

Comprehensive Branding Framework

Guru Dev Teeluckdharry

University of Leicester, School of Business (UK)

*Corresponding Author: Guru Dev Teeluckdharry

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Article History	Abstract
Original Research Article	<p><i>Branding products and services is about the creation of a strong identity, unique perception, and emotional connection in consumers' minds, using names, designs, logos, messages, graphics, audios, videos, and experiences to stand out and build a strong loyalty between the producer and consumer. Product branding focuses on tangible goods (physical appearances, packaging, features) and service branding focuses on intangible services (customer experience and relationships). It's crucial for business recognition, product and service differentiation, building loyalty, and generating sales of products and services.</i></p> <p><i>The purpose of this paper is to develop a Comprehensive Branding Framework (CBF) whereby the following premises are analysed in depth:</i></p> <ol style="list-style-type: none"><i>1. A product can be further enhanced in brand value by another product whose brand value is stronger.</i><i>2. A service can be further enhanced in brand value by another service whose brand value is stronger.</i><i>3. A product can be further enhanced in brand value by a service whose brand value is stronger.</i><i>4. A service can be further enhanced in brand value by a product whose brand value is stronger.</i><i>5. An exclusive brand can be imbued with brand popularity by another popular brand.</i><i>6. A popular brand can be imbued with brand exclusivity by another exclusive brand.</i> <p><i>"Brand value represents the financial worth of a brand (its market value if sold) or the total cost required to replace it, reflecting customer loyalty and positive perceptions. It drives higher profits, creates competitive advantage, and acts as a 'brand insurance' during crises. Common valuation methods include cost-based, market-based, and income-based approaches."</i>¹</p> <p><i>"Brand popularity, driven by recognition and trust, is a crucial branding component that drives consumer loyalty, allows premium pricing, and boosts company value. High popularity is cultivated through consistent visual identities (logos, colors) and authentic, consistent messaging across channels. Nearly 63% of consumers prefer to buy from familiar brands."</i>²</p> <p><i>"Brand exclusivity is a strategic branding approach that creates a perception of privilege, scarcity, and high status, making products or services accessible only to a select few. It drives desirability by tapping into human psychology, fostering feelings of belonging to an elite group, and communicating social status. It is often implemented through limited availability, high price points, and restricted, highly curated distribution channels."</i>³</p> <p><i>Such a branding framework whereby brand value, brand popularity, and brand exclusivity are all combined has not been expounded at all by any Academician in the Academic Literature. It is an innovative method of branding products and services in marketing.</i></p> <p>Keywords: <i>Product, Service, Brand Value, Brand Popularity, Popular Exclusivity.</i></p>
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¹ AI Overview

² AI Overview

³ AI Overview

Introduction

Producers in marketing use branding for the purpose of generating revenue. However, a product or service will not be purchased if the product is unknown or the brand value is weak. So, determining a brand with a strong brand value also affects the marketing of a product or service. A product or service with a strong brand value will sell well even though there are other products or services with the same standard in circulation. It is indisputable that branding is one of the factors necessary for the success and marketing strategy adopted by a company to sell its products or services to customers, especially at this time when the information age is growing rapidly. So branding is one of the most powerful tools of marketing for companies in developing and maintaining a lucrative business that will generate huge revenues.

Therefore, it is imperative for companies to carry out branding of products or services with the right strategy in order to meet effective targets. The marketing operation that is carried out must be in accordance with the aim and vision of the company. The state of the business world is highly dynamic, which always evolves at any time and there is a strong correlation relationship between one another. Therefore, the branding strategy has a very crucial role for the profitability and scalability of the company in general and in the marketing industry in particular. In addition, the marketing strategy applied must be executed in accordance with market developments. Thus, the marketing strategy must be able to provide a clear picture of what the company aims to achieve as far as its sales are concerned.

Brand Determination Strategy

“Some analysts view the brand as the company's main marketing asset. A brand is more than just a name and a brand symbol to form everything a product or service means to consumers. Brand equity is the positive differential effect that knowing the brand name will make the customer respond to the product or service. Brands with strong brand equity are very valuable assets. In building brands, companies must make decisions about brand positioning, brand name selection, brand sponsorship, and brand development Mesdag (1997). The strongest brand positioning creates strong consumer trust and value. Choosing a brand name involves finding the best brand name based on a careful review of the benefits of the product, the target market, and the proposed marketing strategy. Manufacturers have four choices of brand sponsorship, namely the manufacturer can launch the producer brand (or national brand), sell to intermediary

sellers who use private brands, market licensed brands, or combine other strengths to co-brand the product.

