

“A STUDY OF DYNAMIC BRANDING V/S STATIC BRANDING – A CHALLENGE OF CHANGE – REDEFINING DYNAMIC BRANDING PHILOSOPHY “ AN EMPIRICAL STATISTICAL ANALYSIS OF PROCREATIVE DYNAMIC BRANDS IN INDIA.

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1. Introduction :

Basically brand –represent a static symbol, identity or representation of a company or group of companies or product ranges of a company. The article want to discuss how to bring “brand” dynamics, how the brand can become dynamic either by the company or by the market changes the brand identity and what it represents. So The paper want to redefine dynamic brand philosophy traditionally limited with symbol, color change , structural “representation “ changes , than the changes in the whole “ perception” of a brand , the brand moving from a small product, concept to the whole range of sector.

1.1 Introduction to Research :

The research want to go into the brand analysis on the basis of it’s dynamism. The research want to investigate into some proactive companies with a empirical survey of it’s customers to understand **whether the company is trying proactively to change “its brand identity” expand the horizons of company product range or as a reaction to changing market conditions or whether the changing pattern of customer behaviour and company’s speedy changes is changing the “brand identity”**- here brand identity means - changing it’s brand identity, image, message and perception about it’s quality and what it really (product /group of products/ sector/idea/back ground philosophy to stick on to herbal pdts only /green pdts only/ life saving drugs only/ environmental protection pdts only /complete non use of chemicals and preservatives/ use of only completely bio-degradable from package to product philosophy etc..) the company / brand want to “make a statement “ about itself. What is it’s “total marketing communication” to it’s customers, middle men, retailers, wholesalers ,marketing executives and all the stake holders – inclusive and exclusively – “ make the complete market spectrum” of the brand/ company. No such research has been executed till now .So this research.

The research want to bring out when a “market “ itself change a company’s brand image and identity, makes a stronger impact on the expanding market of company **rather than** a “proactive” company want to change its logo, color, pattern to bring changes in it’s brand identity and image. Mostly the proactive change can be a reaction to market and it’s competitors. This forms the basic hypothesis of research put to proof in the following humble research and forms the foundation of our research objective.

The empirical survey will be conducted on retail customers and retail products in small retail shops. The survey takes stratified sample of customers and retail shop owners and investigate five famous company brands. Brands that are reviewed for the present research with statistical survey with a questionnaire to customers and retail shop owners are Colgate, Himalayas, Hindustan livers , kotekal , and pathanjali . The survey sample of the research data will put to test the hypothesis of research and will be analyzed using chi-square , t-test and other graphical representations on the different parameters of research to arrive at final conclusions and to drive home the new concept of the “brand dynamism” or “dynamic brand “ philosophy.

2. Literature Survey :

2.1 Dynamic Brand:

Throughout history, most brands have been intentionally static — rigid brand guidelines developed with the goal of strict adherence, leaving little or no room for more flexible expressions of the brand. Often this included a singular mark, or perhaps two variations of a brand's logo intended for use against light or dark backgrounds. The fixed nature of the brand identity, consistently applied, was one of the most significant brand-building tools companies had at their disposal as they sought to create instantly recognizable brands.

To meet the demands of today's world, a brand's identity needs to be flexible enough to adapt for print-based media, digital channels, the physical world (like buildings and billboards), and a global economy. Your brand must be flexible enough to be just as relevant to a consumer riding the subway and looking at an advertisement on their iPhone in Shanghai as one walking the streets and experiencing your brand through a billboard in Times Square. This requires that brand managers learn to create dynamic brand identities: those that can freshen up, personalize, or contextualize their brand without losing sight of its core brand identity.

A dynamic brand is defined as a brand with more energy that can show change, movement and flexibility. Dynamic brands are often called living brands, because they physically change or move, reflecting the very definition of dynamism.

"A dynamic identity is essentially opening up one or more of the components [of a brand] to a dynamic influence," says designer Paul Davis.

2.2. The process of dynamic brand : brand's "kit of parts."

This is the first step in designing a dynamic brand identity and should contain the following elements:

1. A logo and/or mark
2. A typographic system
3. A color palette
4. Guidelines for using icons, photography or illustration
5. A methodology of approach

"Liquid identity is the term I use to describe the "kit of parts" that we make to design something," says Paula Scher, Partner at Pentagram. "If you take the notion of how identity was thought of in the Swiss international style there might be a mark or logo, type, and maybe some other trademark issues that were all put together very neatly in a corner.

