

Brands and their Meaning

A hand is shown holding a wooden block with the letter 'B' on it, positioned above a stack of four wooden blocks that spell out 'R', 'A', 'N', and 'D' from top to bottom. The blocks are light-colored wood with black letters. The background is a plain, light-colored wall and a wooden surface at the bottom.

B

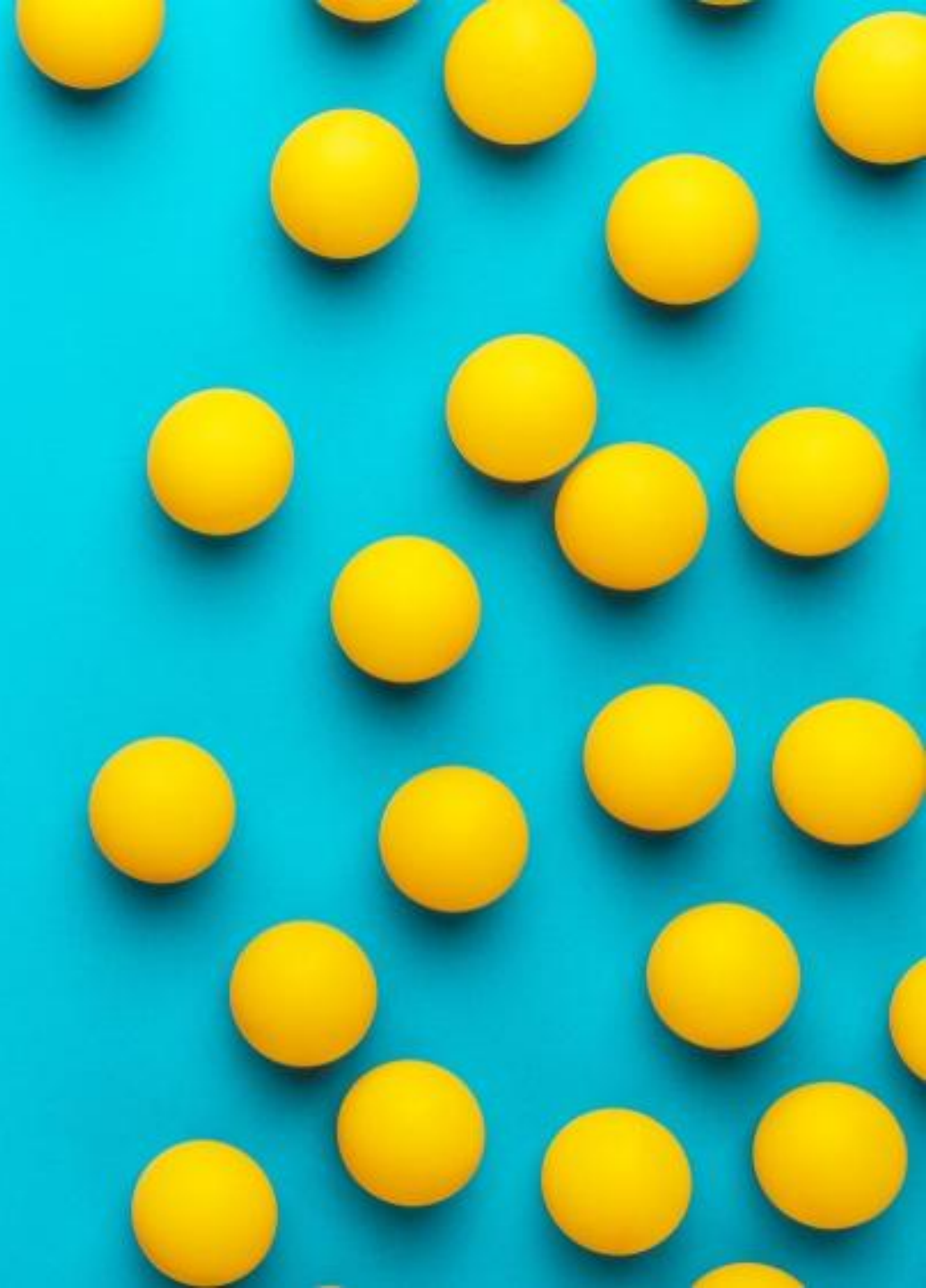
R

A

N

D

There are 300 million companies in the world, that means there are a minimum of 300 million brands.



**The pharmaceutical industry
vacillates between Generic brands,
OTC brands and Company brand**



What brands do?

- Make me look good
- Make me feel good
- Make me attractive
- Make me better
- Make me exclusive
- Make me smart
- Make my role meaningful

A brand is a time saving device



Who is extra in the triangle?