The company also has four choices when the company develops its brand. Companies can introduce line extensions, brand extensions, multiple brands, or new brands. Companies must build and manage their brands with care. Brand positioning must be continuously communicated with consumers. Advertising can help. However, brands are not raised by advertising but by brand experience. Customers know a brand through a wide range of relationships and interactions. Companies should pay much attention to managing these touch points as companies do when creating their advertisements. Therefore, the management of company brand assets cannot be left only to the brand manager. Now several companies are forming brand asset management teams to manage their main brands. Companies must regularly audit their brand strengths and weaknesses. Brands may need to be repositioned if there is a change in customer preferences or a new competitor. (1) Brand Equity, (2) Marketing (3) Packaging (4) Labeling.”⁴

Service Marketing

“Service characteristics are determined by four key characteristics, namely intangibility, inseparability, variability, and perishability. Wolak (1998). Each characteristic has problems and marketing requirements. Marketers are trying to find ways to make services more tangible, increase the productivity of providers that are inseparable from their products, set quality standards to deal with variability, and increase the movement of demand and supply capacity to deal with service loss. Good service companies focus on customers and employees. Service firms understand the service profit chain, which links service company profits to employees and customer satisfaction (Heskett et al 1994). A service marketing strategy requires not only external marketing but also internal marketing to motivate employees and interactive marketing to create service delivery expertise among service providers. To be successful, service marketers must create competitive differentiation, offer high service quality, and find ways to increase service productivity.

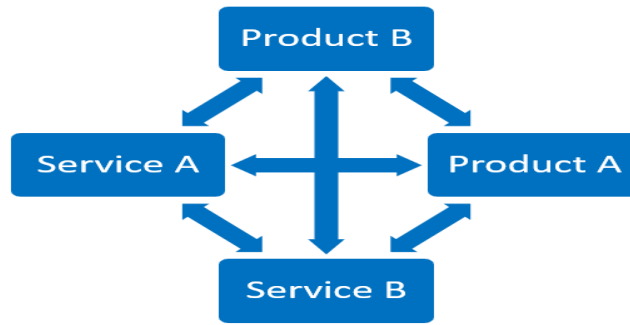
According to Vargo et al. (2004), there are four characteristics of service marketing that need to be known in service marketing, namely: Intangibility, Inseparability, Variability, and Perishability. Services cannot be stored and therefore cannot be sold in the future. In this case, services are different from goods, because usually goods can be stored and used over and over again, this is not the case with services, if services are not directly used, the services will

^{[4][5]} ‘Service Products and Brand Determination Strategy’ by Mendeca Liloca and Simone Stewart, Journal Dimensie

Management and Public Sector, Volume 1, Issue 1, 2020, page 011-016.

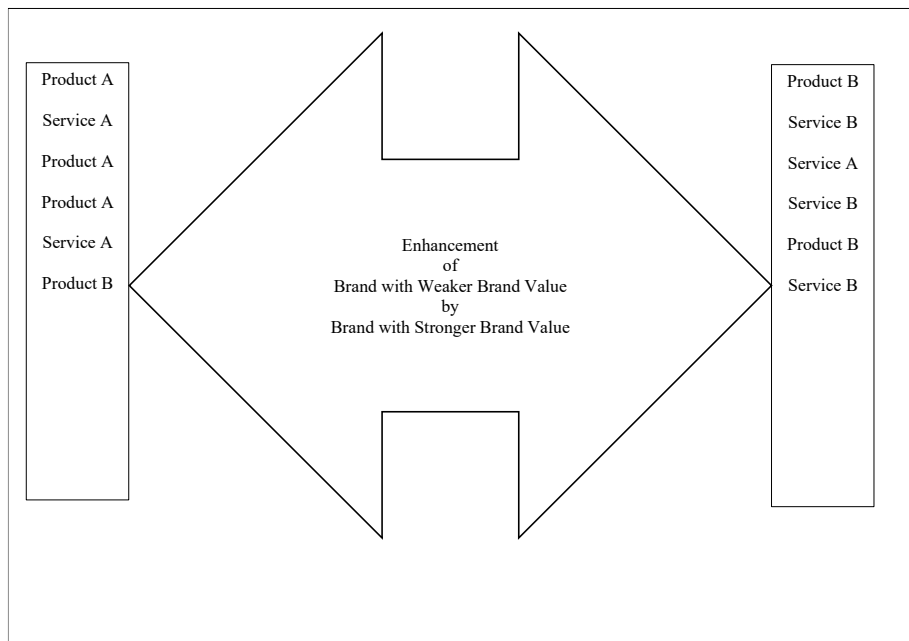
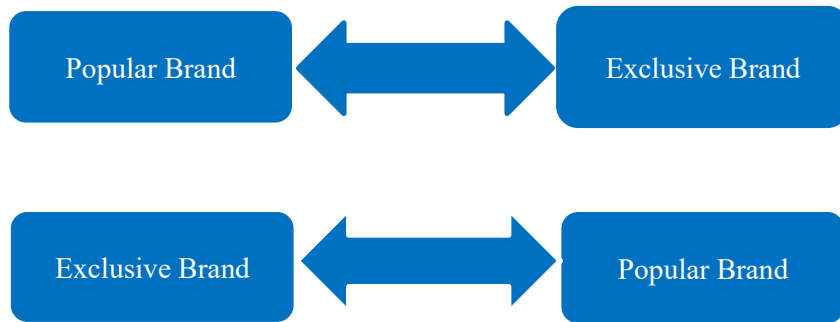
just pass away. A service provided by a service provider depends on changing market demands.”⁵

