

Introduction Part

Origin

According to our honorable course instructor Miss. Nayeema Ahmed I have selected to prepare a report on Building A New Brand. I focus my work on brand development and brand building sector. After many brain storming sessions I have been finally able to prepare the assignment.

Objective

Broad Objective

To build a new Brand

Specific Objectives

- § To know how to build a new brand
- § Important issue related to building a new brand
- § How to create a brand with innovative idea without any competition

Scope

Building a new brand is big task. It requires a lot of study and issues. Here only some issues related to Brand has described.

Methodology

For preparing the report I have used Internet and various software, like: MS Word, MS Power Point, Flash making Software and ACD See.

Report Preview

The whole report has lots of detail on the brand PassNo which is a web site. And this is the brand going to be offered as a new brand idea. It's an online service which will use internet technology.

Service Selection

This will be an online service with lots of interesting features provided through Internet and related technology. This will make life easy, safe and hassle free. Yes, it's a web site, the name is: "PassNo". The address you require to reach the site is: "passno.com". By this web site you can have access to your online accounts without typing your account's login ids and passwords except the first time you inform it to PassNo.

Target Market Analysis

In general form the target market is those who have access to internet.

Geographic

Region: All major cities of Bangladesh where there is internet access.

Density: Divisional headquarters, District City and semi-urban areas. Special focus will be given to Dhaka city. The reason is Dhaka has the more potential customer as it holds the maximum number of internet user.

Demographic

Age: From 20 years to up, as this age range has the maximum internet usage.

Income: 10,000 BDT and Up because of the capability of having the opportunity of using and purchasing computers and internet service.

Occupation: Student, Executives, Researchers & Unemployed require online activity the most.

Generation: Mid generation of '90s and 21st generation can easily cope with new technology

Social Class: All except lower lowers because they don't have easy internet access.

Psychographic

Lifestyle & Personality: Generalized

Value Definition

Core Service

Being an internet user you have many different eMail accounts in different eMail service provider's site, accounts in different social networking sites & blogs and may have password protected accounts in other different secured sites. For entering each site you need to write your different login names and passwords. The web site PassNo give you solution from retyping login names, passwords, web site address and hassles of remembering each of them. Once you give all related details to PassNo and have an account in PassNo you don't need to remember anyone of them, just remember PassNo.com, your login id and password in PassNo account. And forget all. What happens when you enter into your PassNo account you will find all web sites' links and clicking each of them you will enter to your related accounts without typing and retyping your login id and password. Amazing!

If you have an account in this site and if you give all the login names and passwords of your different online accounts you never need to login there. There will be links of those sites and just clicking over the links you can directly enter into your accounts.

Engineering of The Core Service

When a user creates the account s/he will get the form where the system will ask for his/her different account's login id and passwords. Once these have given to the system, they will be stored in the user account's detail.

Later, when user enter the site for the 2nd time by giving the password of PassNo, the site will load the given passwords and login ids of relevant sites along with those site's links. When the user click on the links it'll directly led to the account's inside without asking any password.

Discriminatory Factors

The main discriminatory factor from other big portals is: they have lots of features of their own. They have different sections. Like Yahoo has: Yahoo Group, Yahoo Autos, Yahoo Mobile Page, Yahoo Mail, Yahoo Store etc. But PassNo don't have that lot of sections like them, PassNo works like a gateway to enter different sites like Yahoo,

Hotmail, facebook etc. without the hassles of typing passwords and remembering those sites's name.

Other Features

These features are only available for paid services.

