

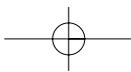
Ten Commandments to a Successful Brand Strategy

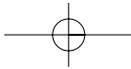


In the past, brands simply tended to directly describe the unique features of a product or a company. However, the majority of present-day brands contain expressions which provide an indirect association with the images of a product or a company. This is because consumers prefer sophisticated brands which emphasize the high quality of the product or dignified reputation of the company.

A brand reflects the flow and trend of the times. Today's young people tend to purchase the brand itself, as opposed to the product or its quality. One of the unique phenomena of the current times is the popularity of number trademarks, caused by the proliferation of beepers and cellular phones in our daily lives.

Because of the Internet, the teenagers who are intimately familiar with the cyberspace often ignore the grammatical rules of language. A brand simply needs to convey simplicity, speed and fun. The short or abbreviated versions of words become brands themselves. Brands taken from the phonetic sounds can be popular if they are simple and fun, even if their definitions are difficult to comprehend.





However, the likelihood of failure increases if the associated word brands, number brands or transformed brands completely ignore the characteristics of the product. A brand must consider the totality of the circumstances, including the trends as well as the tastes of the consumers.

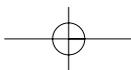
1. Satisfy the demands of the times

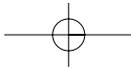
Daehan Pulp's roll tissue paper product, Clean Country, is a refreshing trademark that carries the message of the public's desire for an environment free of pollution. Bingre's Hot Soybean Ramen, with its use of 100% soybean oil advertisement, has been recognized as playing an instrumental role in changing the local ramen market. The healthy brand was necessitated by the public's growing interest on health issues, and in particular, the recognition that palm oil needed to be replaced with cooking oil.

Today's brand naming must encompass the public's desire for maintaining clean living environment and healthy, long life. Although we have entered the period in which all our daily needs can be obtained through the cyberspace, a brand which realistically expresses the passion and hope of mankind will still enjoy high likelihood of success since that is something that cyberspace will not be able to offer.

2. Aim to satisfy consumers' tastes

Today's young women seek out various diet programs to manage and maintain their figure. For those whose facial lines are changing due to the declining resiliency of their skin, it is only natural that they would look for functional cosmetic products. Pacific Cosmetics, heeding this call, developed a brand named Iope Power Lifting Fluid, utilizing the term power lifting that implied the making of a resilient skin. The development and marketing team at Pacific Cosmetics obtained the idea from their customer-monitors, and they paid close attention to the tastes of their customers by involving their monitoring agents on all aspects of product development, including self-evaluation, design selection and product promotion.





Those who are fond of drinking are attracted to a drink made from clean, clear water, with a refreshing after-taste. Realizing this preference, Jinro launched a new product under the name of ChahmJinIseurRo, capitalizing on the clean and tidy image of the word ChahmIseur (true dew), which instantly enjoyed tremendous success.

These examples remind us of the importance of understanding the basic desires and true concerns of the target consumers prior to embarking on the development of a new brand. Brand naming does not actually resolve the issues on which the consumers are interested. However, the desires and concerns of the consumers should certainly be an important part of one's trademark development strategy.

3. Make a powerful impression

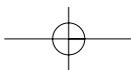
To housewives, rice weevils are a big headache. While they do not present any serious bodily harm, they are gruesome-looking creatures, and that is sufficient cause for concern to the housewives. Based on this fact, Aekyung Industries launched Dr. Rice Weevil. They successfully came up with a brand that directly and powerfully addressed the concerns of housewives. No wonder the product enjoyed immense popularity.

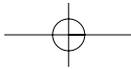
Offering a wonderful combination of red peppers and beef and a hot but refreshing taste, Shin Ramen is also one of the representative brands which communicates a powerful message. Use of a single word, Shin (hot), attracted a large and explosive following by the consumers.

Even with one look, consumers do not easily forget brands that have enjoyed success. This is because such brands are able to seduce consumers with powerful and direct messages.

4. Distinguish your brand from others

How about using the word cyber, which represents virtual space, as a brand for an apartment? We now live in a world where e-commerce is possible even from our own homes. No reason why such word cannot serve as the basis for brand naming of resi-





dential products modeled after those of advanced countries and equipped with high-speed multi-media telecommunication capabilities. On this very point, Samsung Moolsan's residential development division launched a brand named Samsung Cyber Apart 21.

The factors leading to the success of this brand are the new 21st century and the current trend of the cyber world. By emphasizing the word cyber, this brand brought to light the individualistic and unique characteristics of every individual who chose to make their home at Samsung Cyber Apart 21.

Use of the name of the construction company in the name of the apartment no longer serves to effectively distinguish one's apartments from another. In order to move the consumers, one must display a brand which is unique and which conveys the message of an ultra-modern apartment that is different from anything offered by other companies.

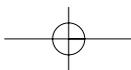
5. Send a message

At some point in time, learning how to use a computer by reading a manual started becoming cumbersome. People wanted to be able to use a computer simply by clicking an icon from the first screen. The use of the Internet as well as word processor programs must also be made user-friendly.

With much enthusiasm, Sambo Computer developed a computer brand known as Dreamsyz EZ. EZ encompasses the message of ease (E) and knowledge (Z). This brand naturally appealed to the older generation, which traditionally found computers difficult to approach and considered them a big headache, and it continues to remain popular among them. As can be seen, brands which use symbols or coined terms encompassing distinctive messages and character of products will find success more readily.