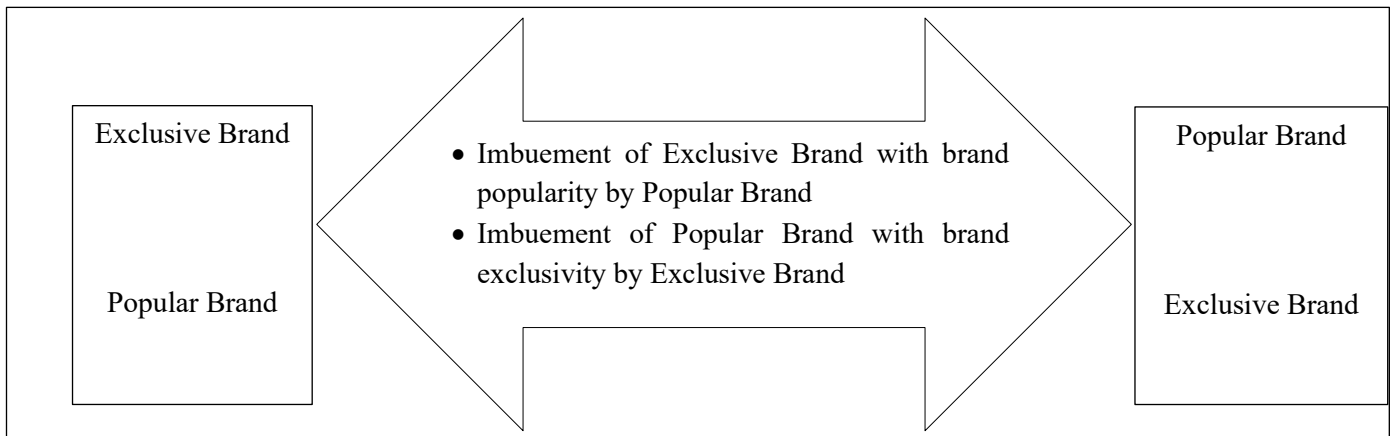
Comprehensive Branding Framework (CBF)



In the Comprehensive Branding Framework (CBF), a service can be made *to appear* tangible, separable, variable, and perishable *to some extent* if it is further enhanced by another product whose brand value is stronger. The service becomes attached with the product completely and the Service Dominant Logic becomes more efficient and effective whereby new customers can be attracted effortlessly and old customers can be retained permanently.

As such the Service Dominant Logic could literally be renamed as the Product - Service Dominant Logic whereby the service benefits from the features of the product and vice versa.





a) A product can be further enhanced in brand value by another product whose brand value is stronger:

Key aspects of this strategy include⁶:

- **Co-branding and Strategic Alliances:** When two brands partner up, the stronger brand can lend credibility, trust, and a positive image to the lesser-known or weaker brand. Examples might include a popular tech brand collaborating with a luxury fashion house, whereby the luxury brand gains tech credibility and the tech brand gains a more premium image.
- **Brand Extensions:** Introducing a new product under an already strong parent brand can leverage the existing positive associations and customer loyalty of the parent brand, thus quickly establishing initial brand value for the new product. For example, a strong car brand introducing a new line of merchandise leverages its core brand's strength.