1. Users can see whether there is any new eMail arrived or not from PassNo account.
2. Updates of the given social networking sites
3. Users can see whether any new comment arrived from the sharing web sites (like the sites: flicker and YouTube)

Available Web Sites with PassNo

Mail Service: Yahoo, Hotmail, Gmail, AOL

Social Networking Site: facebook, Hi5, Netlog, Tagged

Sharing Site: flickr, YouTube

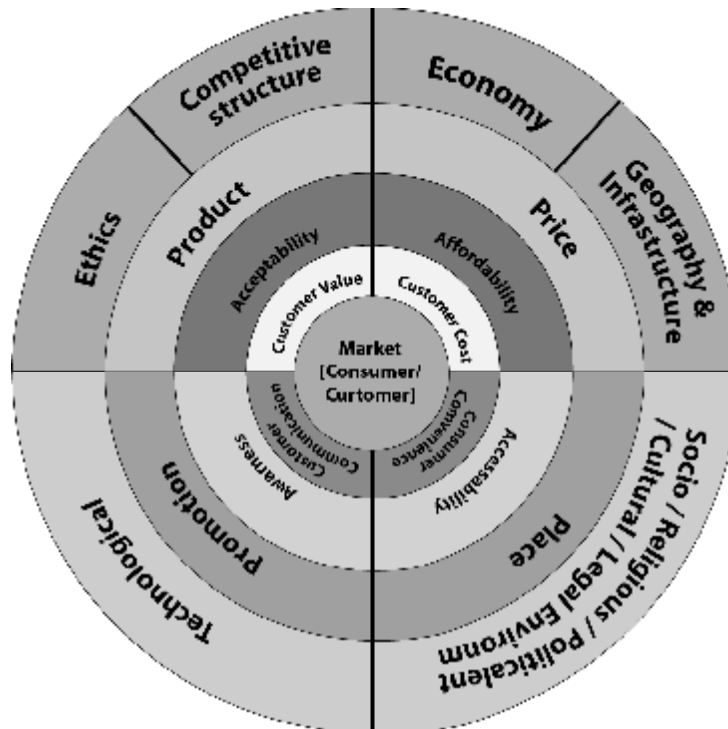
Job Site: bdjobs, jobsbd, jobsa1, jobstreet, Prothom-Alo Jobs

More Web sites and categories will be available according to users' requirements.

External Variable Analysis

Target Market

The selected target market uses internet and computer. And PassNo is an internet based service site. That target group is very much informative and has the mind of testing & coping with new technology.



Ethics

Except some top leveled positions common people are honest and gentle in nature. The other local web sites have moderate number of different CSR programs as the part of the promotion.

Competitive Structure

In Bangladesh there are many web sites running. As it's a new and different idea in the market that's why it has less opportunity to be copied by others in this market.

Economy

Bangladeshi economy is not so strong to price a high price of such a service like that. That's why the price of the service kept a bit low.

Geography & Infrastructure

Bangladesh is a plain land and technical infrastructure is still on the way of development. But hopefully within some few years there is a possibility of a better internet and technical infrastructure.

Society

The society is basically conservative. So, site contents and promotional messages cannot be designed ignoring that fact.

Religion

Most of the people here are Muslims, 80%. The second largest religious group is Hindu. So, this need to be taken as a fact during the content design of the site and media promotions.

Politics

People here are very conscious about politics and that's why this site needed to be played coping with political powers carefully.

Culture

Bangladesh has a strong and rich cultural heritage. So, PassNo can use them for building emotion.

Legal Environment

The legal environment is not so strong. There are lots of laws but very few of them are implemented. Recently copyright law has came as an issue of discussion. So, on this issue it can hoped that this law will properly implemented.

Technology

The problem is, Bangladesh has lot of technical brains. But as they don't get proper support they cannot be promoted and finally they leave the country or leave the job of innovating new things. So, PassNo can use those technical brains for better development. Interestingly after all these people have lots of interest about learning technology, especially IT and internet related matters.

Mix & Match of Brand Elements

Choice Criteria	Meaningfulness	Memorability	Adaptability	Transferability	Protectability
Brand Elements					
Name	Y	Y	Y	Y	Y
Color	Y	Y	Y	Y	N
Logo	Y	Y	Y	Y	Y
Slogan	Y	Y	Y	Y	Not so high
Tune	Y	Y	Y	Y	Not so high
Character	Y	Y	Y	Y	Y
Packaging	N/A	N/A	N/A	N/A	N/A

Name

Name: PassNo

The web address: www.passno.com

Meaningfulness

The PassNo name came from the idea "No Password". So, the name came from there.

