

Nalanda open university, Patna

Course - M.A. in journalism and mass Communication

MJMC - part - 2

Paper - 10

Advertising : Theory and practice.

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Topic - Brand and Brand Ambassador.

Brand means the reputed products of reputed companies. It is to say 'Brand is enough', 'Name is sufficient'. It is to also say 'Jo dikhta hai Wahī bikta hai' concept of brand is the proved and interesting part of marketing field. Brand stands for highly competitive and self-recognised established products available in market. The product of Tata, Maruti Suzuki, Ashok-Leyland, Hero, Honda, TVS, Yamaha etc. are known to all. Customers are always ready to buy the products of these companies in automobile field without any doubt and hesitation. It means : the patent product of such companies are known to all. This is value of brand. Similarly in different fields - as 'Textiles' - clothes and readymade garments, cosmetic goods, grocery, 'foot-wear' etc., reputed companies products are brand. Customers always demand for branded goods. So, in marketing field brand is important. Customers are satisfied with such products. There is clear-cut concept in mind of pur-

chasers about the quality, designing, durability, pricing etc., about branded products. Other than these there is a symbolic meaning of Brand too. Customers have deep concept in their minds regarding brands, that's why they are always eager for such products. Brand creates image of products towards customers. As far as the term Brand is concerned it stands for publicity of government and other bodies policy, plan, message for health-campaign, social affair etc. for example Amitabh Bachchan is the brand-ambassador of Polio-eradication programme. He also promotes the policy of government : 'swachh Bharat', 'Satyagraha se swachhagrah tak' other than Big-B there are so many examples of eminent personalities who are working for different welfare policies as Brand-ambassador.

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