The success of this strategy often depends on the "fit" and relevance between the two products/brands, ensuring that the association makes sense to the consumer and that the stronger brand's values align positively with the other product's goals.

Here are key examples:

- **Nike and Apple (Co-branding):** The Nike+ product line, which involved integrating Apple's technology (like the Apple Watch and the Nike Run Club app) with Nike's athletic gear, is a prime example. This collaboration combined Apple's reputation for innovation and technology with Nike's image of athletic excellence, enhancing the value of both products to fitness-focused consumers.

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- **Disney (Brand Licensing):** Disney licenses its strong, globally recognized character brands (like Mickey Mouse or characters from *Frozen*) for use on a vast array of products, including toys, apparel, and household items. The merchandise gains significant brand value and consumer trust from the association with the beloved Disney characters and brand.
- **Tylenol vs. Generic Pain Relievers (Brand Equity):** In a less formal sense, a customer seeking an over-the-counter pain reliever may choose the name brand **Tylenol** over a generic, less expensive alternative. The customer perceives the Tylenol brand as having higher value, quality, and reliability due to its established reputation and trust, even if the active ingredients are the same as the generic product.
- **Mastercard and various retailers/airlines (Co-branded credit cards):** Financial institutions partner with strong retail or airline brands to offer co-branded credit cards. The added value, such as loyalty points, travel benefits, or discounts, is enhanced by the strong, trusted brand names of both the financial institution and the partner company.

b) A service can be further enhanced in brand value by another service whose brand value is stronger:

Key aspects of this strategy include⁷:

- **Brand Association:** The positive attributes, perceptions, and emotions associated with the stronger brand can transfer to the newer or less-established brand. Consumers often assume that if a brand they trust endorses a new service, that new service must also be high-quality.
- **Credibility and Trust:** The established brand

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lends instant credibility and a perception of reliability to the partner service, reducing the perceived risk for new customers.

- **Increased Visibility:** The less-established service benefits from the marketing reach and customer base of the stronger brand, gaining exposure it might not have otherwise achieved on its own.

This strategy is effective when there is a strong "fit" between the two brands—meaning their target audiences, values, and images are complementary and consistent.

Here are some key examples:

- **Airline and Credit Card Partnerships:** Credit card companies and airlines often partner to offer value-added services, such as **frequent flyer miles** or travel perks on a specific airline. The strong brand image of a major airline can enhance the perceived value of the credit card's offerings.
- **Virgin Brand Extensions:** The Virgin Group has successfully extended its brand from its original music business into diverse service categories like **Virgin Money** (banking) and **Virgin Active** (health clubs). The established, strong brand equity and image of the parent brand are leveraged to build the new services' value and attract customers.
- **Easy Group Brand Extensions:** Similarly, the "easy" brand, known for its low-cost airline, extended into related services such as **easyHotels.com** and **easyBus.com**. The strong brand association with affordability and convenience enhances the value proposition of the new travel-related services.
- **Bundled Subscription Services:** A movie streaming service might partner with a music streaming service to offer a free trial or a bundled package. The perceived value of both services is increased by the association and added benefits from the other's established service.
- **Technology and Service Tie-ins:** A major software company might partner with a leading hardware manufacturer to certify that the software is optimized for that hardware. The strong brand of the hardware reinforces the reliability and quality of the software service, and vice versa.

- c) A product can be further enhanced in brand value by a service whose brand value is stronger:

Key aspects of this strategy include⁸:

- **Augmented Products:** The concept of an "augmented product" involves adding services or benefits to the core product to enhance the consumer experience and value, often justifying a premium price.
- **Leveraging Brand Equity:** By associating a product with a strong, reputable service brand, the product can benefit from the existing positive perceptions, trust, and loyalty associated with the service. The service's strong brand equity effectively transfers value to the product, creating a superior combined offering in the consumer's mind.
- **Strategic Alliances:** Businesses often form strategic alliances or use co-branding to leverage the established brand strength of a partner to gain a competitive advantage or enter new markets. This strategy is an application of this principle.

