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8 TYPES OF BRANDING

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Personal Branding

As the name suggests, this type of branding is specifically associated with a person. This would work best if you're a solopreneur or self-employed and starting a venture of your own. For instance, if you're a freelance writer or designer, you can opt for personal branding for your website and portfolio. Similarly, if your business is somehow related to your personal being (if you're a celebrity or famous person), this would also work great for you! Although, do keep in mind that not all people require personal branding. You can be famous and still keep your brand different from your personal image. The biggest benefit of personal branding is that you can leverage your existing fame to get more business. However, it can often backfire sometimes. That's because if something happens in your personal life, it can affect your business too.

For instance, Jeffree Star, the owner of a cosmetic brand by the same name, recently got into a controversy. And because of that, his new cosmetic line wasn't as successful as the previous ones.

So, while personal branding can be helpful, it also has the potential of disrupting your business based on your personal life events.

Service Branding

It is entirely focused on the service that an individual or a company is providing. So if you decide to follow this branding, remember, all that matters is the service you provide to your customers and that it needs to be excellent.

In simple words, you develop a trustworthy relationship with your customers using your service. Also, keep in mind that as a company, you can provide the services in different ways.

It can either be through a helpline, physically visiting the store, or even interacting with you face to face.

All you need to make sure is that they have the best experience in every case.

There are different elements of service branding that control each other. Since the number of channels through which the customers can contact you, it has become a little challenging to ensure the quality of service on all the platforms.

However, even if it is difficult, you should still prioritize it. The better the service you provide to your customers, the more your company will improve its reputation in its customers' eyes.

The most common businesses in the service branding include travel agents, hotels, and airlines. It could also include management or marketing consultancies.

It's because all of these industries are based on customer satisfaction. Get a good review out there, and people will come in, and a bad review holds the equal potential to disrupt your brand image.

Service Branding cont.

For instance, Emirates was one of the first airlines to introduce a travel safety kit in recent times. They're also ensuring that all SOPs are followed so the passengers can travel safely and comfortably.

Even initiatives like these can strengthen your service branding. And if you are in the service or hospitality business, you'll need a lot more of these!

Product Branding

It is one of the most commonly used types of branding because it's based on your product. For that reason, you can see this type everywhere, expressed through various colors, images, illustrations, drawings, and words.

The primary principle behind this is to keep the customer journey and decision-making in mind. Another essential factor that is considered is the competitors who are working selling the same product as you. You have to brand your product to solve your customer's problem creatively and uniquely.

So, it all depends on how effectively you use all the elements and brand strategy you create.

Here's an example of product branding being perfectly executed by Kirk's Soap. Notice how they've leveraged the sustainability aspect to brand their product and make it more likable.

Cultural Branding (AKA Geographic branding)

Geographic or cultural branding is not very different from one another. That's because both types consider the geographic or cultural conventions of their target audience to brand the business.

It attracts people's attention because of the geographic or cultural association. And that is a leading reason why it's primarily used to increase tourism by highlighting the specific attractions, setting them apart from all the other countries.

Cultural branding focuses on an area's cultural aspects to get tourists and increase the revenue being generated.

A great example of this can be Times Square in New York, an attraction for many tourists and allows the country to get many tourists.

Retail Branding

Retail is connected with the word 'retailers,' which means stores and retailers selling different products under the flagship on one brand. However, some retailers tend to sell only the products that belong to their brand.

But to do that effectively, they need strong retail branding. There most prominent examples of successful retailers include Apple and even Amazon, who sell their own branded products and have stores worldwide. However, the latter also has several leading brands' products under one roof.

This branding is beneficial for eCommerce brands because of the recent shift towards online shopping.

Online Branding

Online branding encompasses all kinds of brandings with an online space or wants to leave a digital footprint.

It includes all the online ads, posts, web design, websites, landing pages, even the message replies that the customers receive.

Online branding and offline branding are different, but they tend to go hand in hand and are connected in many ways. For example, the way the staff responds to the customers online will be the same way the team responds to the customers offline. The various teams will use the exact choice of words to maintain a similarity; otherwise, there will be a difference in the brand identity.

However, even for online branding, a proper brand strategy is maintained. Once you have that strategy, the content and everything else, including the design and marketing campaigns, are based on the branding. This consistency is critical in highlighting and promoting brand values.

Offline Branding

As mentioned above, offline branding and online branding go hand in hand, but there are some differences between them, setting them apart. So let's see what those differences are.

Offline branding happens offline, which includes all the offline channels like printing or in-person meetings. However, much like online branding, offline branding can encompass all the different types of brandings.

Examples of offline branding can be the food companies and how all the offline branding that they do, including the boxes, labels, and everything else, is entirely and fully aligned to their colors, logos, brand values to make sure that the customers remember what the brand looks like and can recognize it anywhere.

In fact, the packaging is one of the most significant elements of offline design. That is how most major companies like McDonald's can move towards customer retention – by focusing on branding even in offline channels.

Corporate Branding

And finally, we're onto the last type of branding – corporate branding. Corporate branding focuses on the look and the success of a business. It involves everything, including the products, services, employees, name, suppliers, and every other possible connection to the company.

Suppose a company has established itself as a luxury brand in its audience's minds. In that case, all the products that it sold will be expensive and luxurious, and they will attract a specific type of audience. On the other hand, if a brand has established itself as an affordable brand, its customer base will be entirely different.

The best yet the most appropriate example of this type of branding involves the automobile industry.

Think of Mercedes and how it has established corporate identity to be very expensive and luxurious. Therefore, all the services and the products they provide are of a different standard than the brands that have the reputation of being affordable.

Corporate branding also has brand guidelines to ensure that the employees and the employers are also on the same page. The brand guidelines cover all of it through visual representation. Now, brands have shifted over to the internet, so they are now paying more attention to maintaining the right digital presence.

Remember that corporate branding goes a long way, so keep your design trends up to date and align with the brand values and positioning.

You've Reach The End...

In simple terms, branding is a part of marketing. The brands create an identity using different colors, symbols, and designs to ensure that the brand is identifiable by potential customers. At the same time, it's a representation of the company and how you'd like people to perceive it.

Branding helps create a long-lasting impression. But more importantly, it enables you to distinguish yourself from your competitors.

You can leverage your branding to develop different company areas. This can include marketing collateral, advertisements, merchandise, logos, and print media.

ref. <https://govisually.com/blog/types-of-branding/>

[Click here to access the Business Branding Questionnaire](#)

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