

01 Introduction

The practice of branding - in the original literal sense of marking by burning - is thought to have begun with the ancient Egyptians, who are known to have engaged in livestock branding as early as 2700 BCE.

Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron.

Brand equity is the measurable benefit of a brand's worth and is calculated by observing the effect that one of three branding components - the mark, the name, the identity - has on the consumer's perception of the brand. Brand equity is built by the deployment of marketing techniques to increase customer satisfaction and customer loyalty, with the effect the reduced price sensitivity.

When a customer is familiar with a brand or knows it incorporates its components, it represents that customer's high level of brand equity. Brand equity is the difference between the value of a brand and the value of the product.

02 Strategy

Brand equity is the measurable benefit of a brand's worth and is calculated by observing the effect that one of three branding components - the mark, the name, the identity - has on the consumer's perception of the brand.

Branding

Branding is the process of creating a brand name, logo, design, symbol or any other feature that distinguishes one entity's goods or services from those of other entities. Brands are used to identify, market, and advertise for recognition and association in the market and to create a sense of trust and loyalty among consumers. Brand equity is the difference between the value of a brand and the value of the product.

The process of branding is the process of creating a brand name, logo, design, symbol or any other feature that distinguishes one entity's goods or services from those of other entities. Brands are used to identify, market, and advertise for recognition and association in the market and to create a sense of trust and loyalty among consumers. Brand equity is the difference between the value of a brand and the value of the product.

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Dimitri Jelezky, Dimitri Eletski

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