Here are some key examples:

- **Apple products:** A classic example is **Apple** which has built immense brand equity with its core products (iPhone, iPad, MacBooks). The company enhances its product value through strongly branded services like **AppleCare** (extended warranty and support), **Apple TV+** (streaming service), and in-store **Genius Bar** support. These high-value services increase customer retention and loyalty to the physical products.
- **Automotive Industry:** A car manufacturer might partner with a highly reputable car insurance provider or a well-known premium financing service to offer a comprehensive purchase package. The trusted brand of the service enhances the overall perceived value and reliability of the vehicle being sold.
- **Tech Support and Warranties:** Providing strong branded incentives such as free tech support or long-lasting warranties with a hardware product adds significant value and differentiates it from competitors. The perceived reliability and responsiveness of the support service directly contribute to the product's brand reputation.
- **"Works with Nest" Program:** The smart home company **Nest** extended its brand by developing a

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partner program called "**Works with Nest**". This service allows a variety of other smart devices (e.g., video monitoring, door locks, lighting systems) to interact with Nest products. The strong brand of these partner services enhances the functionality and brand value of the core Nest product line.

- "**Doritos Locos Tacos**": This is a form of brand extension whereby a product (**Taco Bell** taco) is enhanced by the brand value of another product (**Doritos** chip shell). The strong, recognizable brand of the Doritos service/flavor adds value to the standard taco product.

d) A service can be further enhanced in brand value by a product whose brand value is stronger.

Key benefits of this strategy include⁹:

- **Enhanced Perception:** Consumers may perceive the service as being more reliable, higher quality, or more innovative simply due to its association with a well-regarded product.
- **Increased Trust and Credibility:** The strong product brand acts as a signal of credibility, reducing perceived risk for customers considering the service.
- **Expanded Reach:** The service gains exposure to the product's existing, loyal customer base.
- **Differentiation:** In a crowded market, this association can help the service stand out from its competitors.

For instance, a new financial advisory service might align itself with an established, trusted luxury car brand to convey a sense of exclusivity and prestige, thus elevating the service's own perceived brand value.

Here are some key examples;

- **Financial Services and Credit Cards:** A smaller bank or credit union might offer a co-branded Visa or Mastercard. While customers are using the service of the bank, the strong, global recognition and trustworthiness of the Visa or Mastercard network enhances the perceived reliability and acceptance of the bank's offering.
- **Airlines and In-Flight Amenities:** An airline can elevate its passenger experience by offering premium in-flight products. For example, providing Bose noise-cancelling headphones or

serving Starbucks coffee instantly signals a commitment to quality and luxury, leveraging the strong brand value of those product companies to enhance the perceived value of the flight service.

- **Hospitality and Appliances:** A hotel chain can upgrade its room experience by consistently featuring a high-end coffee maker like Nespresso or an appliance brand like Sub-Zero or Miele. The presence of these recognized, premium product brands reassures guests about the overall quality and attention to detail of the hotel's service offering.
- **Ride-Sharing and Vehicle Partnerships:** A ride-sharing service could form a partnership with an established, trusted automotive brand like Toyota or Honda to guarantee that all its vehicles are new, reliable models from that manufacturer. This association with a brand known for reliability enhances the perceived safety and quality of the transport service.

e) An exclusive brand can be imbued with brand popularity by another popular brand:

Key aspects of this strategy include:

- **Leveraging Credibility:** Partnering with a popular, reputable brand can lend instant credibility and trust to the exclusive brand, particularly if the popular brand is well-established in the market.
- **Expanding Reach:** The exclusive brand gains access to the popular brand's existing customer base, significantly expanding its market reach and potential audience.
- **Creating Synergy:** When two brands with complementary strengths collaborate, they can create a synergistic effect whereby the combined offering is more appealing than either brand individually. This can generate excitement and media buzz that neither brand could achieve alone.
- **Enhancing Brand Image:** The exclusive brand can benefit from the positive attributes and brand image associated with the popular brand, thereby elevating its own perceived value and desirability.

Here are some key examples:

- **Apple and Hermès:** Apple collaborated with the luxury fashion house Hermès to create an exclusive line of the Apple Watch Hermès. This

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partnership introduced the technology-focused Apple brand to the high-fashion world, while Hermès gained access to Apple's tech-savvy market.

