you say Indian Institute of Technology, something comes to your mind. Now, let us give it a different connotation by saying IIT. Definitely, the picture remains the same, but slightly different kind of a perspective gets emanated, because this is more commonly used as far as general vocabulary goes, IIT. Then let us talk of IIT Roorkee you say IIT Roorkee then definitely the perspective gets enlarged or for some it gets constricted comparatively. I will be talking about this briefly.

While I am referring to these three connotations, IIT Roorkee with the perspective of individuality, IIT as a name resonating with institutions in general named by this name, called

by this name and then Indian Institute of Technology. So, you see, there comes a perspective in general, what does it mean?

People, in general you talk to anyone randomly at this moment, while you are watching this video, just stop it for a while and talk to someone. What does IIT means to you? Then, in general, if someone is just passing by you, say Indian Institute of Technology and then if someone who has been associated with IIT Roorkee or in general as well try to ask the same question? You would realize the change in the connotation and the perspective and the image which would come out.

We will be talking about these elements at length, but I am just putting up a fundamental basis for our further discussions, which would go on for quite a number of sessions. So, there is a perspective in general. Then comes in perspective of an aspirant. You go to a coaching institution, talk to this young guy, who is working very hard to crack one of the entrance examinations for any degree level. You talk to an aspirant or you talk to someone in school, a young school girl, a school boy who thinks of joining one of these institutions.

Then again, take these three names as in Indian Institute of Technology, IIT, IIT Roorkee. You will find an aspiration, a dream, a perspective and when you will say IIT Roorkee, you would find a comparison also. Move further and talk to a recruiter and organization which hires from IITs. Talk to their HR heads, human resource management managers and people who are responsible for hiring talents from these institutions, talk to them.

You would definitely find lots of insights in terms of the potential of these students and the role they would be playing in future economies, globally as well as nationally. Today there is a very thin demarcation between as far as national and global. All of it is getting deeply intertwined and interlinked.

They would give you answers definitely and there would again be a lot of comparison. Lots of intensity in terms of categorization, in terms of courses, probably in terms of the kind of pedagogical inputs and in terms of resources, then several kinds of elements they would use to demarcate the strengths of the students. Then go to other stakeholders, for example, partner institutions. Let us say just go to other universities or partner organizations which have been partnering with the IITs in terms of researchers, in terms of collaborations and so on. Look at their websites and you will realize that they have different categorizations as a partner, the kind of strengths they have been seeking as far as getting associated with these institutions.

Then the most beautiful part probably apart from the aspirants and again, a very beautiful part for me because that part has dreams. But then talk to an alumnus. People who have studied here, a recent pass out for example, and they are not yet out of that situation they were in as they were a student. So, talk to him about this, and he will give you or she will give you a very different perspective on it. You would hear about experiences, you would hear about the gains they would have had, the knowledge they would have gained, even sports and culture and several things and then definitely about teachers and their peer group. They have very beautiful names for their teachers as well, I have some experience of that.

Then you talk to someone who has grown, who has risen in life and is on the rising speed and there was some senior who probably is her inspiration in terms of the growth she would have gained and talk to this person as an alumnus and you would find so many aspects that she would be remembering in terms of what she would have learned, how she looks at the strength of this brand. I am slowly introducing you to some of the terms and the aspects of brand strength, for example.

I talked about elements and then talked about potential as well. And I mentioned resonance as well and keep these things in mind and you would be structurally learning all these elements in terms of being a pyramid for example, or let us say a chain for example, or in consonance with each other. Then you talk to someone who graduated, let us say 50 years ago. I recently attended an alumni meet at IIT Roorkee wherein I met people who graduated in 1971.

They joined us just a few weeks back and believe me, the kind of persona they had about this institution in mind is great basically and that is where brand perspective, brand strength, brand power comes together in terms of brand equity. You just ask them one very simple question that, would you recommend IIT Roorkee to anyone whom you know and they would say, YES.

What role IIT Roorkee has played in your life? And the answer is that it has played every role in our lives. Our existence is directed because of IIT Roorkee. That is the kind of perspective they carry and probably all these things and much more becomes the constituent of a brand's equity, which we are talking about and which we would be referring to continuously. We would be ending our discussion at that point only, because ultimately, it is a brand's equity, which matters. So, experience counts everywhere. And that is again one of the most important aspects which, you should remember.

Having described almost all the elements now add one more thing, which I would mention later as well, but just to give you a glimpse of the recruiting partners that, if they are having a brand value or brand equity for themselves, if you will ask those people, then definitely a perspective of deeper association or let us say, mutual gain in terms of brand also comes to fore. I will be talking about these elements later on, just keep this in mind, just keep surfing about what IITs are doing, how they have become so important in India, in India's growth journey, and how students have gained from here and particularly this season, this December season. Watch it for as many years as you like and you would realize that IITs always are in the news.

For example, right now when I am talking to you, IIT Roorkee is in the news at the topmost levels, and I feel happy about this. This is 3rd December. Watch and read the news of 2nd December 2021. Because you will be watching this video in 2022.

