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Strong branding on Google's example

Before analyzing Google's branding strategy, we must understand what branding is. It is important part of marketing that provides the process of creating a distinct identity for a business in the mind of your target audience and consumers.

Every company wants to have its own brand and customers' loyalty. We understand that most people buy or not buy products or services because of brand and it is important for company to have "their own consumers" who would support, recommend and defend them. It is great when everyone knows about you, uses your product every day. It is very strong branding and Google is one of the representatives of it.

It is searching service. Google first electrified the online world by creating the Web's best search engine [1, 2, 5]. Google is one of the most popular and strong brands in the world. Its iconic logo, catchy slogans, innovative products and services have helped to build a strong brand image and loyal customer base. In addition, Google consistently ranks high in surveys that measure brand strength and reputation.

Google's branding strategy focuses on its mission: "to organize the world's information and make it publicly available and useful." This mission statement is reflected in the branding through the logo, color scheme and company culture.

Logo. Google's logo has remained unchanged throughout its existence with its recognizable six letters in a basic color scheme. Google recently updated its logo to a more modern and elegant design that reflects the company's innovation and forward-looking approach. Google's branding is centered around its logo and its recognizable font. The Google logo has undergone multiple changes over time, but its primary colors (blue, red, yellow, and green) have always been present in some form. The current logo is a colorful, lowercase "google" with a simple sans-serif font.

Google has kept (more or less) the same visual design since its inception in 1998 with an extremely simple colorful logo. This not only contributed to long-term brand recognition, but also built trust in its ever-expanding product portfolio.

Color scheme. Google's primary colors are red, blue, green, and yellow. These bright and bold colors are instantly recognizable and create a sense of excitement and energy around the brand.

Company culture. Google's branding is also reflected in its corporate culture, which focuses on innovation, creativity and openness. Google is known for fostering a work environment that encourages experimentation and risk-taking, which has led to some of the company's most successful products and initiatives.

Interactives. Despite this degree of uniformity, they are definitely not rigid and regularly use an element of playfulness in their visual branding to match current trends and seamlessly integrate their brand into popular culture. From global sporting events to celebrity birthdays, the various Google Doodle features on the home page

have evolved from simple font customizations to increasingly complex interactive games, celebrating Pacman's 30th anniversary in 2010, which proved to be one of the most popular among users. In fact, it's still playable by clicking the image below.

Google even now has feature, that is also part of good branding. Every worldwide event or holiday is shown on Google searching program. Sometimes there are only picture with graphics, sometimes there are animated things, and sometimes there are mini-games related to that one.

Tagline. The company also uses the tagline “organizing the world’s information and making it universally accessible and useful” to communicate its mission and values. In addition to its logo and tagline, Google’s branding is also showcased through its products and user experience, which prioritize simplicity, speed, and ease of use.

Google is a company that has built a strong brand over the years. Here are some examples of how Google has successfully strengthened its brand:

1.They consist in the use of known elements. Google uses brand elements such as color, logo and font consistently across all products and services. Using a combination of blue, red, yellow and green has become synonymous with Google.

2.Clear positioning. Google has a clear positioning as a search engine that provides relevant results to users. The company strives to improve the search experience for users by constantly updating its algorithms and adding new features.

3.Innovation. Google has consistently been at the forefront of innovation, which has helped to build a strong reputation for the brand. The company has introduced many innovative products and services, such as Google Maps, Google Drive, and Google Assistant. These products became popular among users and contributed to the company's strong brand.

4.Consistency. Throughout its history, Google has maintained a consistent brand message. The company's core values, mission and brand vision have remained unchanged, helping to create a strong brand identity.

5.Simplicity. Google's branding is simple and straightforward. The company's iconic logo is easily recognizable and has become a symbol of the brand.

6.Social responsibility. Google demonstrates social responsibility by investing in renewable energy sources and implementing projects to protect the environment. The company's efforts in this direction contributed to the creation of a positive brand image.

