

The difference between the life cycle of the brand and the life cycle of the product. Rebranding and brand refresh.

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Abstract: The main issues are considered in this topic: In this paper is explained the product life cycle model, the brand life cycle model, the comparison between them. The objective of this paper is to present what is brand, brand positioning, the difference between branding and brand refresh, what is branding and what is brand refresh and how to apply it to your image. When you can rebrand or use brand refresh, what is brand strategy and the questions that can be the first step in developing a successful brand strategy.

KEYWORDS: INNOVATION, BRAND, LIFE CYCLE OF THE PRODUCT, LIFE CYCLE OF THE BRAND, REBRANDING, BRAND REFRESH, BRAND STRATEGY.

1. Introduction

When starting a new business, experienced business owners and entrepreneurs know that brand identity (everything visual about your company) is essential. They also know that a business can build a strong brand and brand identity only if it makes deliberate choices and doesn't leave branding to chance. Business owners with less experience under-invest in branding. Some business owners and entrepreneurs mistakenly believe that their business's brand identity is nothing more than the business's name and logo. The name of the business and the logo are critical ambassadors for any brand, so both must be unique and strong. But, a successful brand is much more than the name and logo.

2. What is innovation?

An innovation is an innovation or change in a phenomenon that distinguishes it from an initial state. According to another definition, this is the application of new ideas, processes, goods, services and practices in a more or less commercial way, based on a (new) application of science and / or technology.

3. What is brand innovation?

Brand innovation is an essential component of corporate strategy. Through strategic planning, brand innovation helps businesses to implement new marketing projects. Brand innovation nurtures new ideas, encourages creativity, and helps marketing departments take their organization to the next level.

4. Lifespan of the product

The term product life cycle refers to the length of time a product is introduced to consumers into the market until it's removed from the shelves. The life cycle of a product is broken into four stages—introduction, growth, maturity, and decline. This concept is used by management and by marketing professionals as a factor in deciding when it is appropriate to increase advertising, reduce prices, expand to new markets, or redesign packaging. The process of strategizing ways to continuously support and maintain a product is called product life cycle management.

As mentioned above, there are four generally accepted stages in the life cycle of a product—introduction, growth, maturity, and decline.

- **Introduction:** This phase generally includes a substantial investment in advertising and a marketing campaign focused on making consumers aware of the product and its benefits.
- **Growth:** If the product is successful, it then moves to the growth stage. This is characterized by growing demand, an increase in production, and expansion in its availability.

- **Maturity:** This is the most profitable stage, while the costs of producing and marketing decline.
- **Decline:** A product takes on increased competition as other companies emulate its success—sometimes with enhancements or lower prices. The product may lose market share and begin its decline.

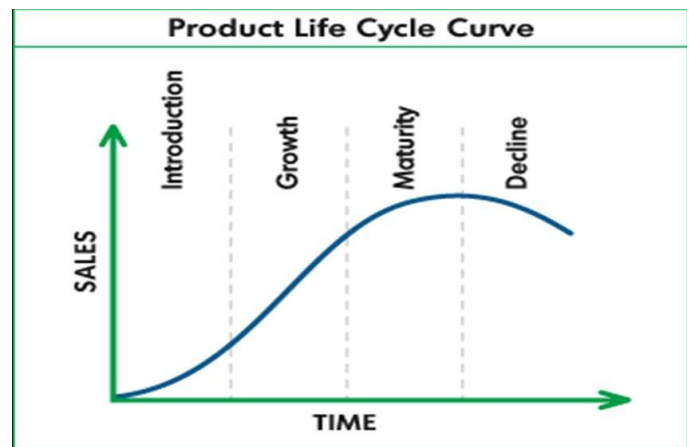


Fig.1 Product life cycle curve.

The claim that a product has a life cycle is justified by the fact that:

- the products have a limited life;
- sales go through several stages, each representing different opportunities, opportunities and problems for the trader;
- to monitor the rise and fall of profits during the equal stages of the product cycle;
- The products require different in structure and volume marketing, financial, production strategies and human resources in each phase of the life cycle.

5. What is a brand?

Definition: A brand is a name given to a product and/or service such that it takes on an identity by itself.

Description: In today's marketplace teeming with thousands of products and services, all of which are being rapidly commoditized, a brand stands out from the clutter and attracts attention.

A brand name can create and stand for loyalty, trust, faith, premium ness or mass-market appeal, depending on how the brand is marketed, advertised and promoted.

A brand differentiates a product from similar other products and enables it to charge a higher premium, in return for a clear identity and greater faith in its function. A brand is also likely to survive longer than just an undifferentiated product.

A brand is akin to a living being: it has an identity and personality, name, culture, vision, emotion and intelligence. All

these are conferred by the owner of the brand and needs to be continuously looked at to keep the brand relevant to the target it intends to sell to.

6. What is brand positioning?

Brand positioning is something that companies need to think about during the strategy and research aspects of a business development project. Ideally, understanding the position of the brand should be something that the company achieves when preparing for market recognition.