Ref : brandfolder.com/branding-guide/dynamic-brand-identity

2.3 Common methods of creating a dynamic brand

While there are many ways to express a liquid identity, Here are a few of the more common strategies for anchoring brand in something consistent and recognizable, while maintaining the flexibility to adapt brand to varying circumstances, events, and audiences.

2.3.1 Containers (dynamic elements within a fixed container)

Many brands looking to create a more flexible identify choose to use their logo or mark within some set of boundaries. While the logo or mark is always present and recognizable, designers are then given the freedom to experiment and create something new within the boundaries of the container. The boundaries themselves and the logo or mark become the identifying aspect of the brand, but everything else is subject to change.

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Brand identity identifies a brand without being able to see the name. Examples include seeing segments of a logo illustration, or just a pair of colours together. It's remarkable how easy it is to identify a brand.

2.3.3 The components of a dynamic brand identity can include things like:

- Colour combinations
- Patterns
- Repetitive variation of something unique to the brand

Ref: [www.winterdesign.co.uk / components-of-a-dynamic-brand-identity/](http://www.winterdesign.co.uk/components-of-a-dynamic-brand-identity/)

2.4 Whys and Hows of Creating a Dynamic Brand.

In a basic sense it's a brand with more energy that can show change, movement and flexibility. Dynamic brands are often called living brands, because they physically change or move, reflecting the very definition of dynamism.

If a brand needs to be living, it needs to 'do' an awful lot more in this connected world than it ever has before. Marketing is increasingly about creating a platform for like-minded people to come together, to create their own communities and to form emotional attachments to something. A brand needs to connect in different ways with different audiences; it needs to represent a lot. A dynamic brand has the ability to be more emotional and express some of the many facets of an organisation, giving it opportunity to do this more effectively.

2.4.1 Brand change:

Everything changes. The entire world and everything changes daily. That includes people's work, its aims, the people and ideas involved in it. But particularly in the creative industries, should be modern, forward-thinking, agents of change almost; in fact, pretty damn dynamic. Any brand has to be authentic and reflective of a company. If it's not, it will fail. Fast one has to check oneself as a company with an open mind. . So being dynamic – flexible, multi-skilled and able to adapt to client needs – is essential.

2.4.2 Dynamic Brand Practically Working Process:

It's a common assumption that a dynamic brand means lots of different logos and therefore your brand is diluted and become less recognisable. Brand should represent

a lot of different concepts; representing something about company , it's clients, values, actions. It gives company a brand with limitless potential for change.

Ref : *www.creative-bridge.com/blog being-a-dynamic-brand*

2.5 Necessity of branding and dynamic branding :

Whether a Silicon Valley startup or a family bakery, a company rebranding can be one of the biggest stepping stones to growth. On average, organizations and brands change their identities once every seven to ten years. A successful rebranding can help attract new customers to a product as well as give existing ones a new perspective on a company and its values.

Many companies are perfectly well suited using a traditional, static identity. These identities typically involve a mark that may be used in a variety of applications, from business cards and letterheads to coffee cups and can openers. A static identity is the type that most people are familiar with seeing. It's the mark of a company that will remain the same no matter where, when or how it is viewed. The new type of brand identity is called dynamic identities and may appear different depending on any number of factors when viewed. Maybe the mark changes to better match the context it is placed in, or perhaps it is affected by the current time or temperature.

- *Airbnb: Birth of the Bélo*
- *Spotify looks to the past*
- *Lenovo thinks ahead :*
- *Warner Brothers uses thematic elements related to the film to influence the style of their opening logo.*
- *Portugal's Casa da Música created a logo generator that uses elements sampled from the building's architecture.*
- *The Nordkyn peninsula dynamically generates a new logo every 5 minutes using live weather conditions.*
- *Aol revamped its image with a dynamic new logotype against an ever-changing background after splitting with parent company Time Warner.*

When looking at familiar household name brands or newer tech startups, brands across the consumer spectrum are asking themselves if it makes sense to adopt a dynamic brand identity. A dynamic identity should aim to solve a problem that a static identity couldn't., a dynamic brand identity can position a company for exceptional user engagement and long-term growth.

Ref :*Mike Godlewski is a Yeti Alum. He designs and builds digital products to help solve meaningful problems. yeti.co article on blog states :7-successful-dynamic-brand-identities*

2.6 Delivering a Dynamic Brand

Rebranding has frequently been known to have a negative connotation. It was often a "damage control" band-aid; a quick fix for a business failure. However, in today's world, new brand identities, rebranding and a rebrand is now proactive than reactive, and even indicates health and wellness for a brand. In fact, the strongest of brands are more dynamic than ever.

