

# GETTING SMART WITH BRANDING

THE HISTORY OF BRANDING



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## 1. History of branding

To start your branding campaign, you have to know what marketers have done to achieve their branding goals.

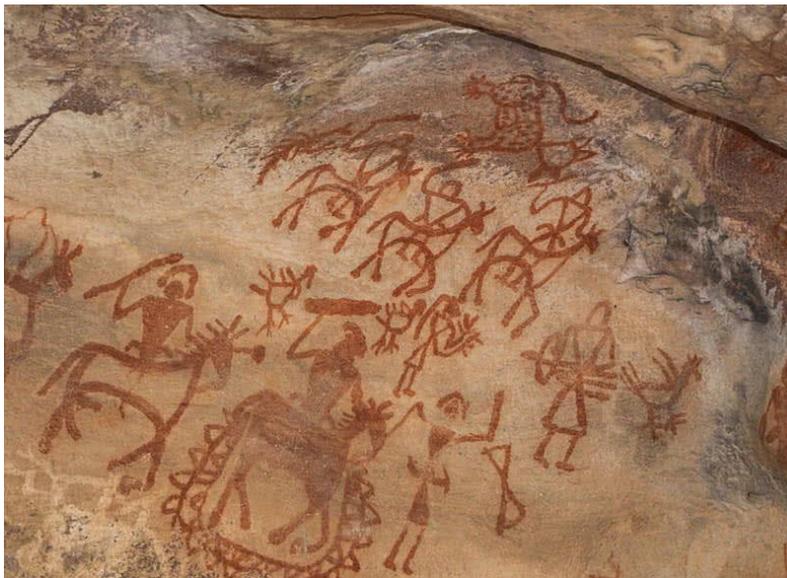
Let's begin at the beginning: The word **brand** dates back to Old Norse, the early North Germanic literature from which modern Scandinavian languages arose.

**Branding** first referred to a part of a burning log. It wasn't used as a verb till late Middle English when it came to mean "mark permanently with a hot iron."

By the seventeenth century, it suggested to a mark of ownership made by branding.

The practice of branding livestock is much older than the word. According to the research [practice of branding](#).

Cave arts from the Stone Age imply that early man might have marked stocks with figures drawn in paint and tar.



<sup>1</sup> By 2.000 BC, livestock owners switched to a more permanent way: burning.

Egyptian funeral monuments, around 4.000 years old, depict branded cattle.

Potters weren't the only artisans to brand their work. In Ancient Egypt, masons carved symbols named stonecutters'.

Signs on the bricks created for the tombs also other building plans were used to brand the

stones for pyramids other stones were used to build houses and so on.

This helped identify their work from that of other masons and secured they were justly paid.

Bricks often included landmarks, which showed where the stones came from.

The oldest rocks with these symbols are around 6.000 years old.

Similar markings were used by craftsmen in Greece, Israel, Turkey, Syria, and later in Medieval Germany.

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<sup>1</sup> One of the oldest graphic and branding works



## 2. Future of branding

A few times later, during the Industrial Revolution, another type of branding was born **mass branding**.

Consumers were bound to buy local products from local retailers.

General products were created but that didn't target the needs of the customer.

So companies used a tactic from stone makers and began branding logos onto the barrels used to transport their goods.

Soon, they also began marking individual products, giving birth to such familiar American brands:

- Campbell's Soup
- Coca-Cola
- Juicy Fruit
- MC Donald
- New York Pizza
- KFC

Digital brands:

- Google
- Facebook
- Twitter
- PayPal
- WordPress
- Grammarly

The list goes on and its a very long listing.

By the late nineteenth century, businesses had invested so much in branding that they needed a way to defend those investments from rivals.

Around 1.800, the government signed a bill of the Trade Marks Registration Act.

Now branding wasn't just something companies did; it was something they could own.

And that changed everything.<sup>2</sup>

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<sup>2</sup> [First tv commercial](#)

### 3. Slogan versus a tagline

Over the next few decades, consumers who had never given much attention to what type of product they bought suddenly became brand-conscious.

And, of course, they were the most alert of the brands that spent the most money on advertising.

In this era, the formula for winning was clear: Mass spend plus a good commercial equaled eyeballs and dollar signs.