7.A user-centered approach. Google has always followed a user-centric approach in all its products and services. The company aims to provide users with a simple and easy-to-use tool to access its products and services. This approach has helped Google build a solid brand reputation as a user-friendly company. Google's branding also incorporates its core values of simplicity, speed, and user focus, which are reflected in its clean and minimalist design. Google has always followed a user-centric approach to branding. The company's products and services are designed to make people's lives easier and more efficient.

8.Emotional connection. Google has established an emotional connection with its users through its creative and engaging advertising campaigns. The company's advertising often focuses on human stories and emotions, which has helped establish a strong connection between the brand and its customers [3].

Google shows how company must brand. If you ask somebody tell name of one searching website, almost everyone will tell Google. It is used in movies, serials, books etc. Also Google is used not only as name of a company, but like the verb "google". The verb "google" is a colloquial term that means to search for information using the Google search engine. It has become a widely recognized term, often used as a generic substitute for searching for information online. For example, "I'll just Google the answer to that question."

Of course, this company is not only about searching website. There are many sub-companies. Google made own ecosystem in Internet. When you want to watch some videos, you watch YouTube. When you text someone, you use Gmail. Almost Android smartphones use Google system as main, so you will use Google Photos (cloud photo storage and management service), Google Maps (mapping and navigation service), Google Play (digital distribution service for Android apps and games), Google Chrome (web browser), Google Drive (cloud storage and file synchronization service), Google Calendar (online calendar and scheduling service), Google Pay (digital wallet and online payment platform) and so on. They have their own apps for studying, like Google Classroom (learning management system for educators), Google Translator (language translation service), Google Academy (site with different studying materials), Google Earth (virtual globe, map, and geographical information service), Google Forms (online survey and questionnaire tool), Google Meet (video conferencing platform), Google Office, like it is in Microsoft, but online. When you need virtual assistant for voice commands and device control, you will use Google Assistant. When you want to start advertisement of your business you will use Google AdSense and Google Analytics for analysis.

Google has a very strong branding strategy and even offers the best branding course of the decade. Here are 8 important tips:

1. Don't get carried away by market research. Google owes its initial success to the technology, innovation and initiative of its two brilliant founders. Too many big brands have been ruined by the desire to satisfy consumers prematurely. Big brands often start with personal inspiration, before caring about the satisfaction of others.

2. Who needs advertising? Google was created without advertising. Instead, he used two cheaper but more effective branding tools: viral marketing and public relations. Today, 99% of revenue comes from advertising.

3. Burn position triangles and concentric circles. A number-targeted approach can damage the brand rather than focus on it. Google has grown without wheels and pyramids, creating its own list of principles that guide its actions.

4. Most of your future business will come from brand extensions. Google analyzed legacy brands and realized that today's unlikely brand extensions are tomorrow's cash cows. It's actively building out extensions from Gmail to Google Maps to make sure search is where it comes from, but that's far from the only future.

5. Keep your founders. Although Google appointed an outside director in 2001, founders Brin and Page remained at the helm. The founders embrace the brand ethos, inspire loyalty and leadership, and create PR coverage that fits the brand.

6. Branding is not a perfect game. While Google built its brand around beliefs such as "the need for information transcends borders" and "you can make money without being evil," it failed in spectacular fashion in 2006 when it agreed to the

Chinese government's help to limit content for Chinese people. people. Users looking for politically sensitive topics.

7. The best brand architecture is a single brand architecture. While there are other options like sub-brands and house of brands, Google's house of brands offers a number of important advantages. It concentrates all strategic resources and marketing costs on one brand. It also allowed Google to grow faster internationally and build a strong internal culture.

8. Build your brand from within with a strong employer brand. Google is consistently ranked as one of the world's best places to work because of the way it applies its brand positioning to attract, reward and motivate employees [4].

Conclusion

Overall, Google's branding strategy focuses on being an accessible and innovative brand that provides information and solutions for people's everyday lives. Its logo, color scheme and corporate culture combine to create a brand that is dynamic, reliable and instantly recognizable.

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