

## Response to New Branded World

This article discussed the history of advertisement from the early 1900s through today. It explained the phenomenon it describes as a non-product mindset. That is, companies which sell brands not products. This new mentality's affect on the average consumer is explained and is shown to be rather concerning.

The largest, most profitable companies of today have indeed abandoned their products in favor of selling a lifestyle or an idea. One prime example of this is Tommy Hilfiger. This company has purchased several other companies. It uses these companies to produce products. Tommy Hilfiger does not actually produce a product; instead it owns several small sub-companies each of which produces a different Tommy Hilfiger-Brand product. The company itself just sells the name.

This trend has had quite an affect on the average consumer. At one point in time consumers had begun to realize that brands were just ideas and not tangible products. They began to look at private products (so-called generic brands) for better prices rather than just looking at the name. This could have potentially ended the branding trend if several large companies hadn't spent more on branding than ever before to compensate. This resurgence of brands forced consumers to come back to the branding mindset.

The average consumer still believes that buying brand-name products is somehow better than buying generic brands. After reading this article I agreed with all of the author's points on the matter. Large corporations have manipulated us into buying brands, not products. Even after acknowledging this fact, I still know that if I were standing in a grocery aisle choosing between Generic-Brand Wheat-Os and Honey Nut Cheerios ©®™ (etc.) I would pick the cheerios every time.