The importance of the brand for the success of a company

A importância da marca para o sucesso de uma empresa

DOI:10.34117/bjdv7n10-370

Recebimento dos originais: 07/09/2021
Aceitação para publicação: 27/10/2021

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ABSTRACT
The objective of this work was to clarify the importance of using marketing strategies to build a brand that, in turn, will lead the company to success. The theoretical foundation is based on the concepts of marketing, integrated marketing communication, brand and branding. The integrated marketing communication contributes to the strengthening of the brand through branding actions, which allow a better strategic positioning in the market. The methodology of this work consists of a bibliographical study, due to the need to relate these three theoretical elements that, in a structured way, bring countless benefits for all organizations. This study has shown that brand management is an important strategic tool for the success of a company and that its rise depends on the message of trust that it expresses to customers.

Keywords: integrated marketing communication; brand; branding.

RESUMO
O objetivo deste trabalho foi esclarecer a importância do uso das estratégias de marketing para construção de uma marca que, por sua vez, levará a empresa ao sucesso. A fundamentação teórica baseia-se nos conceitos de marketing, comunicação integrada de marketing, marca e branding. A comunicação integrada de marketing contribui para o fortalecimento da marca por meio das ações de branding, que permitem um melhor posicionamento estratégico no mercado. A metodologia deste trabalho constitui-se de estudo bibliográfico, em virtude da necessidade de relacionar esses três elementos teóricos que, de forma estruturada, trazem inúmeros benefícios para todas as organizações. A partir deste estudo, pôde-se observar que o gerenciamento da marca é

uma importante ferramenta estratégica para o sucesso de uma empresa e que a ascensão desta depende da mensagem de confiança que a mesma expressa para os clientes.

Palavras-chave: comunicação integrada do marketing; marca; branding.

1 INTRODUCCION

Brands are part of our lives and are present in the clothes we wear, the perfumes we use, the restaurants we go to, in short, in all the products and services we consume and use. Brands communicate with us several times a day, through images, sounds and words, when we read about them in magazines and newspapers, watch their commercials on television, interact with the products that carry their name or when we come across signs and billboards that display them, scattered through the streets in municipalities.

We have feelings and expectations in relation to brands: we are loyal to some, we do not identify with others, some bring us good memories, others we are indifferent to. We live in times where almost everything can have a brand, from a football to a political party, as long as they are created and managed according to the capitalist logic of the market.

There is a fierce competition in this new scenario of organizations and according to Aaker (1998), factors such as technological advancement (which develops the industry of superfluous) and its rapid obsolescence (globalization, increased distribution and advertising costs), amount of products of the same category and similarity between them, represent daily challenges for the practice of marketing and the survival of organizations in the market.

Therefore, for Kapferer (2003), the brand is synthesis, memory, purpose and promise. It is, at the same time, a phenomenon of belonging, both of the organization, which informs the consumer market its intellectual and marketing heritage, and of the consumer, who appropriates its meanings to identify himself and satisfy his hedonic needs.

The history of the brand is, at the same time, old and recent. In an embryonic way, we observe the use of the brand since ancient times, in activities involving the production and exchange of goods, however, it was with the Industrial Revolution and, notably, from the mid-nineteenth century, that the modern forms of brand made their most notorious appearance.

A century later, the explosion of mass consumption operated a transformation in the functioning logic of the brand, which began to be disseminated with the speed of the means of communication and transport. With the globalization process the world has become smaller and smaller and society invaded by the means of dissemination, and it is in this world that the brand seems to reach its peak as a communication phenomenon.

One reason to study brand equity arose from a motivation based on strategy to improve market productivity. According to Nascimento (2017), given rising costs, increased competition and flattening demand in many markets, companies seek to increase the efficiency of their marketing expenditure.

As a consequence, Nascimento (2017) says that, marketers need a more comprehensive understanding of the consumer, which serves as a basis for making better strategic decisions on target market definition and product positioning, as well as better tactical decisions on specific marketing mix actions.

Thus, this paper aims to demonstrate that brand management is an important strategic tool for a company's success. Through the analysis of part of the existing bibliography, we divided this study into three chapters: the first one refers to marketing and integrated communication; the second one is about brand configuration; and the third one is about branding as an important strategic tool for brand positioning in the market.

2 THE MARKETING AND INTEGRATED MARKETING COMMUNICATION

According to Espanhol *et al* (2021), marketing has been gaining more and more space due to the various benefits provided, such as speed, low costs, comfort, close relationship and the ability to collect data in greater detail.