Memorability

Yes, this is not too memorable as name, but it's not too hard to memorize.

Adaptability

Yes, it's easily adaptable.

Transferability

It doesn't contain different meaning for different areas of the country. So, it's transferable.

Protectability

PassNo is protectable because by this name there is no web site found. It's also protectable by law as it will be registered.

Logo

Meaningfulness

The logo has 6 dots over the word "Pass" that came from the dots shown when we write a password. The "O" of No shows the sign of "null" or "no entry" that means you don't need to write or recall password name. The "Dot" of dot com has eight sides, it's actually not a circle. The number 8 means that, if your password is 8 characterized it will be more secured.



Memorability

Yes the logo is memorable because it's different and beautiful.

Adaptability

Yes, it's easily adaptable.

Transferability

Yes the logo is transferable.

Protectability

This logo will be registered and will also protected from copying because of uniqueness of design.

Color

The brand color is Green, Red & Black



Meaningfulness

Red & Green has adopted only because of they are the color of Bangladeshi national Flag. And it will help to create a emotional appeal in the mind of the prospects. Black used here as the standard color of password when we write it in our browser.

Memorability

Yes the brand colors are memorable as Green and Red are the color of the national Flag of Bangladesh.

Adaptability

Yes, the colors are highly adaptable.

Transferability

Yes, the colors are transferable.

Protectability

Colors cannot be registered and by this way it don't have any strict level of protectability.

Slogan

"one global password"

Meaningfulness

The meaning is: with a single password you can go anywhere of the world. That means, you can visit any web site in the world with an account in PassNo.

Memorability

Yes it's easy and memorable.

Adaptability

It's adaptable too.

Transferability

Yes, this slogan is transferable.

Protectability

This is a unique slogan; so, it's difficult to copy and by this way it's protectable.

Tune

A metal sound of "Ting Ting" when a user enters the account.

Meaningfulness

The meaning is: giving the alarm that, you can start the journey in World Wide Web.

Memorability

Yes this is memorable and easy to remember.

Adaptability

It's adaptable too.

Transferability

Yes, this tune is transferable.

Protectability

The level of protectively is not so high.

Character

"Dr. Sine Log" is the character for PassNo.

Meaningfulness

The word "Sine" comes from "Sine In" and "Log" came from "Log In". The reason of adding "Dr." is that means he knows everyone's password and personal details. The headphone along with a microphone attached with it means that he hears everyone's voice.

Memorability

Yes it's memorable.

Adaptability

The character doesn't have anything that can create any problem. And it's adaptable by his way.

Transferability

It's easily transferable.

Protectability

The logo is protectable both by law and from competitors

Packaging

As it's a web site so, there is no issue of packaging.



7 Parameter Check List

Performance

The site will be found always when you need and search by the address. The server is very fast, and this is faster than login to other sites in Bangladesh.

Conformance Quality

The site has the access to various reliable web sites like: hotmail, Yahoo, Gmail, facebook, YouTube; that will ensure the conformance. The site will take the support of an US firm, which ultimately led to the same.

Features

Along with the password less web access facility the site's other features are: being informed about if there is any new eMail arrived or not, new comments arrived in sharing sites (like flickr or YouTube), social networking site's update and job updates.

Reliability

The site will be reliable because there will be Antivirus support of World's known brand "Kaspersky Lab". The generated WOM will also give a support for establishing it as a reliable one.

Serviceability

For better service there is FAQ (Frequently Asked Question) page, full time phone number and eMail address given. By hitting the phone number and email address you will get a prompt reply with your solution.

Durability

As it's a web site so, there is no issue of packaging.

Style & Design

The site follows smart design policy, that means the design and looks will be very smart that can beat any international web sites' design.