Some of the most forward-thinking companies in the world utilize dynamic branding, which lets them freshen up their look and feel without losing their core brand

identities. It allows companies to tailor themselves to stay relevant to seasons and holidays, to make cultural statements, and to align themselves with other brands in the landscape. All brands need a strong, sturdy foundation before they shift.

2.7 Need for brands change their identity :

There are three main reasons for a rebrand: to launch new products, generate revenue, or emphasize a company's positioning and alignment. The first expanding business, the second reason is to generate revenue. Lastly, rebranding can also publicize a company's alignment or positioning. **It is** hard for brands to become dynamic as they grow. Maintaining a consistent brand is becoming increasingly more difficult, which means flexing and shifting your brand identity also becomes more challenging. A strong brand foundation is necessary for a company to become dynamic so this asset increase can derail that groundwork.

2.7.1 The Process Requirements to Deliver a Dynamic Brand

To deliver a dynamic brand, a company needs creative capacity, brand consistency, platformed logistics, as well as measurement and insights. Luke explains why creative capacity is important for dynamic branding: there are two brand identities — company's regular brand voice, and then this other brand voice for positioning or campaigns. There is a need twice the amount of team members to manage these two brands, and execute them both equally well." Truly dynamic branding is usually executed by many different teams and requires a larger creative capacity for any organization.

It needs brand consistency as it is key to dynamic branding, Logistics are also a huge part of building a dynamic brand. Lastly, keeping a close eye on analytics throughout this process is crucial in the evolution of a brand.

Ref : brandfolder.com/blog/dynamic-brand :- Delivering a dynamic brand article from by Lauren Schutte.

3. The Main Objectives :

The main objectives of this research paper are focused on two major objectives to find how the brand dynamism is taking place in India. A sample survey of five main companies is used in research to find brand dynamism of the Indian companies.

- a) To study the brand dynamism of the Indian market with reference to Indian companies with international market presence.
- b) To study the customer reaction and satisfaction with reference to brand dynamism.
- c) To study the owners of the retail shops dealing with the products of survey company products (marketing personnel).
- d) To study and understand any other issues related to the subject matter of the research.

4. Methodology or Research :

The research methodology of this research is based on empirical survey study by way of questionnaire survey of fifty retail shops and on their owners (those in charge of the marketing in each shops) and two hundred and fifty customers (fifty from each brand of the survey selected company) as the respondents of research in Mysore.

The research will include a secondary survey of management books, journals, conference proceedings to find the gap of study and arrive at the main objectives of research. The methodology will analyze the pros and cons of brand changes and brand dynamism in Indian multinational companies.

The methodology is focused on finding the customer reaction with level of brand dynamism as per customer and the retail shop owners is assessed on brand image, brand idea, its brand background philosophy (from just herbal/just tooth paste/ayurvedic medicines/life saving drugs/wellness general products etc.), its brand USP (unique selling proposition) projections and whether brand projections change from just green/herbal/paste etc to larger spectrum, whether brand projections change from just environmental protection to larger sphere of retail goods/all types tooth pastes/all types of herbal-ayurvedic medicines etc., whether brand projections change just “complete non-use of chemicals in the making of products” to larger sphere of retail goods/all types tooth pastes/all types of herbal-ayurvedic medicines etc., whether brand projections change just complete non-use of preservatives with products to larger sphere of retail goods/all types tooth pastes/all types of herbal-ayurvedic medicines etc., whether brand projections change just “completely bio-degradable” products and packaging to larger sphere of retail goods/all types tooth pastes/all types of herbal-ayurvedic medicines etc..

The research also is focused to find the respondents views on main Brand Dynamism Parameters which might have occurred due to company’s own effort as reaction to the competition or automatic phenomenon taking place in market about the - market driven customer forces and perceptions on “brand”. The study will find whether the brand style is dynamic w.r.t the “total meaning and communication” to cover greater degree of products/group of products, Product range or sector.

The research will find whether the brand change is future oriented, customer oriented, growth oriented, better sustainability (make company to sustain the market for long years – decades), competitive edge in market, ability to make huge profits, and whether such changes will make the company a leading ayurvedic/retail/toothpaste/ayurvedic medicine market And their changing speed of brand style and customer perception on brand.

The above survey on the customers and the retail shop owners as respondents – random sample of customers are selected, but the shop owners are selected on the basis of convenient sampling. The researcher hope this will not effect on the final outcome and conclusions of research : Brands that are reviewed for the present research with statistical survey with a questionnaire to customers and retail shop owners are Colgate-Palmolive, vicco vajradanti, Hindustan livers, kotekal, and pathanjali. The survey sample of the research data will put to test the hypothesis of research and will be analyzed using chi-square, t-test and other graphical representations on the different parameters of research to arrive at final conclusions.

