Brand Identity Analysis

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Brand as a Product

A core element of a brand’s identity is usually its product thrust, which will affect the type of associations that are desirable and feasible. Attributes directly related to the purchase or use of a product can provide functional benefits and sometimes, emotional benefits for customers. A product-related attribute can create a value proposition by offering something extra like features or services, or by offering something better. The goal of linking the brand with the product is that the person thinks of that particular brand whenever there is a need.

For Pizza Hut, the brand as a product would represent the menu they serve mainly pizzas and pastas, the variety of Pizzas with Indian toppings and the quality of pizzas.

Brand as an Organization

This perspective focuses on attributes of the organization rather than on those of the product or service. Organizational attributes for Pizza Hut are

- Innovation
- Adaptability according to the different market needs and local preferences. For example: The world’s only 100 per cent vegetarian
Pizza Hut restaurants located in Ahmedabad, Surat and Mumbai’s Chowpatty.
- Think Global, Act local.
- Efficiency
- Never invasive customer service
- Integrity

**Brand as a Person**

Like a person, a brand can be perceived as having a unique personality. The brand-as-person perspective suggests a brand identity that is richer and more interesting than one based on product attributes.

A brand personality can create a stronger brand in 3 ways:
1) Create a self-expressive benefit that becomes a vehicle for customers to express their own personalities;
2) Form the basis of a relationship between customers and the brand (in the same way human personalities affect relationships between people); and
3) Help communicate a product attribute and thus, contribute to a functional benefit.

Pizza Hut brand as a person would be:
- Honest
- Helpful
- Concerned
- Friendly
- Energetic
- Trust-worthy
- Somebody who makes you smile

**Brand as a Symbol**

A strong symbol can provide cohesion and structure to an identity and make it much easier to gain recognition and recall. Its presence can be a key ingredient of brand development and its absence can be a substantial handicap. Aaker highlights three types of symbols: visual imagery, metaphors and the brand heritage.

I can associate Pizza Hut with following images:
Pizza hut is a metaphor for a friends/family get-together, happiness, celebrations, flawless customer service and of course, delicious food.

**CORE AND EXTENDED IDENTITY**

According to Aaker’s elaborate brand taxonomy, brand identity consists of a core identity and an extended identity.

**Core Identity:**
It represents the timeless essence of the brand. It’s central to both the meaning and success of the brand, and contains the associations that are most likely to remain constant as the brand encompasses new products and travels to new markets. For Pizza hut, core identity is the good quality of food, good customer service, the hot dot promise on delivery, and a fine dine experience.

**Extended identity:**
It includes elements that provide texture and completeness. It fills in the picture, adding details that help portray what the brand stands for. Extended identity may include the offers, meals they offer from time to time on different occasions, and the CSR they do.
The prism of brand identity maintains a vertical subdivision: the elements on the left such as physical appearance, relationship and consumer reflection are social and provide brand with external expression (image) and are visible. The elements on the right such as personality, culture and consumer self-image are connected with the inside of a brand and its soul.

1. Physique
All brands contain an external specificity that is physical appearance, which is the core of the brand and its value added. The first step building up a brand is the definition of physical factors, identifying what it is, what it does and how does it look like.
Physique can include warmer lighting, earthy tones and mood graphics used in every Pizza Hut outlet. It correctly matches with its tagline “Stories Happen” as it is very welcoming place where people meet to celebrate any occasion.

2. **Personality**
   With a help of communication, brand character is being developed and this is a way by which any brand “talks” about its goods and services and indicates a particular human person. Brand personality is closely connected with self-image and image of a consumer because the identification of consumers” with a particular segment reflects brand features.
   Brand Personality is a very abstract term, which has many dimensions to it, which in turn represent different traits. Brand Personality of Pizza Hut is comfortable, energetic and honest. Pizza Hut is like your good friend. You are on the same wavelength — you both feel equally young, you share the same sense of humour, and a visit to Pizza Hut always makes you smile. Pizza Hut is where you head when you just need to unwind and recharge. When you are at Pizza Hut, you always feel comfortable being who you truly are. It doesn’t really matter if you’re with someone or alone; you still enjoy being there.

3. **Culture**
   Brand is a representative of its culture, including communication. From this perspective, culture entails a lot of values that provide brand with inspiration. The aspect of culture enables to discover differences between other competing brands. The attention is focused on brand personality; however, eventually only those brands become leaders that possess not only personality but culture.
   Brand culture is based on the culture, values and aims of an enterprise. Culture plays the essential role in brand differentiation as it indicated what moral values are embodied in goods and services.
   Pizza Hut is a global brand but with an Indian heart. Their menu always takes care of the local tastes and preferences. It is an international brand with an Indian heart, in terms product, quality of service as well as pricing.

4. **Self-image**
   Brand is closely related to the understanding of consumer self-image that is the features with which consumers identify themselves and the very same features they would like to be reflected by the chosen good and its brand. Consumer self-image is important in the explanation of consumer behaviour as consumers purchase goods, corresponding to their self-image.
   The self-image consistent with the Pizza Hut as a brand is about being a caring person, concerned about others.
   **Affordable Casual Dining**
   We know memories do not just happen on birthdays and special occasions. They happen every day. So we have priced our menu to be family-friendly and affordable so customers can visit as often as possible. Affordability is extremely important for both large and small families. Our customers can expect to pay more than they would at a fast-food establishment. However, they should feel
that they can enjoy the Pizza Hut experience frequently because the prices fall directly between a fast food meal and a meal at a higher-end casual dining restaurant.

5. Reflection
It is the so called - target outward’s mirror.
A consumer has to be reflected in a way, which would show how he or she could image himself or herself consuming a particular good. The representatives of the target market should be presented differently from what they are but what they would like to be. Consumers use goods of certain brands seeking to create their own identity. Brands should control their consumer reflection.

6. Relationship
This feature emphasizes the way of behavior which is identified with brand most of all. A lot of actions such as the fact how brands influence and provide services in connection to their consumers determine this feature. According to Kapferer, brand is a voice that consumers should hear because brands survive in the market because of communication. Pizza Hut has always been a place to relax, grab a seat, and share moments of togetherness with friends and family. The always-friendly yet never-invasive service and colourful, comfortable atmosphere bring back old memories while creating new ones. The ambience of Pizza Hut makes kids feel like grown-ups and grown-ups feel like kids. First restaurant meals, visits with grandparents, and gatherings with friends - young and old, all happen within the welcoming walls of Pizza Hut restaurants. Every aspect of the Pizza Hut experience plays a vital role in our goal of providing customers a relaxed environment where they can sit back and enjoy exceptional food in good company.

BRAND POSITIONING

Pizza Hut is the world’s largest pizza chain, and it made its entry in India in 1996. It also brought into India its international heritage, its pizza expertise and world-class standards of quality and taste. Pizza Hut is a successful brand today. Considering that the pizza is a food foreign to the Indian palate, this is no small feat. Pizza Hut tried to develop a bond with the Indian consumer by becoming relevant to the Indian consumer.
What has worked for Pizza Hut is the strategy to ‘think global and act local’. Pizza Hut’s communication is reflective of family values, family bonding, etc.

They have understood it right that the Indian consumer is value conscious, and not just price conscious. At Pizza Hut they have been continuously reinforcing their product quality and standards to remain in sync with the Indian consumer.