

WHITE BRANDS.

With large consumption products, white brands are used, in other words, with the brand of the distributor or the retailer. For exports, this translates into savings for promotional costs and increase sales speed, but control is lost in terms of the marketing plan. The importer can easily change the brand name. Many countries that only recently become industrialized use these techniques due to the fact that their own brand name is unknown on international markets. Both the container and the packaging are also part of the brand name. Consumers associate a brand-products / packaging. All of this depends on various factors (distribution chain, logistics, norms, consumer habits, etc.). The best example of this is that many food products are commercialized in plastic in the European Union while the same product is sold in glass in the US. Color also plays an important role. In Africa, white is associated with death, while in Europe it would be black. In China, red is a sign of good luck while yellow is associated with disease in Asia, etc. Unilever uses local strategies with its food products and global strategies for detergents. Container size also influences. In countries with lower income, consumption is less; therefore, the container is smaller. In more developed countries, where is housewife usually purchases larger quantities, containers are larger.

There are many advantages to businesses that build successful brands. These include:

- Higher prices
- Higher profit margins
- Better distribution
- Customer loyalty

Businesses that operate successful brands are also much more likely to enjoy higher profits.

A brand is created by **augmenting a core product** with distinctive values that distinguish it from the competition. This is the process of **creating brand value**.

All products have a series of “core benefits” – benefits that are delivered to all consumers. Consumers are rarely prepared to pay a premium for products or services that simply deliver core benefits – they are the expected elements of that justify a core price. Successful brands are those that deliver added value in addition to the core benefits.

These added values enable the brand to differentiate itself from the competition. When done well, the customer recognises the added value in an augmented product and chooses that brand in preference.

A brand can usefully be represented in the classic “fried-egg” format, where the brand is shown to have core features that are surrounded (or “augmented”) by less tangible features.