When studying the marketing concept, one notices that it has been evolving and goes through complementary phases, which may, at times, be conflicting.

Lamb Jr., Hair Jr. and McDaniel (2004, p. 8) see Marketing as "a business philosophy" that has as its planning and execution strategy to meet the needs of its customers. For the American Marketing Association (AMA), it consists of "the process of planning and executing the conception of prices, promotion and distribution of ideas, goods and services in order to create exchanges that satisfy individual and organizational goals" (apud CHURCHILL; PETER, 2005. p. 4).

It can be understood, in this case, by development of exchanges, the act of getting something from someone by offering something else in return, in which both individuals and organizations participate, so that these exchanges provide satisfaction and benefits for all.

On the other hand, the satisfaction of the organization goals, according to Kotler (2010), profit is the ultimate goal to be pursued by marketing men, when he states that we are more interested in getting consumers to buy a large amount of our products, in getting market share than in the brand.

We are talking about the art of obtaining loyal customers, who throughout their lives will buy the products we sell. It is believed that a company can be satisfied with what it sells, even in a niche, or when its superiority over the rest is notorious. That is why I am convinced that one of the challenges lies, first of all, in turning marketing men into financial planners, because doing marketing does not mean planning value, but profits (KOTLER, 2010, p. 69)

The view that marketing was only a way to sell a company's products and/or services has been set aside; in the transition it starts to meet customers' needs and not "manipulate" their minds. It is then deducible that the customer knows exactly what he wants, and has offers and opportunities to choose, and it is no longer possible to offer him what the company has, but what he, together with it, define as the best (MCKENNA,1999. p. 26).

According to Tavares (2007), among the main marketing concepts, we can highlight: the needs, the desires, the demands, the products, the exchange, the transactions and the markets, which are interconnected in a direct causal relationship, which has as its principle the basis for building the very theoretical foundation of marketing.

The concept of product includes durable and non-durable goods (tangible), services (intangible), people, places, organizations, activities and ideas. From this perspective, it should be noted that the product approach implies in offering something that has value for someone.

For the product or offer to achieve success it is necessary that it provides value and satisfaction to the buyer. Kotler (2002, p. 33) defines "value as the ratio between what the customer receives and what he gives", thus, he receives benefits and assumes a cost, which can be monetary, time, energy or psychological. And the marketing professional can increase the value of the offer to the customer through the use of strategies such as: increasing benefits; reducing costs; increasing benefits and reducing costs; and increasing benefits in greater proportion than increasing costs and reducing benefits in lesser proportion than reducing costs.

But to put all this into practice, we need strategic planning. Strategy indicates the direction we should take to achieve the desired objectives, including Integrated Marketing Communications (IMC) expenditure, message, target audience and brand equity.

It must be consumer-focused and at the same time provide a direction for everyone involved in the CIM function. However, for the strategy decisions to be made, according to Pinheiro and Gullo (2209), some steps must be taken, they are

- identify the mission and vision statement for CIM according to those defined by the company;
- conduct a situational analysis to understand the environment, the sales trend in the sector and the market share, the marketing practices in the sector, the history and evaluation of the product or service, in addition to the competition and the constitution of the target audience;
- determine the objectives of the CIM, that is, identify what is sought to be accomplished and the goals that need to be achieved, realistically, clearly and integrated with the overall marketing objectives.

According to Ogden (2002), the mission statement of a company, concerns why it is in business and translates into the reason for having a CIM and the vision statement should express how the company sees itself in the future in which all individuals involved with this vision have a stake in its development. Thus, the vision installs a goal, creates enthusiasm and stimulates teamwork among all members of the organization.

3 THE CONFIGURATION OF THE BRAND

In a brief passage through the history of brands, it is verified that in the business management, it was slowly but persistently that brands were born to distinguish, to mark a creation or property.

According to Ellwood (2004, p. 20), the attribution of brands to products is a practice that has been happening for over two thousand years. The Greeks and Romans, with their economic and commercial initiatives, created the first brands, the "manufacturer's brands", which established the origin of their products. With the expansion of the Roman Empire, which increased the distance between producer and consumer, the personal level of trust that existed between them ceased to exist and, from then on, consumers began to "rely on evidence of the manufacturer's mark to ensure that the products they were buying were of the same quality".

