

The History of Branding

Шакула Є.А.

Науковий керівник – Рибко Н.В.

In this report the analysis of branding evolution is conducted. First of all the definition of brand is given, the functions it provides are described and the examples of these functions are featured. Also in this report the arguments are adduced about good features of branding for both companies and consumers. Then the information about the influence of branding on different companies is considered. Given examples show that branding can affect companies in both positive and negative ways and also they demonstrate the fact how branding gives a possibility for goods with quite similar features to differ from the other and also identify among the other ones.

Then closer look at the history of branding is given. In this part of work the myth about branding being a phenomenon of a modern day is dispelled. Examples given in this report show that the history of branding is much richer than some people tend to think. These examples help to track the history of the branding – from the very beginning, when the evidences of advertising dating back to 3000BC have been found among the Babylonians, further to the branding of cattle and livestock in the 1300s BC, then to the potter's marks on pottery and porcelain in China, Greece, Rome and India, followed by the Medieval times when printers used watermarks to differentiate their products, to the 1200s when bread makers, goldsmiths and silversmiths in England had to put their marks on goods to differentiate and to insure honesty in measurement.

Depending on above mentioned it is stated in this report that it is quite naturally how branding ended up the last stage - the development of mass-production, expansion of international markets required the instrument which would help goods to struggle their part among the local ones which raised the importance of branding.

In conclusion underlying needs from which branding has originated are considered as the following: to insure honesty, provide quality assurance, identify source or ownership, hold producers responsible, and differentiate, as a form of identification and to create emotional bonding and also it is assumed that nowadays people value brand for many of the same reasons as in the past.