

## HOW BRAND NAMES MANAGE TO SURVIVE



Advertisement is very important for products. Advertisement can either make or break a brand. Some of the most popular brands managed to survive, even during a recession, by altering the product to fit the needs of the consumers. After all, consumers are the ones who ultimately decide if the brand is successful or not. If consumers do not buy the product, the brand can easily self destruct.

One example of a brand name that managed to survive and continue to thrive throughout the years is Apple. The Apple incorporation was first founded in 1976 and started by producing computers. As the years passed by, Apple continued to grow and expand and is now one of the most favored and loved corporations. Apple distributes the iPod, iPad, cell phones, computers, and so much more.

Other brands have managed to destroy their reputation. In the past, there have been brands of laundry detergent on the market that managed to self destruct due to the fact that the laundry detergent ended up causing severe reactions and side effects on those who used the product. When creating a product, it is important to make sure that these problems will not occur. If a consumer is harmed by a certain product, they will likely avoid that brand forever, even if changes are made.

Some consumers have major complaints on certain brands which can tarnish the brand's reputation. If a consumer looks on a website for toothpaste or makeup and all they see is negative reviews from other consumers who have tried and hated the product, less consumers will be willing to try the product and therefore, the brand will lose out on money and eventually discontinue the product.

The truth is, when a company chooses to create a product and sell a brand, they have to keep the consumer in mind. If the company is just looking to make a fast dollar off of the consumers, they will never be successful. If the company wants to change the lives of consumers and make their lives considerably better or easier, the chances for success are much higher.

Some companies have great ideas for products that just do not seem to play out as well as the company thought it would. For example, J & J Philippines had the idea to create black panty liners for women. Many women first found that the black panty liners were quite interesting compared to the ordinary panty liner. However, after continued use, the black panty liners began to stain the underwear and women were no longer pleased with the product or the company.

Brand names manage to survive by finding out what the consumer wants and tailoring themselves to meet those specific requirements. It is not always easy for a brand to expand and thrive, especially during a tough economy and recessions, but the Apple Incorporation is just one of many companies that proves it is possible.