Differentiating Factors According to Jack Trout

Being First

PassNo is the first one in this sector of giving that kind of service.

Attribute Ownership

PassNo's attribute is "Easy". That means the features are easy to use, adopt, understand and maintain. And by various promotions we will OWN the word EASY.

Leadership

PassNo will be the leader in the sector through ensuring better performance and caring responsible service.

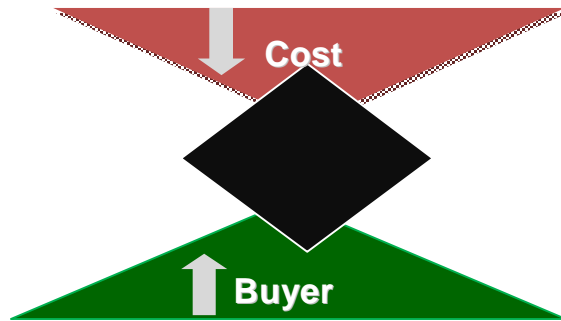
Being Latest

The latest social networking sites, eMail address providers and web sites will be added in the list of service.

Hotness

The feature provided in the site will create it a Hot one and by continuous product development this hotness will be remain hot.

The Value Curve of Blue Ocean Strategy



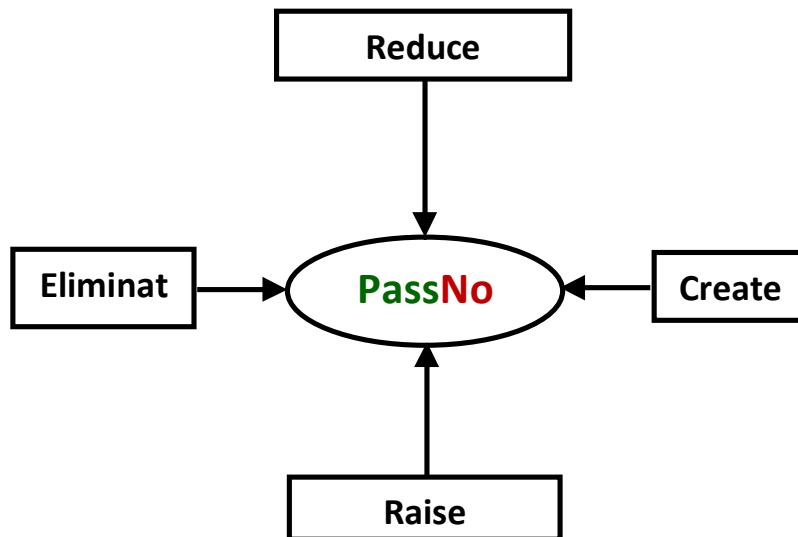
The site has both free and paid version. Paid one's service cost is not so high. The low cost of service along with Buyer's Value will create Blue Ocean.

Create

This will create more opportunity for users to have accounts to new web sites. New web sites have more opportunities to have more customers as it need not to remember login name and password anymore after the first time.

Eliminate

It eliminates the issue of remembering login ids and passwords of various web accounts and possibility of missing any information arrived in those accounts.



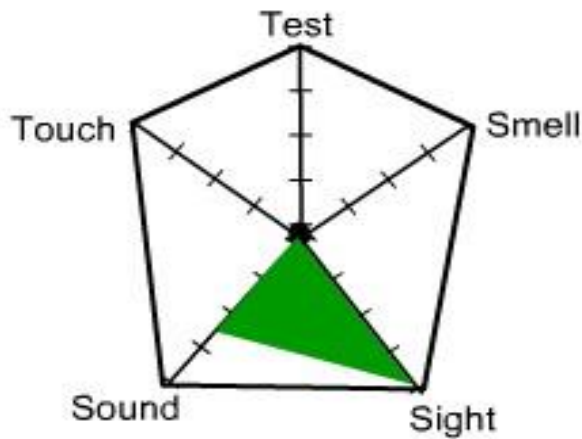
Raise

It raises the level of industry standard in terms of technology, design and service quality.

