



HOW BRANDS PROMOTING BRAND SIMPLICITY IN FOOD AND DRINKS: REDUCING PRODUCT CLAIMS, BRAND DILUTION AND PRIVATE LABEL THREAT

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ABSTRACT

As our contemporary way of life have continued to grow more and more complicated with increasing commitments, responsibilities and choices, a new concern has overwhelmed the consumers. The routinely overload and burdens in our lives have influenced in different way consumers have countered towards all types of consumable goods-from brands to packaging. A blatant paradigm has happened in trademarking, product design, labeling and packaging, brand extensions from that could be characterized as "Bigger-and-Better" to a new phenomenon that has rooted the terminology of "Simplicity".

Simplicity is devising the new generation of composing for both the consumers and brand managers a like; yet an industry is lacking from modern branding and design literature. It signifies changing attitudes of consumers and present framework and proper structure for understanding the complicated web of brand perception that is offer via a brand.

This report describes how Brands: Engro Foods and Nestle Pakistan proposes brand simplicity to its end-users, by reducing product Claims, Brand Extension and private label threat. Yet, these companies have made blunders in terms of wrong or False claims, Brand Extensions resulting in Cannibalization, wrong positioning that have ultimately resulted in Confusion in consumer's mind.

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