

# Different types of **Branding**



# There are 8 different types of **Brand**

There are essentially eight different types of **brands** and you can jumpstart the development of your brand strategy by identifying the one that's right for you.

# Disruptive **Brand:**

Challenges the current ways of doing things and introduces new concepts that substantively change the market.

**Ex:**

**NETFLIX**

amazon.com

Uber

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# Service Brand:

Consistently delivers high-quality customer care and service.

**Ex:**



# Innovative Brand:

Consistently introduces advanced and breakthrough products and technologies.

**Ex:**



# B

# Value Brand:

Offers lower prices for basic quality.

**Ex:**



4

# Performance Brand:

Offers products that deliver superior performance and dependability.

**Ex:**



# 5

# Luxury Brand:

Offers higher quality at higher price.

**Ex:**



6



# Style Brand:

Is differentiated through the way its products or services look and feel, as much as or more than what they do.

**Ex:**



# Experience Brand:

Is differentiated through the experience it provides, as much as or more than the product or service.

**Ex:**