Consumer

Influencers

Doctors

Dentists

Painters

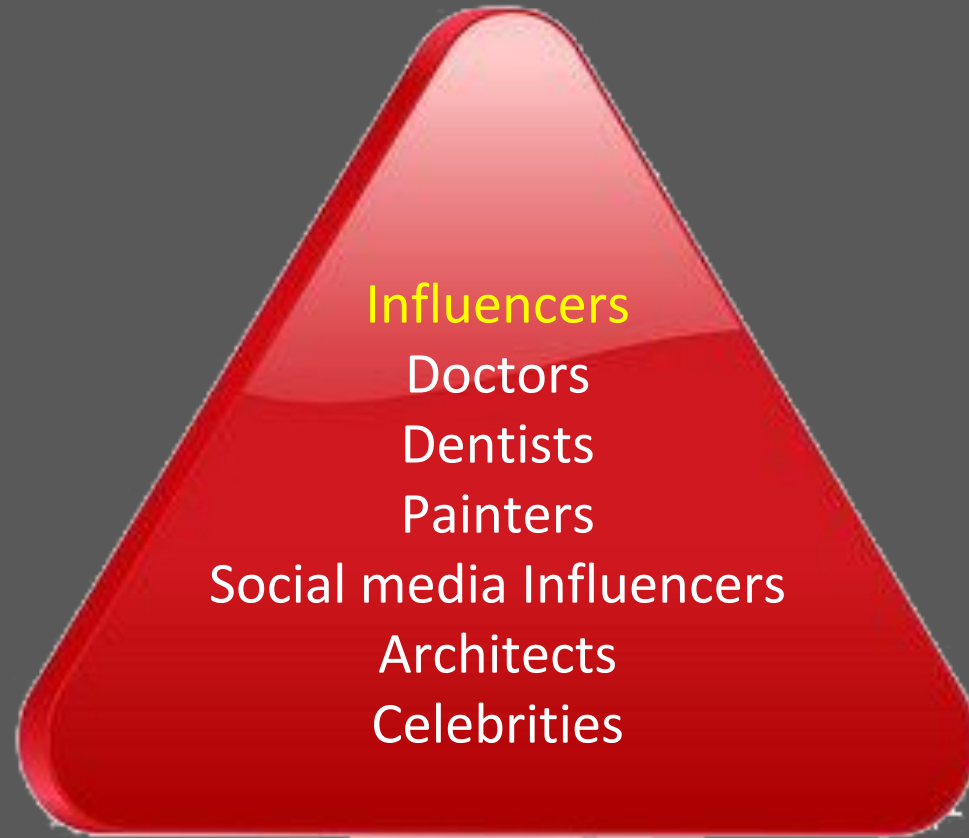
Social media Influencers

Architects

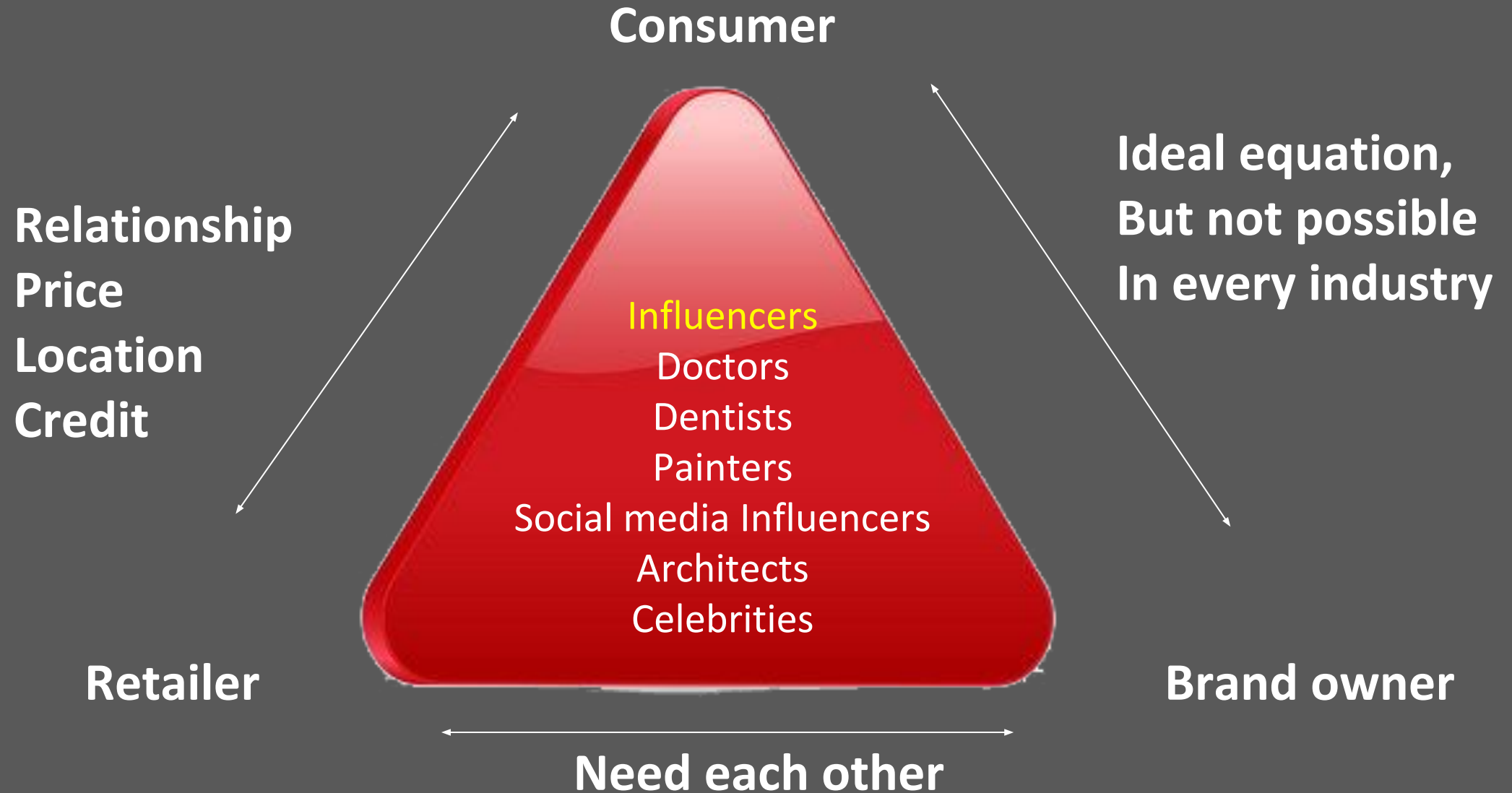
Celebrities

Retailer

Brand owner



Who is extra in the triangle?



Why do brands die?

- **Poor Quality**
- **Poor Value**
- **No distinctiveness**
- **Poor Innovation**
- **Poor distribution**
- **Over leverage**
- **Poor advertising**
- **Technology disruption**



The Graveyard of Indian Aviation Industry

2018 Worlds most valuable brands

Brand	Value in Billion \$
1.Apple	214
2.Google	156
3.Amazon	101
4.Microsoft	93
5.Coca Cola	66
6.Samsung	60
7.Toyota	53
8.Mercedes	48
9.Facebook	45
10.McDonalds	43

6 Technology brands
2 consumer brands
2 Auto brands

Source: Interbrand

Ones marked in red - Brand value has declined in 2018

2018 India's most valuable brands

Brand	Value in Billion \$
1.Tata's	10.9
2.Relaince Industries	5.9
3.Airtel	4.5
4.HDFC	4.15
5.LIC	3.9
6.SBI	3.6
7.Infosys	3.35
8.Mahindra	2.54
9.ICICI	2.34
10.Godrej	2.34

3 Criteria:

1. Financial performance of brand
2. Role of brand in influencing consumers
3. Strength of brand- I e premium

4 consumer brands

6 conglomerate brands

Top 10 celebrities on Twitter in India - Millions

Rank	Twitter Profiles	Followers