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Brand of Brand Evaluators

- Rating organizations.
- Matter for whom they rate.
- Does their name matters.
- Rating itself may hold credibility.
- Rank is in itself a benchmark.
- It can be a mutual benefit for the evaluators and the brands they evaluate.
- In due course they themselves become brands.
- Brand association matters.

Logos shown: Interbrand, BRANDZ, FitchRatings, KANTAR, CRISIL, Moody's, WORLD UNIVERSITY RANKINGS, nirf.

Footer: IIT ROORKEE, NPTEL ONLINE CERTIFICATION COURSE

So now, let us talk about brand and brand evaluators. It is again a very interesting kind of an example. Have you heard about rating agencies? Yes. How many names of rating agencies does one remembers? Probably few. But still, their rating matters and their evaluation matters, the perspective which they develop amongst the respondents also matters. Not just they want to develop the perspective, they have a methodology.

You see, here comes the aspect of brand evaluation. The brand value and credibility of the rating agencies or ranking organizations, their own brand perspective, which is related to

their methodology and credibility, and the perspective which gets generated when organizations participate in ratings and ranks.

For example, if there is a ranking in relation to how good an organization is in terms of the working environment, there is a rating associated with that, but, I am just taking it as an example and you can also go to the websites of these kinds of rating agencies. There are rating agencies, which rate educational institutions and definitely because they are doing well they participate in these kinds of rankings and they project what good they are doing so that their respondents, their stakeholders, their beneficiaries, their funding organizations, get to know that what kind of credibility they are generating in due course of time.

It is not only that they want to be rated, but they also want to suggest that they are true to their purpose. But the point is, how does it affect you? For example, let me systematically put up a sequence in front of you, wherein rating organizations matter for definitely whom they rate, but does their name matter? We have to see, because ultimately, their name is known to people whom they rate, but in general, the masses who get the perception out of those ratings, do they remember the names of the organizations who are rating their clients or their participants or their members?

We have to see, I would not say yes or no, but we have to find out how many people actually do remember. Why I am marking this is because I want to draw your attention towards an important fact that rating itself may hold credibility. Then rank is in itself a benchmark. For example, at this moment, x is number 1. Now number 1, if it is an ordinal gesture, ordinal perspective, then it matters. How? because, y comes after that.

You see, for example, how many athletes do you remember in terms of their performance, say many sports enthusiasts would remember that a sprint runner has run 100 meters in so many seconds, but others might remember the name of the person who came first, I am just taking it as an example. I am not trying to evaluate a particular kind of situation here at all. The rating when comes in ordinal perspective, the number becomes a benchmark in itself.

Now, it can be a mutual benefit for the evaluators in the brands they evaluate, if you evaluate the brands which have larger brand equity. So, your rating perspective and your credibility also would match with that, and it somehow gives a mutual benefit. But the question still remains, do we remember the names of so many rating organizations?

Keep this in mind, I will be coming back to this at a later stage wherein I will be talking about the mutual brand associations, mutual brand gains, to what extent it should be there, why it is there, and how does it affects and in due course of time which becomes a dominant factor or which brand becomes the dominant factor for the other brand in terms of mutual association.

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Now, again talking of names, let me give you a very important example in terms of a media organizations. You see I thought about this because when I decided to talk to you about rating agencies, then media which is a vehicle for organizations to generate awareness about them (and we would realize that generation of awareness) is again a very important constituent of developing a brand value and brand equity later on. Media organizations are an important part of that and if you want the details of how media organizations work, you can watch my videos on Integrated Marketing Communication, which were floated in January 2021, 24th of January 2021. Those are available on NPTEL.

So, now, you see a media organization has largely two kinds of (it is a broader discussion, do not take it verbatim, but just in terms of a larger broader classification) broader aspects and those are a value of its own being a media organization and that of a vehicle or a carrier, which actually brings to you whatever is around, the facts, the news, so, that itself is a credible thing.

Now, if that media organization has a larger brand value, and talks about some brand, then definitely may contribute in terms of the brand value of the person, place or thing or

organization about which they would be talking of. You see, that is where the sequential strength comes in, that is where the contribution of media comes in, that is where the credibility of the vehicle actually strengthens the trust of the organization, place or person about whom they would be talking of. This is why it is an interesting relationship.

Now, again, the point is the media. The vehicle itself has to generate revenue, which comes from the advertisements they get from different kinds of organizations. So, despite of the fact that they have a revenue source from the organizations about whom they might be talking about, still, they maintain a level of discretion and credibility, and people trust them. How do they build this kind of brand equity wherein this demarcation also works and their trust also works is a very interesting kind of a thing, which one must notice? You have never doubted the credibility of a media vehicle despite the fact that they are advertising about the same organization about which they are putting up news whichever way.

So, that is what should be kept in mind at this particular level in a particular stage. Now, having briefly described the aspects of, as far as how media and media as a vehicle works for contributing to and developing brand equity, I will briefly be narrating a story for you. Just remember that a basic product like water gets converted into a brand in due course of time. And after that, I will be taking you towards a step further while connecting you to the discussion we have had in terms of products becoming brands.

