BRAND

Branding
The entire development process of creating a brand, brand name and visual identity

Integrated Branding
A unique program for a brand, understanding how people interact with and use a brand — utilizing many different media outlets

Brand Name
Name of product, can include tagline

Brand Strategy
Tactics of branding, unite all planning for all visual and verbal applications

Brand Promise
What does the brand claim to do? Expressed through its identity and advertising

Rebranding
Reinvent, reposition, rename, redesign a brand — keep it modern — people change, needs change

Brand Architecture
What to brand and how, where to begin (brand strategy)

The purpose of branding
Contributes to a brands success — quality, perception

Functional and emotional benefits
Tangible features that may be unique to the brand (functional) and personal factors such as color (emotional)

The branding process
Orientation, Analysis, Concepts, Design Development, Implementation

Conceptual design and the several factors to consider
Differentiation, Ownership, Consistency, Relevance

People perceive a brand through several factors, name them
Delivers a Promise
Response
Positioning
Celebrity Endorsements
Testimonials
Public Image/Behavior
Public Relations (scandal, crisis etc.)
People's Experience

Event branding and branding an experience
Branding a specific person or event within a brand