Using a brand positioning statement, one understands what a "USP" (Unique Point of Sale) is and what sets companies apart from the competition. Usually, once you understand what sets your business apart from other competitors in the industry, you will be able to begin to draw attention to this concept and gain interest in the target market.

Ideally, brand positioning is a solution that can be used to identify what sets you apart from other brands in the eyes and minds of customers. Today's average customer is overwhelmed by a concept known as "choice overload". In other words, they offer us hundreds of solutions to every single problem we may have, and we don't know how to choose the best result.

Brand positioning is a concept that has the potential to highlight specific brands and simplify decision-making in an oversaturated market. The right decisions for brand positioning put the customer's needs at the heart of the entire development of the company, and then are based on aspirations, needs and a deeper understanding of the competition.

7. Life cycle of the brand

Just like products, all brands have a specific life span called the brand life cycle, and it may look different for each brand. Each brand should adopt various advertising strategies or promotions at different stages to suit the marketing targets and market environment in order to achieve the best marketing results. Generally speaking, the life cycle spans from the launch period until it declines from the market.

The life cycle of a product is known for its success in a short period of time, as opposed to the life cycle of a brand.

The life cycle of the brand must remain in the growth phase, because the brand does not meet the expectations of its users / customers, the brand will move to the phase of decline - will "die". The brand must be managed very carefully, because "one wrong move and it all ends", it all depends on the management of the company.

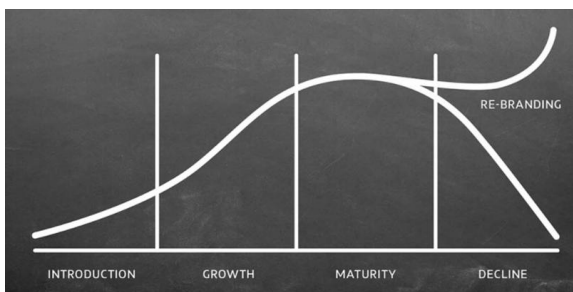


Fig.2 Life cycle of brand

When making the wrong management decisions, this leads to a decline in market demand, which in turn leads to a shift in the company's position along the curve of the brand life cycle.

When rebranding is used, consumers will not be able to easily identify the product / service they are offering, so they will not be very successful due to unrecognizability.

8. The difference between brand refresh and rebranding

To people on the outside of the design world looking in, it's easy to get confused when these two terms come hand in hand. You see companies evolving, changing, and adapting to the current market, but are they rebranding, or just refreshing?

Though the two terms seem similar on the surface, when you get down to the details, the differences are like night and day. While a brand refresh is like giving your company a fresh lick of paint, a new look, and a fancy new logo, "rebranding", is all about tearing down everything you've built, and starting again from scratch. In other words, one is far more dramatic than the other. Rebranding Vs brand refresh? In this thought-piece, we'll outline the key differences.

To simplify the idea a little further, a brand refresh might include:

- Tweaking your current design or logo.
- Updating your slogan.
- Changing your colour pallet.
- Refreshing marketing materials.
- Using a new font.

A rebrand, on the other hand means:

- Creating a new personality.
- Designing a new background for your company.
- Establishing yourself within a different market.
- Overhauling your entire image.

9. What is brand refresh?

In the world of branding, a refresh is like a tactical manoeuvre. How complicated your brand refresh process is will depend on the extent to which you need to change your image. Often, the idea is to have a distinct impact on the way that your company feels, sounds, and looks to your customer. That means changing:

- Your brand voice.
 - Your visual branding.
 - Your customer service/ product offerings.
- 1) "The voice of the brand" - The voice of the brand is a separate "person" that the brand acquires in its communications with its customers.
 - 2) Visual branding - successfully creates a memorable experience for consumers, makes them trust the company and encourages recommended and recurring businesses if the experience was great. Visual branding is one of the best tools you have to communicate with your customers.
 - 3) Customer service / product offerings:
 - a. "Customer service is a series of activities designed to increase customer satisfaction - the feeling that a product or service meets customer expectations." Jamier L. Scott (2002)
 - b. Product proposals - product differentiation leads to a situation of monopolistic competition, which is incompatible with the conditions of perfect competition, one of the requirements for which is the products of market competitors to be perfect substitutes. Jamier L. Scott (2002)

As businesses grow and change, it's important for their brands to reflect the current marketplace. Simply put, if you stayed the

same while all the companies in your industry changed, adopted fresher logos, and newer ways of communicating with their audience, then you'd end up losing your competitive edge.

10. Brand refresh strategy

What does the brand renewal strategy actually involve?

The process is usually quite simple. Unlike total rebranding, where lengthy consultation and guidance is required, brand refreshing requires only limited research, competitor analysis, and a good creative brief.

The important thing to remember to refresh the brand is that everything is done on the surface. It's like going back to an apartment that has new paint and new furniture - the feeling is different, but the basic structure remains the same.

While refreshing can encourage the development of new and improved visual identity guidelines, as well as an extensive brand implementation program, it is worth remembering that your brand is more than just a logo and color palette. Make sure you think about the stability of your structure before you start.

