

10. Zakon proširenja

Najlakši način da upropastite brend je da stavite njegovo ime na sve.



11. Zakon prijateljstva

Da bi izgradio brend, vodeći mora
da pozove i druge brendove:

*Pepsi

12. Zakon generičke kategorije

Ime koje je preuzeto iz generičke kategorije može da bude put u neuspeh.



*Moja voda / Voda Voda



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13. Zakon kompanije

Brendovi su brendovi.

Kompanije su kompanije.



क्या है वो ब्रांड ?

क्या ब्रांडों के बारे में ?

*P&G



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14. Zakon podbrendova

Ono što brendiranje gradi,
podbrendiranje može da upropasti.



"We knew we needed different spots that would talk about 'Defy Convention' in a completely different way. So by showing Venus Williams in a fashion way, it really does defy convention. Being able to execute the campaign in completely different ways makes this campaign so much stronger," explains Incent about this commercial that portrays tennis superstar Venus Williams as a fashion goddess.



15. Zakon izdanaka

Postoji zakonitost

kada i kako napraviti drugi brend.



16. zakon oblika

Kreirajte logo tako da se uklapa u pogled.





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17. Zakon boje

**Brend mora da ima boju koja je
suprotna boji glavnog konkurenta.**



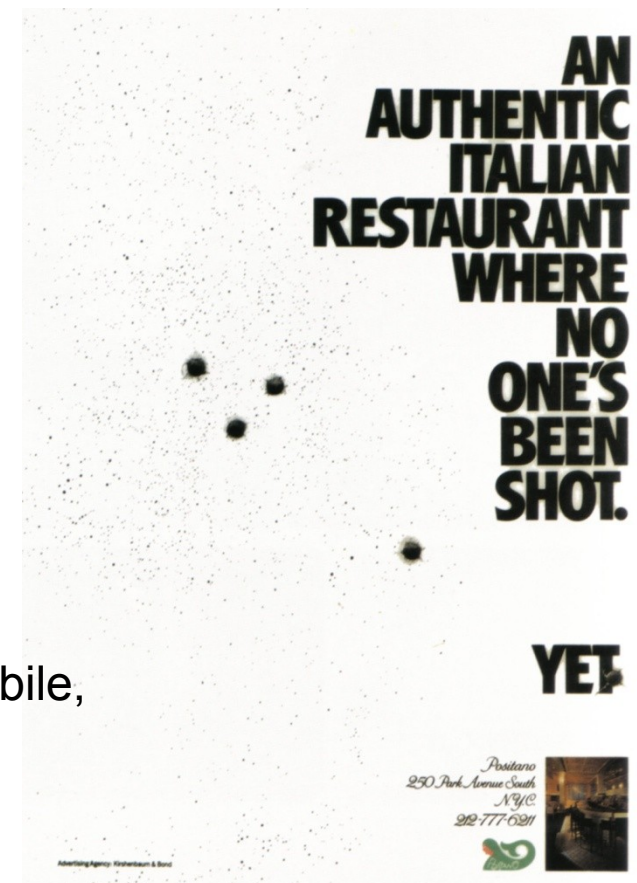


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18. Zakon granica

Brendiranje je jedna od poluga u globalizaciji.

Po pravilu ne sumnjamo u:
švajcarske satove, nemačke automobile,
francuska vina, francuske parfeme,
talijansku garderobu...



**AN
AUTHENTIC
ITALIAN
RESTAURANT
WHERE
NO
ONE'S
BEEN
SHOT.**

YET

Positano
250 Park Avenue South
NYC
212-777-6911

Advertising Agency: Kohnstun & Boud



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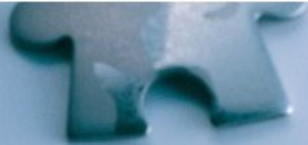
19. Zakon konzistentnosti

Brendovi se ne grade preko noći.



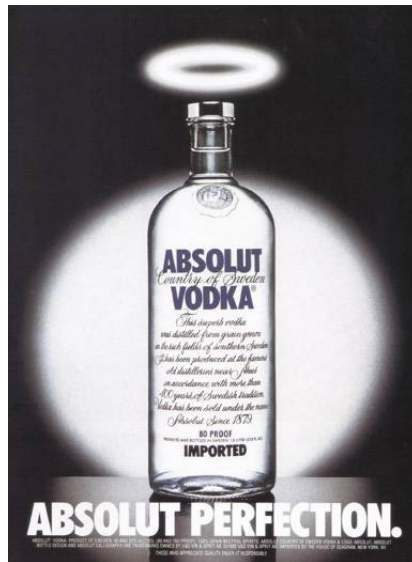
Poster 1986
Agency Ogilvy & Mather
This England's Guinness was a good taste worth exploring.

Poster 1986
Agency Ogilvy & Mather
Typographic styling in beautiful handwriting gave an added visual dimension.



20. Zakon promena

Promene u branding konceptu ne smeju da budu česte!

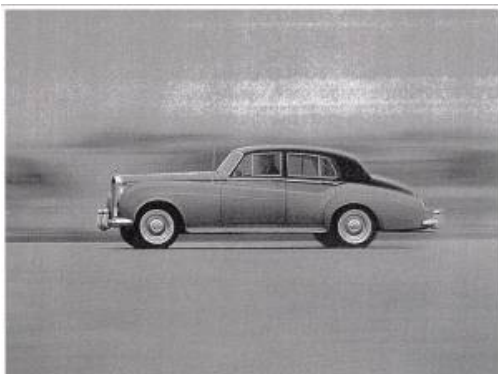




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21. Zakon smrtnosti

Nijedan brend ne živi večito!



The Rolls-Royce Phantom II. © 1936 Daimler-Benz AG. All rights reserved.

"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock"

"What makes Rolls-Royce the best car in the world?" There is really no single answer to it—it is merely patient attention to detail," says an evasive Rolls-Royce engineer.

1. The motor is the loudest noise in the car. The other noise is the electric clock. The loudest noise is the electric clock. The loudest noise is the electric clock. The loudest noise is the electric clock.

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22. Zakon jedinstvenosti

Najvažniji aspekt brenda je jedinstvenost.



Šta su brendovi zapravo?

Reči koje ljudi koriste kao zamenice za određenu običnu reč.



Zakonnosti brendiranja

“Sve je kako se nekom čini!”
Aristotel