6. Utilize existing brands

Haitai Confectionary was in a crisis with the fall of the Haitai



Group in 1997. However, this company was able to resuscitate itself as a result of the success of Maht-dongsan (taste hill), a cookie product which was sold about twenty years ago. Enjoying an annual sales in excess of 60 billion won, Mahtdong-san again took over the role of Haitai Confectionary's favorite son. While substantial investment of costs will be necessary to develop a new brand and promote it among consumers, one can enjoy maximum success at minimum costs by utilizing brands which had already been used.

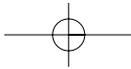
ChahmJinIseurRo, as cited earlier, is also one of the success stories which utilized an existing, well-known brand. Simply insisting on creating a new brand can result in wasteful spending. A strategic marketing involving involves a reformulation or revival of a traditional brand, which once enjoyed solid appeal and wide acceptance among the consumers, can sometimes be quite successful.

7. Develop a jointly-developed brand

We are seeing a number of successful jointly-developed brands in many areas. In slow economic periods or for smaller companies, developing a single brand can be a costly and risky undertaking. In such times, it may be more advantageous and cost-efficient for companies in the same industry to consider a strategic partnership to adopt a jointly-developed brand. They would choose a common brand appropriate for a line of products.

Among such brands that enjoyed wide acceptance are Capacci for leather goods and Gabor for furniture products, both of which were participated by small and medium sized companies. Brands such as A Tree That Gives Relentlessly, a joint brand for furniture products, and Tezrak, a joint brand for shoe manufacturers in Pusan area, enjoyed outstanding success in terms of sales distribution as well as cost reductions from their cooperation in marketing activities.

Export of products bearing jointly-developed brands is also on the rise. Some of the more successful in this area are Rozarion,



developed by cooking utensils manufacturers and Gabor, developed by furniture manufacturers.

8. Maintain one's dignity

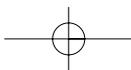
Even if a brand is marked with a strong character, do not adopt it without a careful inspection. The more vocal a brand is, more likely that it will lack substance. It will be all the more difficult if the only strength in the product lies in the name. The reputation of the company and the message communicating the quality of the product to the consumers must be truthful. This is because a brand will not be successful if it is not intimately linked to its reputation.

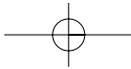
In order to earn a good reputation among a range of consumers, it is most important for the brand to possess a unique power and an aura of dignity. A dignified brand imparts confidence and trust. One of the representative cases in which a brand naming failed was one in which the name of a five star hotel, when pronounced, ended up with a meaning of Seagull xx. It is necessary to search similar foreign languages to determine whether a brand, when written or pronounced in such foreign languages, refer to or conjure up a lowly or strange meaning or connotations.

9. Borrow it, if you cannot afford it

Don't let the excitement of developing a new brand carry over so as to end up investing a significant amount of money. Don't be too concerned about the high costs. If one cannot come up with the right brand or there is not enough time to build up a reputation associated with a brand, simply borrow someone else's brand.

It may in fact be quite economical to acquire a license to use someone else's well-known brand for a fee. Review the registered trademarks, and if the perfect brand is identified, actively pursue a license with the owner of that trademark. Acquiring a license or purchasing the trademark right can also lead to a successful brand development strategy.





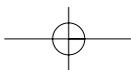
10. Always acquire the rights beforehand

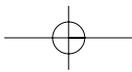
No matter how wonderful a new brand may be, success is not always guaranteed. If the brand used were to infringe another person's registered trademark, that brand should not have been developed in the first place. This is because an infringement dispute entails a tremendous loss of resources.

Engaging in a massive advertising campaign or the release of products prior to acquiring the relevant trademark registration is fraught with peril. In order for a new mark to acquire the vested rights, it must first be examined by KIPO examiner. It may be a bit premature to feel confident even if a prior trademark search did not reveal any existing marks that may hinder registration of a new mark. The examiner may not always share the same opinion as that of the party conducting the search, and the procedures and results of a trademark search are not always perfect. The safest approach would be to only use a mark for which the registration has been completed. Always prepare for the future by diligently and continuously developing attractive brands so that new products, supported by trademarks registered at KIPO, can be launched at the desired time. Only those who maintain a large pool of available trademarks which have been registered will ultimately prevail in today's intense war of brands.

If the above Ten Commandments are to result in a successful brand naming, the brand must first be free of any problems that prevent it from being registered as a trademark or a service mark under the trademark law. Perfecting a brand generally occurs when it is registered at KIPO. No matter how wonderful a brand is, if registration is refused or cancelled, one will not be able to use it exclusively. As such, brand naming companies generally associate with patent attorneys for trademark searches as well as legal advice.

We will soon be adding brand naming and trademark designing functions to our patent law practice. We plan to establish a Brand Naming Design Center as an auxiliary institute with a team of professionals, including a patent attorney, copywriter, author,





designer, etc. No matter how brilliant or refreshing a name or its design may be, it will only be a waste of valuable time, manpower and costs if it does not mature to registration. Remaining in the dark on IPR related laws and information can often lead to disastrous results, such as rejection or cancellation of registration.



Seduce a customer's eyes and ears 131

