

Abdelhafid Boussouf University Center – Mila

Institute of Economic, Commercial and Management Sciences

Departement of Economics

LECTURES ON : Brands, Products, and Packaging

Addressed to 3RD year economics students – Second semester

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Lesson: Brands, Products, and Packaging

1. What is a Brand?

A brand is more than just a logo or a name. It represents the overall identity and reputation of a company, product, or service. A strong brand evokes emotions, builds trust, and distinguishes itself from competitors.

2. Components of a Brand:

a. Brand Name:

The brand name is the primary identifier of a product or service. It should be memorable, descriptive, and reflective of the brand's values and personality.

b. Brand Logo:

The brand logo is a visual symbol that represents the brand. It should be distinctive, recognizable, and resonate with the target audience.

c. Brand Identity:

Brand identity encompasses the visual and verbal elements that convey the brand's personality, values, and promise to consumers. It includes aspects such as colors, typography, imagery, and tone of voice.

3. What is a Product?

A product is anything that can be offered to satisfy a need or want. It can be tangible (physical goods) or intangible (services), and it includes features, functions, and benefits that provide value to customers.

4. Types of Products:

a. Goods:

Goods are tangible products that consumers can touch, feel, and use. They include items such as clothing, electronics, and household appliances.

b. Services:

Services are intangible products that provide value through actions or performances. They include activities such as healthcare, education, transportation, and consulting.

5. What is Packaging?

Packaging refers to the container or wrapping that encloses and protects a product. It serves practical purposes, such as preserving the product, facilitating transportation, and providing information to consumers. Additionally, packaging plays a crucial role in branding and marketing.

6. Importance of Packaging:

a. Protection:

Packaging protects products from damage, contamination, and tampering during storage, transportation, and display.

b. Promotion:

Packaging serves as a marketing tool to attract attention, communicate brand messages, and differentiate products from competitors on the shelf.

c. Information:

Packaging provides essential information to consumers, such as product ingredients, usage instructions, nutritional facts, and safety warnings.

7. Conclusion:

Brands, products, and packaging are interconnected elements that play vital roles in shaping consumer perceptions, influencing purchasing decisions, and building brand loyalty. Understanding their significance and effectively managing them is essential for business success.

Key Terms:

Brand - العلامة التجارية

Product - المنتج

Packaging - التغليف

Brand Name - اسم العلامة التجارية

Brand Logo - شعار العلامة التجارية

Brand Identity - هوية العلامة التجارية

Goods - السلع

Services - الخدمات