It can be said that the first brands appeared with the first commercial exchanges. In the beginning, they were rudimentary signs that authenticated the origin of a product relating it to sale, being little more than a visual representation of the products offered, such as, for example: the figure of an ox's hind leg, used by Roman butchers; the design of an amphora, used by wine merchants or the figure of a cow that indicated the existence of a dairy seller.

After the brand symbols, the signature that represented the identity of the manufacturer or craftsman appeared, applied to works, products or artefacts, and functioned as a security, a personal recommendation and a guarantee of the quality of the products. Thus, the symbol, as in the case of the cow, established the type of product and the name - signature - its origin (ELLWOOD, 2004).

This practice of marking products by hand lasted until the 18th and 19th centuries, when the first mass products began to appear, which added to the increase in distribution channels led to the emergence of the engraving and printing of names and symbols as product brands.

According to Petit (2006), the most powerful brands appeared between 1890 and 1940, with the Industrial Revolution. For the author, the brand image arose from the inspiration of the patronage times, in which the business owner used the talent of an artist to create what for him was impossible to imagine, this way,

It was with the emergence of mass markets and the development of marketing, in the first half of the twentieth century, that brands took on a truly prominent role. Although, it was for financial reasons that, in the 1980s, greater attention started to be paid to the monetary expression of brand value and to the need to establish long-term strategies (RUÃO; FARHANGMER, 2000).

Guillermo (2007) points out that brand evolution goes through three stages: assertive, assimilative and absorptive. In the assertive stage, brands convey to the consumer the message that it is the best and that if he trusts it he will be doing the right thing.

In the assimilative stage, it starts to assume a dialogue position, so that the customer thinks it is important for his growth, creating a relationship of equality and participation. In the absorptive stage, brands assume a convivial position, becoming part of the consumer's life, motivating him/her not only to use it, but to everything related to it.

This way, consumers start to structure brands in their memories and in their lives. The term brand comes from the Norwegian word to burn, which means to burn. Originally, this term was developed to designate the source, the manufacturer or the owner of a product or item (SCHULTZ; BARNES, 2001).

Thus, it can be said that the brand is a quick way to communicate critical data to the market and influence decisions, because at a time when there is a multiplicity of messages calling our attention, the brand synthesizes a series of information, which moves from the producer to the consumer and vice versa, in a dialogic movement, in which the brand works as a mediation device, relating two different worlds - that of production and that of consumption, condensing senses and producing signification (AAKER, 2007).

Regarding the brand personality, we can define it as a set of human characteristics associated with a particular brand, such as gender, age and socioeconomic class, besides classic human personality traits such as affection, interest and sentimentality (AAKER, 2004).

For Sarmento (2006), the brand creates value both for the consumer and for the company. For the consumer, it constitutes a contract and reduces the risk he runs when purchasing the product. It identifies one product among others, facilitating recognition and encouraging loyalty. Moreover, the brand differentiates, valuing those who use or consume it, thus transmitting their identity to people. For the company, it has commercial value, thus becoming a negotiable asset, whether for sale, rent or licensing.

A brand considered strong allows higher prices - price premium or price increase supported by the brand. In addition, a brand can develop a strong sense of belonging among a company's employees and a strong brand has a strong influence on financial communication, this being one of the reasons that some groups change their name to be listed on the stock exchange under their best-known brand name (SARMENTO, 2006).

The concern with brand building is something that has called the attention of managers for some time, in which theories and/or models have been multiplying in order to explain the success of some brands in the market and to propose solutions for the launch of new brands.

Among the existing proposals, we highlight Aaker's (2007), who suggests a methodology divided into three moments, as structured below:

BRAND BUILDING PLAN

1. Strategic brand analysis: consumer analysis, competition analysis and self-analysis.

2. Definition of the brand identity system: core identity, extended identity, base considerations (value proposition, credibility, relationship).

3. Implementation of the brand identity: determination of the positioning, communication programs and evaluation of results.

For the author, a systematic brand identity planning methodology happens through the following steps:

1) the identification of the brand's core dimensions;

2) the consideration of the attached value proposition;

3) the inclusion of credibility elements and

4) the establishment of the relationship bases with the consumer, that is, in the sense of determining the nuclear identity and the extended brand identity.

Thus, the brand identity structure has a nuclear and an extended part. The nuclear identity is considered, by Aaker (2007), the central identity, timeless of the brand, which is constant as it travels to new markets and product and integrates its beliefs and core values, the skills of the organization, what the brand represents. Extended identity, on the other hand, corresponds to the elements of brand identity that provide it with texture and support, but which are more changeable and adaptable to markets. And, for being always organized around the nuclear component, it includes the physical details that help to visualize what it represents.