1	<u>Narendra Modi (@narendramodi)</u>	50
2	<u>Shah Rukh Khan (@iamsrk)</u>	38
3	<u>Amitabh Bachchan (@SrBachchan)</u>	38
4	<u>Salman Khan (@BeingSalmanKhan)</u>	38
5	<u>Akshay Kumar (@akshaykumar)</u>	32
6	<u>Virat Kohli (@imVkohli)</u>	31
7	<u>PMO India (@PMOIndia)</u>	30
8	<u>Sachin Tendulkar (@sachin_rt)</u>	30
9	<u>Deepika Padukone (@deepikapadukone)</u>	26
10	<u>Hrithik Roshan (@iHrithik)</u>	26

Top 10 celebrities on Instagram in India-millions

Rank	Twitter Profiles	Followers
1	<u>Priyanka Chopra (priyankachopra)</u>	44
2	<u>Virat Kohli (virat.kohli)</u>	41
3	<u>Deepika Padukone (deepikapadukone)</u>	39
4	<u>Alia Bhatt (aliaabhatt)</u>	37
5	<u>Shraddha Kapoor (shraddhakapoor)</u>	34
6	<u>Jacqueline Fernandez (jacquelinef143)</u>	32
7	<u>Akshay Kumar (akshaykumar)</u>	30
8	<u>Anushka Sharma (anushkasharma)</u>	28
9	<u>Katrina Kaif (katrinakaif)</u>	27
10	<u>Neha Kakkar (nehakakkar)</u>	27



The pharmaceutical industry needs to rethink its approach to brands despite regulation.

A white mortar and pestle sits on a rustic wooden table. In the background, an open book with aged pages is visible, along with a glass jar containing green leaves. The scene is softly lit, creating a warm and scholarly atmosphere.

Summary