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Now, the product we have chosen is Bisleri, a brand that aspired to become synonymous with water. You see how many times you would have said in a flow, please give me a Bisleri instead of saying give me bottled water, or you might have taken different names as well. But you might have said please give me Bisleri and there are many people, at least in India, who happens to ask the retailer to give them Bisleri instead of bottled water, and that is where a product becomes synonymous with its name or a particular kind of a name.

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Bisleri: A brand that dared to become synonymous with Water

- Bisleri was originally an Italian company created by Signor Felice Bisleri. He first brought the idea of selling bottled water in India.
- In 1965, Bisleri setup a plant in Mumbai and started manufacturing of packaged drinking water in glass bottles in two varieties *Bubbly and Still*.
- Parley bought over Bisleri (India) Ltd in 1969 and started manufacturing under the brand name Bisleri.
- Bisleri was synonymous with branded water market early 1990s.
- The market was segmented into premium, popular and bulk. Bisleri's products are affordable and offer more quantity with less cost.
- Bisleri uses a location-based pricing strategy, products sold in restaurants, theatres, etc. are costlier compared to retail shops.

Source: <https://www.mint.com/investor-in-a-bottle-masochist-bisleri-goes-to-bottle-water-for-attention/>

At the bottom, there are logos for IIT Kharagpur and NPTEL ONLINE CERTIFICATION COURSE.



Bisleri was originally an Italian company created by Signor Felice Bisleri. He first brought up the idea of selling bottled water in India in 1965. Bisleri set up a plant in Mumbai and started manufacturing packaged drinking water in glass bottles in two varieties Bubbly and Still. Parley bought over Bisleri, India Limited in 1969 and started manufacturing under the brand name Bisleri. Bisleri was synonymous with branded water market in the early 1990s and to date also, it is a well-known name as far as its presence goes. You see, there are several variants of this product and it is a household name.

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Bisleri: A brand that dared to become synonymous with Water

- Bisleri has become a common term in the world of packaged water. This conception has helped the brand strengthen its brand image, giving it a leg up among consumers.
- However, with such a response, copies of the brand have bloomed across the spectrum (Beisri, Bilseni, Brislei or Bisloar), a market share threat and perception risk the brand cannot afford to neglect.
- Bisleri is generic to the bottled water category with most consumers asking for bottled water likely to say, "Bhaiya, Ek Bisleri Dena" when all we wanted was a bottle of water.
- The different campaigns Bisleri has initiated have given the brand a great deal of exposure.
- Notable campaigns include the '**one nation, one water**' where labelling was done in different languages to connect with people from different regions; '**Har Pani ki bottle Bisleri Nah!**' where they promote the idea that not all water is pure and hygienic like Bisleri.

Source: <https://www.indiatimes.com/branding/human-interest/what-is-the-story-of-bisleri-when-bottle-compare-447071.html>
Image Source: Twitter

Fig 1: Bisleri copied water bottles

Now, Bisleri has become a common term in the world of packaged water. This conception has helped the brand strengthen, its brand image giving it a leg up or let us say a rise amongst its consumers or target market. There are several other products which put up similar names

to sell themselves. That is another story wherein many products try to copy your name and slightly differentiate that, so that a legal obligation is not there and try to sell their product with a similar kind of a connotation, getting the advantage of your brand value. We will be talking about this later on.

This happened with Bisleri as well and then Bisleri somehow realized that they should be telling people that “har paani ki bottle Bisleri nahi”. You see, they are purchasing several products in the name of Bisleri. So Bisleri became synonymous with the product and people were asking for different brands or different products in the name Bisleri. Hence Bisleri had to demarcate that because somehow, they might have realized that sales has to be risen in equity with or in consonance with their brand value which they were enjoying or that they have been enjoying. Here again one point comes to you that brand value has to develop a consonance in terms of revenue generation or units sold. We will be talking about this in due course of time.

Different campaigns of Bisleri were initiated in due course of time. One nation, one water, for example. You see it became generic to the bottled water category in due course of time. And again, when I am talking of this product, you will find several similar products, which in due course of time started being used as a connotation for the product.

I remember a very interesting example, a very cute beautiful name Tullu. Now, Tullu became synonymous with water pumps. Such kind of a brand equity this product enjoyed. I am not sure about the sales levels which they are enjoying at this moment, but that became like that. Godrej became synonymous with refrigerators in due course of time and it is quite synonymous with furniture still as far as their presence goes. There are several such products basically if you will try to find out. Then there was a name called Dalda for example, which became synonymous with oil.

Several others like Colgate for example. There was a toothpaste called Binaca. Binaca and Binaca Geetmala was a famous program on radio. So, Binaca became synonymous with toothpaste. Colgate has enjoyed this position for quite some time. And there are several such kinds of products. We just have to look around and we will realize that these products enjoyed that kind of a value, strength and equity.

Remember these terms, I will be deciphering all of this and the associated methodologies, which brand experts and managers use for building brands in due course of time. I would also

be deciphering the secret of how brands themselves, develop their own equity in due course of time. I will be joining back with lots of insights in continuation to this discussion. Just hold on till then, goodbye.