Kapferer's model (1991), on the other hand, goes deeper when suggesting some brand identity sources, whose clues could be crucial in the definition of its psychological (core) and physical (extensive) elements.

After defining the brand identity traits based on credible sources, Aaker (2007), considers it necessary to think about its implementation, through the development of adequate communication programs, however, for this to happen it is necessary that the positioning that is intended to project, its communication to the audience, as well as the study of its consequences is clear.

According to Aaker (2007), the identity implementation goes through three distinct phases, they are:

(a) the definition of the brand positioning, which corresponds to the part of the identity that must be actively communicated to the audiences, since when a brand is well positioned in the market it has greater advantages over that competition;
b) the communication to the market, which positions the brand image in the market and allows entering the execution phase, which is considered by the author as the central phase in the implementation of the brand identity, through which mechanisms are created that coordinate the brand communication in the various media, avoiding incoherence in the conveyed messages.
c) the evaluation of the results is done through the analysis of the created image, whose objective is to perceive the "state of health" of the brand in order to define the most adequate strategies at each moment. Hence the importance of periodic evaluations that allow the brand to make strategic readjustments in order to create a consistent and sustainable relationship with the public (AAKER, 2007).

4 BRANDING AS A STRATEGIC METHOD OF POSITIONING THE BRAND IN THE MARKET

4.1 COMPETITIVE BRAND STRATEGIES

One can understand as business strategy a series of objectives, goals, fundamental guidelines and plans, which are able to define the activities and the type of company that one has or wants to have. The four primary components of strategy are: the market opportunity, the values and personal aspirations of the leaders, the recognition of society and the shareholders or owners themselves (MAÑAS, 2007).

For a brand to be different from another it is necessary that it offers some kind of unique value, something different that wins the leadership and the preference of the market. With this strategic approach, companies need to change some positioning, keeping in tune with the external environment in order not to lose the leadership and to achieve operational efficiency gains.

When the creation of strategies for competitive brands is based on the implicit understanding of the competitive process, brands start to compete for the satisfaction of rational buyers, who know what they want and the competitive advantage is obtained by meeting the needs quickly and better or at a cheaper price than competitors (CARPENTER; NAKAMOTO, 2006).

Thus, strategies become responsible for developing and maintaining certain sets of values and attributes of the brand, so that it enjoys competitive advantages without running the risk of losing its positioning and it is at this point that branding strategies, as an important system of interdisciplinary actions that aims to establish images, perceptions and associations in which a brand is built and managed, through all the points of affective contacts, experienced by the public, as we will see in the next subchapter.

4.2 BRANDING AS A BRAND POSITIONING STRATEGY

For Martins (2007) branding is an English term used to describe all the actions related to the projects of creation or management of brands, in this sense, we understand that in a branding project the brand is presented as a whole, name, design, communication and positioning.

In the meantime, marketing takes on the role of planning and researching strategic information for the idealization of the product; design decodes this information and, through them, visually expresses the brand; advertising is in charge of disseminating the brand personality and generating knowledge; architecture becomes a strong element of experience, both at the point of sale and in contact with the company's employees and collaborators, and administration and its subareas are in charge of planning, organizing, managing and controlling the work of its employees and collaborators (RODRIGUES, 2006).

Thus, we can consider branding as a system of interdisciplinary actions aimed at establishing images, perceptions and associations with which the consumer relates to a product or company. Thus, we can then state that it is through branding that we build and manage a brand, through all the points of affective contact experienced by the user.

4.3 IMPORTANCE OF THE BRAND AND ITS VALUE

We consider the brand as an important asset of a company, through which the qualities of the product or services offered by it are indicated, as well as strengthening its image before consumers. Moreover, the value of a brand is used as a strategy to differentiate it from its competitors, keeping it in the market and providing the conquest of new clients.

Brands are emotional symbols and, as they become important to people's lives, they no longer represent products, services or companies, but rather desire and everything they believe brings well-being and pleasure.

In this sense, Pinho (1996) calls our attention to the fact that when the consumer buys a product he or she does not just buy a good, but a set of brand values and attributes.

In relation to the consumer, Aaker (2003), highlights the importance of the brand based on three types of benefits:

a) functional: related to the intrinsic quality of the product/service and its functionality;

b) economic: integrators of relative advantages evaluated in terms of cost and time;

c) psychological: of a subjective nature, linked to the consumer's expectations and perceptions that determine his satisfaction.

