



An introductory guide to defining the word and the function.

Let's start by revisiting the history of the **brand**.

What is a 'brand'?

In the late 1880s, cattle ranchers used branding irons to indicate which animals were theirs.



What is a 'brand'?

Around the same time, Coca-Cola was on the rise and used custom **brand labels** to differentiate their **brand** of soda.



What is a 'brand'?

In the 1940's, Tide was introduced as the first heavy-duty laundry detergent.

Then, we'd refer to non-generic products like Tide as "brand names."

Nowadays, people would simply say "P&G sells the Tide brand of laundry detergent."



What is a 'brand'?

When we think about branding, our minds go to logos, slogans, colors, fonts and writing styles.

But these are only the beginning of what **brand** means today.



'Brand' vs. 'brand name'

Beginning in the 90s, contemporary marketers began to grasp there was more to the [holistic perception](#) of non-generic products and services in customers' minds than just their brand names.



'Brand' vs. 'brand name'

Your "brand" is what people think of when they hear your brand name.

It's everything the public thinks it knows about your product or service—both factual ("it comes in a robin's-egg-blue box"), and emotional ("it's romantic").

A **brand name** exists objectively; people can see it. It's fixed.



'Brand' vs. 'brand name'

Put simply:

"[Brand Name](#)" refers to the name signifying the source of a product or service.

"[Brand](#)" refers to the perception customers have about that product or service.



Brand Experience

Today, brands are defined by collections of experiences as opposed to simply logos or ads.

Visual identity of course still matters, but promotional efforts are more focused on **brand experience** across all consumer touchpoints.



Source: Signs.com 'Branded in Memory'



Thanks!