

SUBJECT: AGRICULTURAL SCIENCE

TOPIC: BRANDING: DEFINITION, ADVANTAGES AND DISADVANTAGES

WEEK: 3

CLASS: JSS3

### DEFINITION OF BRANDING

This is the activity of giving a particular name and lineage to goods and services so that people will be attracted to them and want to buy them.

### ADVANTAGES OF BRANDING

1. It helps in easy identification of the agricultural products
2. It helps the buyer to easily remember what they want to buy.
3. The producer may enjoy some forms of monopoly when goods are branded.
4. It helps in the maintenance of quality
5. Prevention of products adulteration.
6. It helps to increase sales (turn over) of farm produce

### DISADVANTAGES OF BRANDING

1. It increases the cost of production
2. Some products are difficult to brand e.g vegetable and fruits.
3. It causes confusion among consumers
4. Producers do find it difficult to maintain consistent quality

Branding is marketing technique used by business to create the desired image for a product or company in the minds of the consumer. Examples can demonstrate to small business owners how to use branding effectively for their enterprise.

Symbols: branding often takes the form of a recognizable symbol to which consumers easily identify, such as logo. Common examples include the Nike, swoosh, the golden arches of McDonald's and the apple used by Apple computers.

Slogans: Like symbols, slogans build a brand image. Slogans are successfully used in industries such as insurance to make consumers associate insurers with trust, such as "Hypo go wipe, cow bell, our milk," and "Peak it's in you." As with known logos, a successful slogan becomes ingrained in the minds of consumers and may remain there for as long as the company stays in business.

Differentiation: Companies can use branding to differentiate themselves from the competition. For instance, a business can position itself as being an innovator, indicating that its competitors offer the same products or services it has been providing for years. In a time where environmental concerns are important to consumers, a business can also attempt to brand itself as operating more cleanly and

efficiently than the competition .another common techniques is lower is to use branding to create an image of always offering the lowest prices.