

# БРЕНД: ОТ ИСТОРИИ ДО СОВРЕМЕННОСТИ

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# Belgorod Secondary School 42



## **Brand: from History to the Present**



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## RELEVANCE



I am interested in the topic “Brand”. This is logical. On the one hand, school 42, where I study, has its own brand. This is expressed in the emblem and motto: “solving problems with an asterisk”. My classmates and I like it. It's great to come to your favorite school on the first of September and take a picture against the background of the school brand. On the other hand, being a high school student, my peers and I are thinking about how we will look at the graduation party. I assume that any young girl faces the dilemma of what to buy and how to look. I carefully think through my wardrobe before attending school. Being a supporter of the casual style, I prefer an immaculately white blouse and strict black trousers with a loose fit. It's convenient. In order to emphasize the formality of the style of my everyday clothes, I wear a strict black tie. This choice is not accidental. I inform everyone that I came to school to study, not to have fun. I need knowledge. I like Francis Bacon's thesis: “Knowledge is power”. However, when visiting fashionable boutiques and shops of modern youth women's clothing in our city, sometimes there is a difficulty with buying clothes or shoes — who is the manufacturer of the product, what does this or that abbreviation of this or that trademark mean, why are the trademarks in English, how good is the product? To find answers to such questions, it is necessary to know at least primary information about a particular brand of clothing or shoes for a modern young girl. I am thinking about complementing my official style of clothing with a strict portfolio of the French luxury trading house Pierre Cardin. Although why French? Times have changed. Let's look at the issue of the brand together.

# 1. HISTORICAL OVERVIEW

There are many assumptions about the history of the brand. Each researcher claims the originality of his version. One of these versions says that the term brand comes from the ancient Scandinavian language, which the English call Old Norse. Some Viking clans stopped robbing and began a peaceful life. They began to engage in cattle breeding. Pets did not understand the boundaries of the residence of one or another family clan of the ancient Scandinavians. Therefore, there were quarrels between neighbours. Sometimes these quarrels turned into internecine conflicts, accompanied by fist fights and violent fights between men. Often weak men died in these fights. Realizing the futility of losses, pets were branded. So, there was an assumption that the term “brand” originated from the ancient Scandinavian word “brandr”. We offer another version, which is based on ancient legends about the Picts and Celts. Now the descendants of these ancient peoples live on the territory of modern Scotland, Ireland and Wales. We recall the ancient ballad “Heather Honey”:



“Came King of Scotland, ruthless to his enemies,  
He drove the Picts to the poor rocky shores.  
Heather field on the field battle  
Lying on the living dead and the dead — by living”.



There is an interesting city of Falkirk in the central part of Scotland. The surroundings of this city are known for two legendary battles in 1298 and in 1746. Subsequently, the city became the center of the origin and development of ferrous metallurgy. Nowadays, archaeologists have found an ancient burial site in which ancient fabric has been preserved. It was an old tartan. Scientists have estimated that the find is about 1,700 years old. However, there is a lot of evidence that the tartan appeared much earlier. Each ancient Scottish clan had its own unique ornament in a cage. This fact, in our opinion, can claim to be a prototype of the brand. Now there are several types of tartan: royal or Royal Stuart, “Burberry”, “Dress Campbell”, “Dress Gordon”. These types of Scottish cage are elitist. The simpler ones are Black Watch and Caledonia.

## 2. HISTORICAL OVERVIEW

Let's note another unconventional version of the origin of the brand. We assume that the emergence of the brand is connected with the Rothschild family business. Translated from German, the word “rot” means the adjective “red”, and the German word “Schild” translates as a shield, signboard. The Rothschild banking business meant luxury. This opinion was so popular in Europe that in 1904, the founders of the Oris watch brand, Paul Catin and Georges Christian, painted the watch rotor of their watches red to emphasize the elitism of their products.



**EDMOND  
DE ROTHSCHILD**

**ORIS**  
HÖLSTEIN 1904



### 3. HISTORICAL OVERVIEW

The rapid change of handicraft production by the capitalist method of production determined the need for trademark registration. This process began around the end of the seventies of the nineteenth century.

The following brands are well known to the modern buyer: Breguet (1775), Coca-Cola (1886), Colgate (1873), Texaco (1901), Ford Motor Company (1903), Chanel (1909), Slavyanka (1931), TomMeat (1932), Lego (1932), Scabal (1938), Pierre Cardin (1950), Intel (1968), Kaspersky Lab. (1997), Rolls-Royce Motor Cars Limited (1998)..