Reduce

It reduces the hassles of maintaining lots of online accounts.

Five Dimensional Branding



Sound

For developing brand sense a 1 second sound will be played when a person enter into the account. It'll be a unique one, like: "ting ting".

Sight

The site will follow a particular design style that will give a brand sense of sight.

Secondary Brand Association

Country of Origin

USA is still a name in the world of Technology specially IT, computing and internet. The web site will be designed under technical guidance of American company.

Spokes Persons

For leveraging the brand equity I'll go for spokes persons those who will not like traditional famous parsons. The spokespersons will be the users. Users will share their experiences in various media advertisements.

Events

Event sponsorship is a very effective way of increasing visibility of Brand too. PassNo will have different programs in private and universities. Sometimes PassNo will sponsor the programs related to Technology and knowledge base (like: quiz etc.).

Value Proposition

This is the last job, by this people aware about the brand.

Novelty Story

People are so busy; they need to maintain different eMail addresses, accounts in social networking sites. But as they always cannot remember all those sites' name at a time because of time or hassles of typing and remembering those accounts' login ids and passwords they cannot be connect with all those accounts at a time. The site PassNo is going to making it easy. Now you need to remember anyone of those sites names, your login id or password anymore. All will be given in your PassNo account's home page. So life is now more easy, sharing and colorful. This is the main concept on which the detailed pictured promotions will be played on various Media.

Creation of Relevance-Originality-Impactfulness

The service itself is a new idea and the story given is very much relevant. As many people use internet with various online accounts people will visit the site and take the features. Finally the story will create all 3's.

Selection Integrated Marketing Communication Options

Above The Line

I'll go for mass media like TV, radio, newspaper, magazine and billboard as because the target is to get as much as user can be gathered. The use of mass media will also play a positive role for making awareness about the product as it's a new one. The target market goes with all media mentioned and for the reason all above media have selected.

Below The Line

The provided service itself a new one, which will automatically generates Word of Mouth. Meanwhile different events will be sponsored that ultimately take to more visibility and Word of Mouth generation.

By all effort said here, Brand Equity will be created.

Value Pricing

The basic feature will be used in free of cost by the users, the name of the free package is: "Free PassNo". But for more features users have to pay. Up to then there are only one paid package named "Paid PassNo".

The payment system is generally Monthly basis. Monthly payment is only: 150 BDT

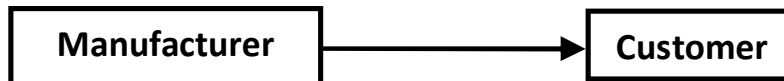
But if anyone likes to pay it once for a year this will be only: 1650 BDT, here one month will be free as 150 BDT discounted.

The price has kept low as the target is to get more customers and the profit will generate by Economy of Scale; more customers more profit. Low and affordable price will also create happy customer with a win-win situation.

The profit will also come from selling data to research organizations and advertising.

Value Delivery Network

This will use One Level Channel Delivery System. The customers directly get the services through the web site. Multilevel channel system cannot be adopted here because it cannot be affordable and it will not fruitful rather than going for One Level Channel System.



The Quality to Build A Strong Brand

The service offered here is completely a new idea in the market. And I believe copying is very harmful for a brand. The brand idea given here is like a visionary. It's a pro-active action because it's predicted that, very soon we will see a god number of people using internet more frequently and internet will be used with much importance in daily life, from dawn to dusk. And by this way, this site will be a heavily used site. I am personally pro-active, dedicated, energetic, honest, innovative and experienced in this sector that will ensure a very good brand image of this proposed online service.

Conclusion

Technology will drive tomorrows life, especially internet and information technology. Though it's late but still its better that Bangladesh is approaching for more technical usage and utilization that will ultimately led to have more online service oriented businesses, like PassNo.

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