11. The process of brand refresh

Once we are sure that the brand refresh process is appropriate, these are the steps to follow:

1) Research and discovery

Every brand development requires research, but this is something that is often overlooked and underestimated by many companies. It is crucial that you understand what you want to achieve with the renewal of your brand and the things you need to do to achieve your goals. You need to do a lot of research to determine how the market views your company, what features you have, and what you may need to change to stay relevant.

2) Competitive analysis

While it's a bad idea to just copy what your competitors are doing when it comes to brand upgrades, market research will give you an idea of which styles and trends are most effective in your industry. The idea should be to consider a number of factors, including:

- Tone of voice.
- Value proposals.
- Key slogans and slogans.
- Logo, colors, fonts and styles.
- After doing this, you need to have an idea of how to keep up with your competitors and possibly make sure that you also stand out.

3) Update the visual identity

One of the main reasons every brand is committed to brand renewal is that they have an outdated visual identity. It is crucial to make sure that your image is consistent not only with the market you are in, but also with your manifesto and brand position. The idea is to stay within the current market styles without mingling with the crowd. At this stage, you will look at your logo, color palette, photography, fonts, styles, and more to determine how they show the basics of your brand.

4) Update the tone of the voice / messages of the company

Although brand upgrades can be largely visual, it is important to remember that messages are also important. Today's market is becoming increasingly concerned not only with the appearance of the brands they do business with, but also with the personality and history behind that brand. If you change your image, then it makes sense, which will require adaptation of your messages and voice.

12. What is rebranding?

Rebranding is the process of changing the corporate image of an organisation. It is a market strategy of giving a new name, symbol, or change in design for an already-established brand. The idea behind rebranding is to create a different identity for a brand, from its competitors, in the market.

There are several reasons for a company to go for rebranding. One prominent factor is to connect with customers. Rebranding is good for the business, but at the same time it may be risky. There is always a possibility that the consumers do not like the new brand.

There are two types of rebranding: one is Proactive rebranding and the other is Reactive rebranding.

- **Proactive rebranding** is done when a company recognises that there is an opportunity to grow, innovate, tap into new businesses or customers, and to reconnect with its users.
- **Reactive rebranding** is done in a situation when the existing brand has been discontinued or changed. Possible reasons for such an action could be mergers & acquisitions, legal issues, negative publicity such as fraud, aiming to beat the competition, or create your own niche.

Brand development is the basis of the identity of your business, the sum of all values, ideals, characteristics of the company. Sometimes, however, even the most beloved brands go through crises, succumb to the effects of aging, or fail to fit the standards of the audience as they did before.

13. When is it time for a brand refresh strategy?

1) Target new demographics

An effective brand is one that is created specifically for a target audience; this makes the brand relevant and connected.

2) Threat from a new competitor

Rebranding can also be a move to protect a business from the rise of a new competitor.

3) Your mission or values have changed

They usually dictate how your brand will develop. If they change, then the brand must change.

4) Your image is outdated

The image may need a rebrand because it is already outdated. Design trends are changing rapidly, and within a decade or two, fonts, colors, shapes, and styles that look great now may not be as appealing to consumers tomorrow.

An update is needed, which does not necessarily mean a complete change of vision. It is enough to be updated to current tastes.

5) Your brand is "broken"

It is possible that the brand was initially badly built due to haste or an agency that did not invest enough in the details, as well as because of an inexperienced employee. Here, rebranding allows for a "new beginning" of the brand.

14. Brand strategy

A branding strategy (also known as a brand development strategy) is a long-term plan to achieve a series of long-term goals that ultimately lead to the identification and preference of your brand by consumers. A successful branding strategy encompasses the brand's mission, its promises to customers and how they communicate.

Often misunderstood, branding strategy is not the sum of your logo, color palette or website; although these creative elements are an integral part of a successful branding strategy. The branding strategy revolves around all the intangible elements that, over time, stimulate brand awareness, brand capital and sentiment.

15. What is brand strategy?

The main goal of a successful branding strategy is to inform the world that the brand exists, what its purpose is and what defines it. The branding strategy is a mobile, long-term strategy that often requires revision over time based on its success (or lack thereof).

The success of a brand development strategy is not always easy to measure. Branding strategies often include intangible elements that are not easily quantifiable and - when planning this type of strategy - it is important to decide from the outset how success will be measured.

Each organization has a different approach to measuring success, but generally all include the same elements in their strategies. The answer to the following questions can be the first step in developing a successful brand strategy:

- What are the goals of your brand and how do you communicate them? - What problems will the brand solve and how will it benefit customers?
- How are ideal customers identified? - Who will benefit from the brand? How do these customers feel and how would they like to feel?
- How do you identify competitors - Who already gives potential customers what they want and how?

- How do you engage potential customers? - What personality and tone of voice will your brand have to achieve its goals?

Conclusion

In conclusion on the topic, the life cycle of the product and the brand were considered, which have common points without one, which is exactly the rebranding or renewal of the brand, depending on the performance of the company on the market and its demand. revival "of the brand. An important fact is that rebranding is a complex process that needs to be researched and a whole new brand strategy created. The processes of brand rebranding and renewal have similar issues in measuring the success of the strategy, through which issues the successful brand is created.

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