I don't mean to offend you!

But spending some time finding a slogan that also bears the truth of the power of succinctness in advertising is incredibly challenging.

It's especially tough to express a complex emotional concept in just a couple of words, which is exactly what slogans and taglines do.

In many ways, they're like mini-mission statements.

Companies have slogans for the same reason they have logos: becoming well know.

While logos are visual descriptions of a brand, slogans are audible representations of a brand.<sup>3</sup>

Taglines are mindful descriptions of the company (where you stand for) and goods.

Both formats grab consumers' attention to focus on the name of a company or products.

Plus, they're easier to get and recognize.

What makes a good slogan?

- It is shareable
- Use enjoyment
- It's short
- It's descriptive
- It relates to the brand
- Imply key benefits

What makes a good tagline?

- Memorable
- Mindfull
- Fun
- Postive
- Must represent your company or product

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<sup>3</sup> [Learn more on Slogans and taglines](#)

## 4. Branding concepts

There is a lot written about branding some are, old and others are new.

Old ways are nontargeted and mass-produced.

New ways and concepts mean the idea behind a product with the consumer in mind.

### **1. CORPORATE BRANDING**

Corporate branding is directed on reputation corporate branding is about making a name for an entire corporation.

The public will connect the organization's name with a promise that they stand behind the services they offer, and that they have a solid, concrete performance record.

Strong corporate branding has long-term impacts, as these companies can rely on name-brand recognition.

Customers tend to automatically trust new products when they are associated with a brand they already know.

### **2. PERSONAL BRANDING**

This refers to branding for the person.

Personal branding is important for celebrities, politicians or even digital marketers who want to keep a favorable public image.

Social media is a powerful tool when building a personal brand because you can reach wide audiences while "speaking" from a personal platform.

Entrepreneurs Tony Robbins and Neil Patel are both cases of personal branding done right.

Each of them invests massively in his online presence and has set himself as an authority in his profession.

### **3. PRODUCT BRANDING**

This type of branding relies on colors, symbols, and logos. The purpose behind it is to sync up straight in the mind of the customer.

The user has a good understanding of how to use the product. That message and communication must be clear.

#### **4. GEOGRAPHICAL BRANDING**

If you're working in the tourism industry than this type of branding is the best.



This type of branding is built around tourist attractions such as hotels, sightseeing, history places, theme parks, and many more.

#### **5. ONLINE BRANDING**

Every small thing you publish online about yourself as a business owner is considered online branding.

Be careful when you upload things on the web because the wrong stuff stay online and it's tough to erase it.

When you decide to upload things on the internet for your blog, website, or social media channel think twice.

A wrong online brand can damage your business and profits.

#### **6. OFFLINE BRANDING**

This type of branding is not around digital works. It's centered on you as a salesman or spokesman of the company.

The way you represent yourself and the company such as business cards, the level of contact, or the family members of the staff workers.

You need to develop social skills for that.

#### **7. CO-BRANDING**

Co-branding or co-marketing is that two or more companies (bloggers) work together to give the user the best experience when they see the new stuff.

Guest blogging and partnership is also a way to co-brand. A partnership allows you to pitch a product.

## **8. SERVICE BRANDING**

This type of branding puts great importance on the customer, and on giving services.

While every brand should do their best not to distance their customers, service branding takes this one step further.

It centers on adding value to customer service and uses this as their selling point.

Service branding such as a free book is the extra stuff people are looking for.

## **5. THE IMPACT OF A BRANDED IMAGE**

Studies have shown that a packed brand has little effect. The less packed brand has a better influence.

Therefore, you should turn the brand into a memorable and reasonable image.

1. The eye scan.
2. The brain connects the image.
3. The brain releases dopamine and endorphins.
4. At last, people act.

[Do you need branding tips? Go here.](#)

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## Conclusion

When you decide to brand and take your sales online consider that are numerous ways to reach the goals you can reach them by a partnership.

Making a brand demands a whole lot of endurance and exercises. A brand in this age must be mindful because of the impact a brand can have.

Knowing the history behind it can help you understand the purpose of branding and why you have to do it yourself.

Branding or marking your works can help you establish your online works to many others and it's a way to say to your future customers – “this is my works can I help you”