The Stratification On the Basis of Cadre of Respondents – Table:

The stratification of data of respondents selected - survey Sample Size		
=====		
<u>owners</u>	<u>retail shops</u>	<u>Total</u>
50	250 / 50 per brand	300
=====		
Brand I - Pathanjali – started with herbal products and tooth paste have grown into all products like provisions to beauty products , soaps and detergents market. Now an intergrated brand of all retail products. (danthakanthi –around 40%) and 10% of consumer goods market around 20thousan crores appro)		
=====		
Brand II – Hindustan livers –retail beauty products and soaps brand (around 38% of soaps market to the tune of 22 thousand crores)		
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Brand III – Kotekal- herbal and ayurvedic medicines brand (around 30%)		
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Brand IV – vicco vajradanti ayurvedic tooth paste brand (4% -400 crores)		
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Brand V – colgate tooth paste (colgate Palmolive)brand (52%)		

5. Statistical Analysis and interpretations : The statistical analysis as follows:
Part – I : Customer Reaction With Level Of Brand Dynamism :

Analysis Of Five Brands From Retail Shop Owners And The Customers.

I) First factor of the research’s Interpretation – tendency analysis -owner of retail shops and customer’s views on “their satisfaction on brand dynamism of Indian brands” (they sell or use) medium and high owners : medium customers : high and medium.

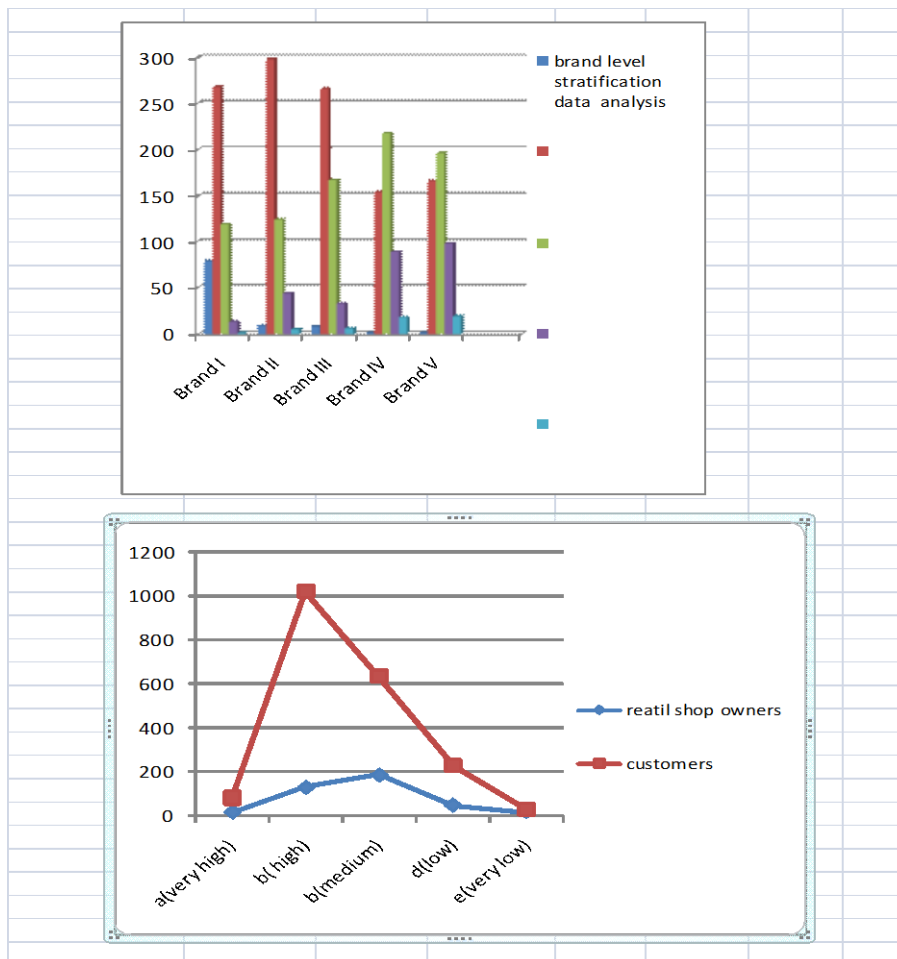
Part - I : Customer Reaction With Level Of Brand Dynamism :

Analysis Of Five Brands From Retail Shop Owners And The Customers.

