



## Advertising and Branding

**You've seen the adverts and logos. You've heard the slogans. But is a branded item really better quality? You pay more, but do you get more?**

### What is a brand?

The term 'brand' refers to a set of ideas identifying a particular company or product. Most of the things we buy are branded (e.g. food, clothes, cars) but some brands are more well-known and some are more expensive than others. Tied in with this might be the company's reputation, values, advertising messages, name, logo (image symbolising the company) and slogan or design. Companies try to build 'brand loyalty', encouraging people to only buy its products or services.

### Some points to consider:

- Some people buy branded products because of peer pressure or because they consider them to be fashionable.
- Some people feel that they get a better quality of product from certain brands.
- Well-known branded products are sometimes more expensive and prices have a high 'markup' (so a product could cost very little to make but be sold at a much higher price).
- Some branded products (that are thought to be fashionable or 'top of the range') use manufacturing processes that are unethical (e.g. clothes made abroad in 'sweatshops' using cheap labour from poorer nations). Some consumers have chosen to avoid these brands in protest and the brands can lose popularity.



### DISCUSSION

- What well-known brands can you name and how do they represent themselves?
- Why might people buy well-known brands?
- Why might people avoid buying well-known brands?
- What do well-known brands offer in terms of quality and value for money?
- Are there any ethical considerations?
- Why is it important to be a critical consumer?

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## Advertising and Branding cont'd

### Activity 1

Select two well-known brands. Investigate them in terms of:

- where, how and by whom the products are made
- materials used
- target audience
- how they represent themselves (e.g. logo design, advertising messages, celebrity endorsement)
- amount of advertising and where this is done (e.g. TV, cinema, radio, newspapers, magazines)
- cost versus value for money.

### Activity 2

Using the ideas raised in your discussions, create your own brand for a product of your choice.

### Activity 3

Choose a type of product and collect together a range of branded and non-branded versions of the product. Investigate the quality of these (e.g. for clothing you might consider stitching or materials used; for food you might consider ingredients, packaging or taste) as well as the cost.