*The Coca-Cola Company*



Ford Motor Company



SCABAL



#### 4. REVIEW THE MAIN CHARACTERISTICS OF SOME POPULAR BRANDS (foreign and domestic companies)

Let`s look at  
these  
companies  
in detail in  
the context  
of the  
business line

N	Brand name	Year of establishment	Line of business
1.	Breguet	1775	A brand of Swiss luxury watches.
1.	Coca-Cola	1886	Carbonated soft drinks
1.	Colgate	1873	An American brand mainly used for the production of oral hygiene products such as toothpastes, toothbrushes, mouthwashers and dental floss.
1.	Texaco	1901	An American oil brand owned and operated by Chevron Corporation. Its flagship product is Texaco with Techron fuel.
1.	Ford Motor Company	1903	American automobile manufacturing company. The world`s fourth largest car manufacturer in terms of output over the entire period of its existence.
1.	Oris	1904	A Swiss watch company that produces luxury mechanical wristwatches. Founded in 1904 by Paul Catin and Georges Christian in the suburbs of Basel, in the village of Hölstein in northwestern Switzerland.
1.	Chanel	1909	Cosmetics and perfumes
1.	Slavyanka	1931	A group of companies that have united the production of the best Russian confectionery factories
1.	TomMeat	1932	Agroholding Closed Joint Stock Company “Tomarovsky Meat Processing Plant”
1.	Lego	1932	Designer series, which are sets of parts for assembling and modeling various objects
1.	Scabal	1938	A Belgian company for the production and distribution of fabrics and ready-made men's suits and unique accessories
1.	Pierre Cardin	1950	A French fashion house founded in 1950 by fashion designer Pierre Cardin. Manufacturer of ready-made clothes, shoes, perfumes, bed linen, porcelain and other luxury items
1.	Intel	1968	American company, developer and manufacturer of electronic devices and computer components
1.	Kaspersky Lab.	1997	offers first-class protection against all cyber threats to your home and business
1.	Rolls-Royce Motor Cars Limited	1998	Rolls-Royce Motor Cars Limited is an English company, a division of BMW AG, specializing in the production of luxury cars under the Rolls-Royce brand



## **Brand. BusinessDictionary.com. WebFinance, Inc.**

“Brand — unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind (see positioning). Thus, brands help harried consumers in crowded and complex marketplace, by standing for certain benefits and value. Legal name for a brand is trademark and, when it identifies or represents a firm, it is called a brand name. See also corporate identity”.

## **5. Let`s scrutinize the following points of view**

### **American Marketing Association, AMA Dictionary**

“Brand — a brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers”.

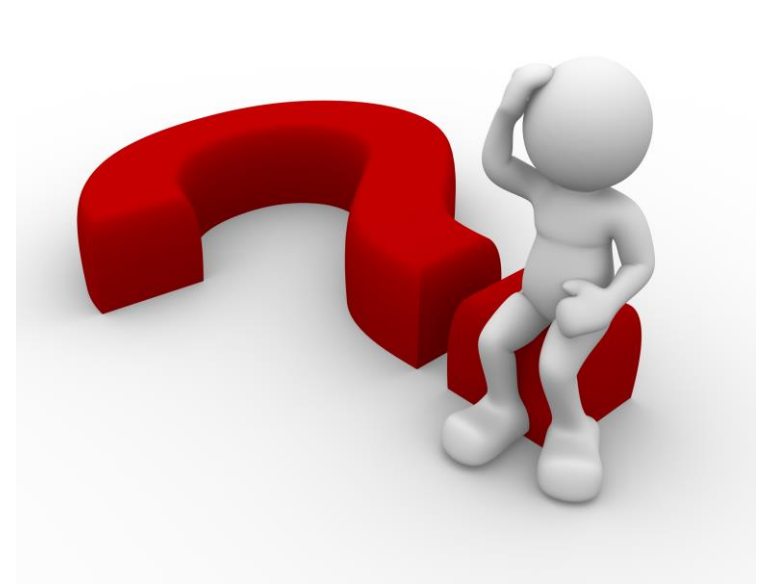
### **International Organization for Standardization**

“Brand — ISO brand standards add that a brand “is an intangible asset” that is intended to create “distinctive images and associations in the minds of stakeholders, thereby generating economic benefit/values.”





## 6. Let`s discuss



### **There is the first opinion**

“You can find a lot of information about how the world’s most valuable and recognizable brands go about their own branding. The problem is, those things aren’t necessarily what you need to develop and strengthen your brand”.

### **There is the second opinion**

“Your business can’t afford to spend millions of dollars on advertising every year like General Motors or Chanel. Even if you can, you may not want to. Your business is vastly different than those companies, so your branding strategy needs to be different, too”.

## 7. SOLVING THE PROBLEM

“If people don’t like you or trust you, they won’t buy from you. It’s as simple as that. But if you can convince someone to believe in you, they’ll be more likely to buy from you now and in the future—even if your pricing is audience. Motivational higher than the competition”.





## 8. Modern Definition

Now the definition of “brand” has a fairly broad interpretation. But almost all analysts agree that a brand is a complex of words, phrases, logos and even colors (for example, Benetton Group SpA) to identify goods, services, results of intellectual activity or a manufacturing company.



# List of literature

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**Thank You!**