A factor analysis, chi-square analysis and T-test results of respondents (marketing executives v/s dealer executives) study , analysis and Interpretation

Brand dynamism .

The survey with statistical analysis reveal following aspects with reference to the rating of the level of the factor above mentioned from the respondent rating .



The above shown factor analysis shows that the data is strong enough to take up interpretations on the data collected by the survey. The correlation between the preferences between different brand (five brands - Colgate-Palmolive, vicco vajradanti, Hindustan livers , kotekal , and pathanjali) are not evenly distributed as it shows that the respondents from all brands are not isomorphic on this parameter. The correlation between the preferences between different class of respondents (owners v/s customers) are not evenly distributed .

Interpretations: The first brand show a vertical growth tendencies from a simple ayurvedic herbal medicine brand into a complete retail market potential and image growth , and on brand dynamism towards positive figures and show that there is brand dynamism in Indian market.

II) BRAND DYNAMISM PARAMETERS :

(brand change due to company effort or auto - market driven image)

Second factor of the research's Interpretation – tendency analysis

owner of retail shops and customer's views on brand dynamism parameters of Indian market and each brands they sell or use medium and high

owners : medium customers : high and medium

Part – II : Brand Dynamism Parameter analysis

Analysis Of Five Brands From Retail Shop Owners And The Customers.

A factor analysis, chi-square analysis and T-test results of respondents (marketing executives v/s dealer executives) study , analysis and Interpretation

Brand dynamism .

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6. Suggestions and conclusions :

The final suggestions and conclusions of the research state that the brand want to grow with “world class” brand image from a “limited brand identity “ to “sector “ identity it has to happen with the customer view point , perception and market acceptance. It cannot happen with just company's initiative of change of symbol, color combination etc.. of the brand, by changing cosmetic changes with brand symbol.

For example the first brand in study is the “Pathajali “ just started with a herbal few product identities and moved on strong foundation with famous products such “ Dhathakanthi “ tooth paste and other beauty and detergent products and finally they have landed with “ retail product “production and distribution company, retaining it's herbal image in it's background. The second brand – Hindustan livers though has grown to a number one “soaps and detergent “ leader from few beauty products to all range of soaps and detergents and beauty products, the brand has stationed itself as “static” from many decades. It's market is shaken by Pathajali.

The “kotekal “ brand though a very famous “brand “ of ayurvedic medicines with it’s free advice doctor clinics in it’s selected city outlets with enormous distribution strength in Indian and abroad, yet remains as a “ static “ brand and very lethargic to penetrate into other products, product ranges and sector market. It has not utilized it’s brand name and image effectively to its brand dynamism or expansion of it’s brand image and identity.

The brands like “colgate “, being leader of tooth paste market in india , has used reaction brand image and identity changes rather than action oriented in it’s approach. For example it wanted give a herbal and ancestral image suddenly to it’s brand like – it uses “salt”, “clove oil” or “vadhashakthi” etc.. has not been accepted by the Indian customers and market. It cloud not change it’s brand image.

The vicco vajardanthi bring a ayurvedic tooth paste brand has adopted the philosophy of “static” brand image and identity ,with a limited niche market holding and company is content with its product and market share . This is a very negative aspect of any brand . because unless a brand grows and moves from its “static “ image into a “larger “ identity dynamically it may meet its end in the market with larger company with the same philosophy as its foundation philosophy. This is warning to this company to move ahead in brand dynamism rather than holding on a single product and be content with it.

So the “brand dynamism should be inbuilt in the DNA of the company from it’s birth and growth like Pathajali. It went on changing it’s brand image, identity and product ranges on a continuous basis and now the Indian market started changing it’s image and identity to larger spectrum of a sector. This is not only evolutionary is also revolutionary as the evolution takes place in very fast pace and speed. By the market driven forces rather than company driven initiatives. So it holds a strong foundation of brand dynamism in India.

The final conclusions of research is “ the sustainable brand dynamism of any international brand requires continuous growth of quality product ranges from company without losing grounds in their roots – root “brand name, image , identity and philosophy” and the continuous change – or “kaizen “ based brand dynamism initiative should be in the DNA of the company from its entrance, birth and growth in the market rather than “just company advertisements and promotional initiatives.

The final conclusion of the paper is if a brand adopts “dynamism “ as it’s basic philosophy of growth from a small product range to larger sector in the due course of time , the product /brand or company may meet waterloo by it’s competitor which adopts better brand dynamism in the market .