

Wright Halyna, Shcherbyna Yelizaveta

History of the first brands

Branding actually begins in the 1500s, but major shifts took place in the 19th and 20th centuries.

In Ancient Norse, a Scandanavian language, the word “brandr” means “to burn.” Originally, a brand was a burning piece of wood and later described a torch. By the 1500s, it became common to brand cattle in order to show ownership.

Registered trademarks rose to prominence in the 1870s, and the U.S. Congress passed its first Trademark Act in 1881. This was the first instance of branding as intellectual property, giving a way for companies to officially claim their products as their own and combat copycats and rivals.

The turn of the 20th century was a time when technology began to transform everyday life and we got a glimpse of what our future could hold. The century began with the birth of several iconic companies that would eventually become leading brands around the world. Coca-Cola (introduced in 1886), Colgate (1873), Ford Motor Company (1903), Chanel (1909) and LEGO (1932) were all first-of-their-kind pioneers, trend-setters, and brand-builders.

Ford is known as the first company in the world to use the classic car assembly line, first launched on August 16, 1913, and it was also the first company to offer American-made cars with a gasoline engine.

In contrast to the fashion of the early twentieth century with a tight waist, Chanel came up with the concept of simple but expensive clothes, promoting a loose fit and simple shapes. Chanel offered suits for women at a time when they'd only been thought of as menswear.

The history of toothpaste begins in 1873, when there was a flavored dental cream, that is, Colgate toothpaste. In 1896, instead of the glass jars that served as a container of toothpaste, tubes of tin, similar to those used today, were used. A dentist named Sheffield introduced the idea of tubes as a container for paste products to the history of toothpaste. Colgate launched toothpaste in tubes and took ownership of the invention.

LEGO Group was founded in 1932 by Danish Ole Kirk Christiansen. The task faced by the employees of the company (at first it consisted of only 7 people) was to create toys that developed the imagination, ingenuity and creativity of a child. In 1947, the company expanded production and began producing plastic toys. Since its inception in 1949, LEGO elements have remained compatible with each other in all their variations.

During the era of invention, brands made their mark through newspapers and magazines. Print provided a space where brands could use words, logos, and illustrations to differentiate themselves. Advertisements were often very informational and described exactly how products worked and what they could do.

References:

1. A brief history of branding by Aviva M. Cantor. URL: <https://99designs.com/blog/design-history-movements/history-of-branding/>
2. History of the famous House of Chanel. URL: [https://www.nothingtowear.com.ua/fashion-history/chanel/\[in Russian\]](https://www.nothingtowear.com.ua/fashion-history/chanel/[in Russian]).
3. COLGATE-PALMOLIVE - BRAND HISTORY. URL: [https://www.brandpedia.ru/brand-1377.html\[in Russian\]](https://www.brandpedia.ru/brand-1377.html[in Russian]).
4. HISTORY OF THE FORD BRAND. URL: [https://carobka.ru/cars/history/ford/\[in Russian\]](https://carobka.ru/cars/history/ford/[in Russian]).
5. FORD cars development history. URL: [https://autotopik.ru/ford/939-istoriya-avtomobiley.html\[in Russian\]](https://autotopik.ru/ford/939-istoriya-avtomobiley.html[in Russian]).

Wright Halyna, Pail Ruslan

Coca-Cola branding strategy

Coca-Cola, or Coke, is a carbonated soft drink manufactured by The Coca-Cola Company. It was invented in the late 19th century by John Stith Pemberton and was bought out by businessman Asa Griggs Candler, whose marketing tactics led Coca-Cola to its dominance of the world soft-drink market throughout the twentieth century.

From the year 1881 to the twentieth century, Coca Cola is one of the first brands that was truly global to the very meaning of the word. From its launch at America in the 18th Century, Coke managed to spread its bottling plants all over the globe in a span of twenty years.

Asa Griggs Candler, the man behind the marketing and distribution idea, the man who decided to “bottle” the drink for the first time, became an example for what marketing really was.

The Coca-Cola Company is one of the most successful brands. The beverage behemoth offers 200 brands in more than 200 countries and territories worldwide. Twenty brands in the Coca-Cola umbrella are worth over a billion dollars, and more than 1.9bn servings of Coca-Cola products get poured every day.