- **Louis Vuitton and Supreme:** The unexpected collaboration between the iconic luxury fashion house Louis Vuitton and the popular streetwear brand Supreme was one of the most talked-about alliances in the industry. This partnership successfully bridged the gap between high fashion and youth-oriented street culture, generating immense hype and boosting the exclusivity and popularity of both brands.
- **Adidas and Parley for the Oceans:** In a collaboration that combined sustainability with style, Adidas partnered with the environmental organization Parley to create a line of shoes made from upcycled ocean plastic. This initiative enhanced Adidas' brand image as a responsible company while increasing Parley's visibility and message regarding marine plastic pollution.
- **Starbucks and Spotify:** The two companies formed a strategic partnership to create an integrated music experience, allowing Starbucks customers to discover music played in stores via the Spotify app and for Starbucks employees to curate playlists. This enhanced the customer experience, driving brand loyalty for both companies.

In these examples, the brands successfully combined their distinct identities to generate buzz, access new demographics, and reinforce their market positions, demonstrating how cross-brand collaboration can be a powerful tool for enhancing brand popularity and appeal.

f) A popular brand can be imbued with brand exclusivity by another exclusive brand.

Key aspects of this strategy include¹⁰:

- **Leveraging Perceived Value:** When a mass-market brand collaborates with a luxury designer (e.g., Target's past collaborations with designers like Missoni or Versace), it gains a temporary association with exclusivity and high fashion. The luxury brand, in turn, may tap into a broader audience without diluting its core exclusive image, provided the collaboration is limited-edition and strategic.
- **Halo Effect:** The prestige and rarity associated

with the exclusive brand transfer to the partner brand. This co-branding can elevate the partner brand's status and command higher price points.

- **Curated Scarcity:** Collaborations often involve limited-edition runs, which naturally drives demand and enhances the sense of urgency and exclusivity for the products.
- **Access to New Audiences:** The partnership introduces each brand to the other's loyal and often distinct customer base.
- **Enhanced Brand Storytelling:** The collaboration provides a compelling narrative around creativity, shared values, or an unexpected pairing, which engages customers on an emotional level and generates significant media attention.

Here are some key examples:

- **Louis Vuitton and Supreme:** This unexpected "high-low" collaboration in 2017 merged a legacy high-fashion house with a prominent streetwear brand. The limited-edition collection generated immense buzz, sold out instantly, and helped Louis Vuitton tap into a younger demographic while elevating Supreme's status in the luxury market.
- **Apple and Hermès:** The partnership to create the Apple Watch Hermès combined Apple's mass-market technology with Hermès' renowned craftsmanship and premium leather goods. This aligned both brands' emphasis on quality and design, offering a high-end, exclusive version of a popular tech product.
- **Gucci and The North Face:** This collaboration blended Gucci's luxury fashion identity with The North Face's outdoor and adventure focus. The resulting product line appealed to both fashion enthusiasts and outdoor adventurers, showcasing how merging different brand identities can open new markets and attract diverse consumers.
- **BMW and Louis Vuitton:** For the launch of the BMW i8 sports car, Louis Vuitton created a custom, four-piece luggage set designed to fit the car's specific dimensions. This partnership targeted a shared clientele of high-net-worth individuals and emphasized shared values of luxury craftsmanship and exclusivity.
- **Fendi and SKIMS:** This high-profile collaboration, often referred to as "Fendace" as

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Fendi and Versace also had a "swap" collaboration, brought together Fendi's luxury status with the massive reach and modern appeal of Kim Kardashian's shapewear brand, SKIMS. The collection successfully generated significant media attention and appealed to a broad range of consumers, from luxury loyalists to SKIMS fans.

These collaborations work by:

- **Creating Scarcity:** The limited-edition nature of the products creates a sense of urgency and desire, a core principle of exclusivity.
- **Blending Audiences:** Each brand introduces the other to its loyal customer base, expanding market reach without diluting its core identity.
- **Elevating Perceived Value:** The popular brand

benefits from the prestige and aspirational appeal of the exclusive brand, while the exclusive brand gains wider exposure.

Conclusion

The Comprehensive Branding Framework (CBF) is an innovative method of branding products and services in marketing. This very innovation can create a long-lasting value for businesses with respect to branding. The so-called single branding is a marketing strategy which is less effective and efficient than the so-called multiple branding of the Comprehensive Branding Framework (CBF). To conclude, we could say that the Comprehensive Branding Framework (CBF) is capable of bringing a drastic shift from conventional marketing which has limitations to unconventional marketing which has no limitations with respect to branding of products and services.