The brand value is formed by a compound of positive associations to the product or service and the organization itself, which translate into intangible results, such as: acceptance, satisfaction and benefits.

4.4 O BRAND EQUITY

Brand equity is a set of assets and liabilities linked to a brand, its name and symbol, which add to or subtract from the value provided by a product or service to a company or its consumers. It is a concept much explored by Aaker (2003), who in his denomination maintains a clearer vision of the intangible symbolic values in brands, which is undoubtedly a decisive factor in inducing and deciding a purchase by consumers.

For Aaaker (2003, p.28), are the intrinsic values to brands, which are the assets that generate positive perception in people's minds, that is, "the set of assets and liabilities linked to a brand, its name and symbol, which add or subtract themselves from the value provided by a product or service for a company and / or its consumers and these assets must be linked to the brands through its name and / or symbol.

Therefore, brand equity creates value not only for consumers, but also for the company, and in this sense, Aaker (2003) points out the following values for the company and for consumers through the forms of brand equity:

a) value for the firm through increased: efficiency and effectiveness of marketing programs, brand loyalty, pricing/margins, brand extension, increment with trade, and competitive advantage.

b) Value provided to consumers by increasing their: interpretation/processing of information, increased confidence in purchase decision, use satisfaction.

Thus, we can state that brand equity is an important tool for the constitution of leadership and good positioning of the brand in the market, increasing competitive advantages in the market and benefiting the company and customers in a total and innovative way.

4.5 BRAND ARCHITECTURE

One of the great concerns of companies in relation to brands consists in the fact that they manage to articulate their brand in order to generate a clear message, with synergy and impact, whose result determines their identity and essence that can be physically felt by the client. This is what we can call brand architecture.

Brand architecture, for Aeker and Joachimsthaler (2007), consists of the structure that organizes the brand portfolio, specifying its roles, the relationships among them, and the different brand contexts in relation to their products and respective markets.

For the authors, it can be defined in five dimensions, namely the brand portfolio; the roles in the portfolio; the roles in the product-market context; the portfolio structure; and the logos and graphic images of the portfolio.

According to Borini and Lopes (2004), they point out that the way a company acts in the market is revealed by the good relationship between the brands, as well as this enables the company to position itself regarding the various brand strategy options.

Thus, we realize how important this monitoring is, since the brand is inserted in a dynamic market in constant change, including the emergence of new brands constantly, leading the consumer to change his concepts and actions in his option for specific brands. These changes cannot be neglected, demanding dynamism from the brand architecture, which must adapt to the reality of the markets in which the brand's products are inserted.

5 FINAL CONSIDERATIONS

It is observed during this work that the concept of brand building has evolved a lot in recent years and that, for a company to be successful in the market, it needs to invest more and more in the differentiation of its brand, whether real or symbolic, rational or emotional, from the others, and thus, conquer its clientele.

Thus, the conquest of a clientele becomes a decisive factor for the success of a company in the market, because then it can sell its products more easily, not to mention the greater ease that an advertising message will have in reaching its target audience if it is loyal to the brand of the advertised product.

It is understood here as a loyal buyer, one who is proud to use the brand, who sees it as an expression of himself and his confidence is such that he recommends the brand to other people, attracting new buyers and brand advertisers, which significantly reduces the vulnerability of competitive action, because competitors may be discouraged to invest time, money, energy to attract satisfied consumers.

However, one must not forget that for this to happen, the brand must be well managed, so that companies can increasingly take advantage of its strength. But creating a brand that is recognized by the consumer market is not an easy task and it is up to the marketing professional to perform this function with excellence.

In this sense, branding emerges as a new activity of interdisciplinary character that is used to build and manage the brand identity, through all points of image construction, developing multisensory manifestations, with contributions from other areas, creating the perception of value around the brand, through the five senses, to achieve the fullness of the brand and customer loyalty, whose tools have been increasing competitive advantages in the market, benefiting the company and customers in a total and innovative way.

We can conclude that for a company to present itself differently on the market, it must develop methods that create and strengthen the image of its brand, incorporating in addition to technical qualities, qualities that emphasize the relationship of the brand with consumers, in other words, that creates a set of subjective values associated with its image, because this favors competitiveness and constitutes a major challenge for companies. To be competitive in the current market, one must meet not only the desires and needs of the target audience, but also offer innovative products and services that can surprise the consumer.

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