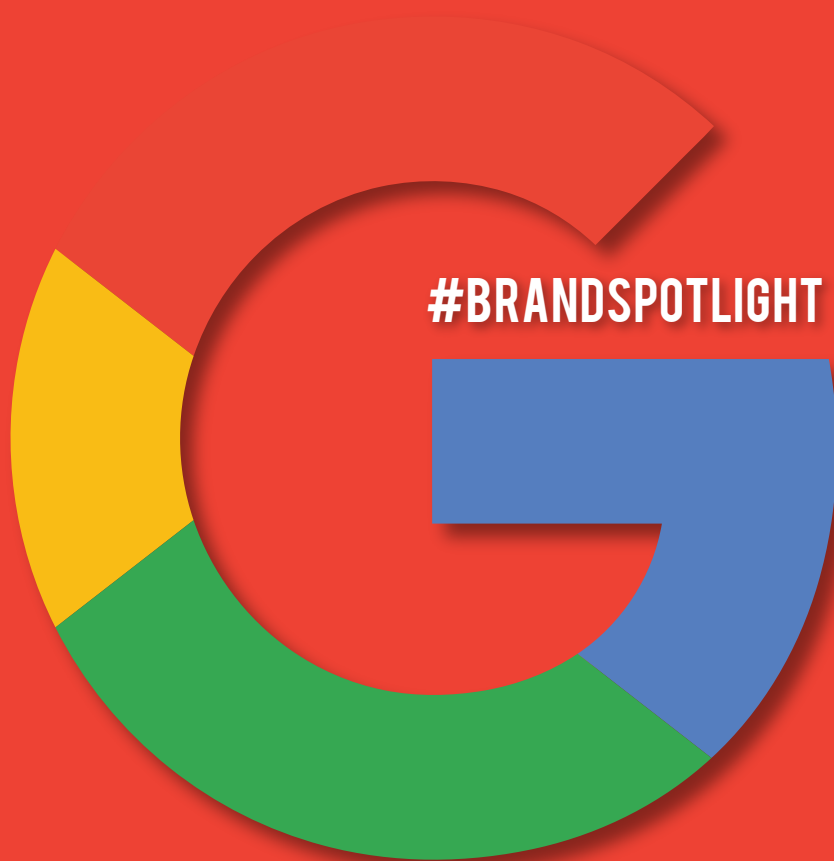


DECIPHERING A NEW ERA OF GROWTH



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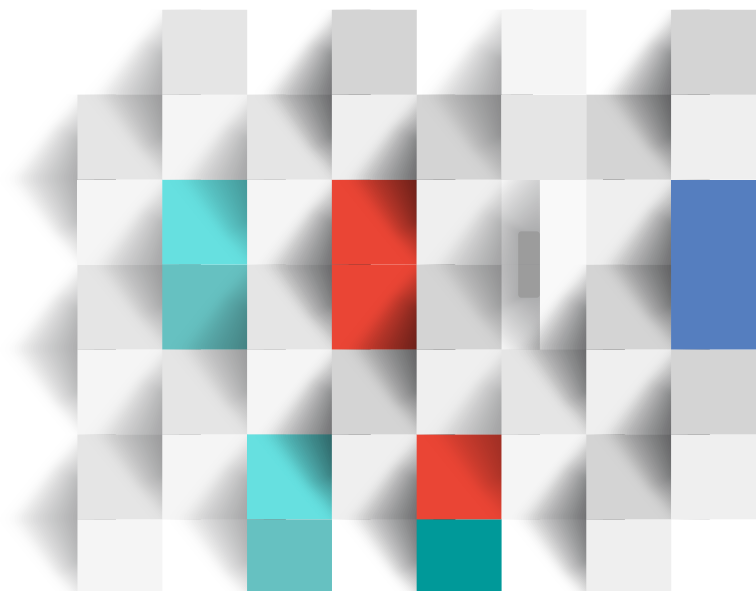
Introduction

One of the world's biggest brands Google, surely requires no introduction. However, there is much that we don't know about it. I have been reading about the fascinating story about Google and realized that there is much to learn from the world's favorite tech brand. For one, nothing turns into a giant like Google in a day. Definitely, it requires efforts and thoughts to construct reality from the dream.

So what was the big idea behind this well-known establishment?

Google.com started with Larry and Sergey's mission of organizing the flow of information. They analyzed and predicted the convergence culture, way before it became a reality. The Internet would have been a flux today, if Google hadn't taken the initiative of consolidating the data.

There are a lot of techniques and strategies that we can learn from Google. However, let's first do a historical analysis of how Google has emerged as a global entity.



Historical Background of Google

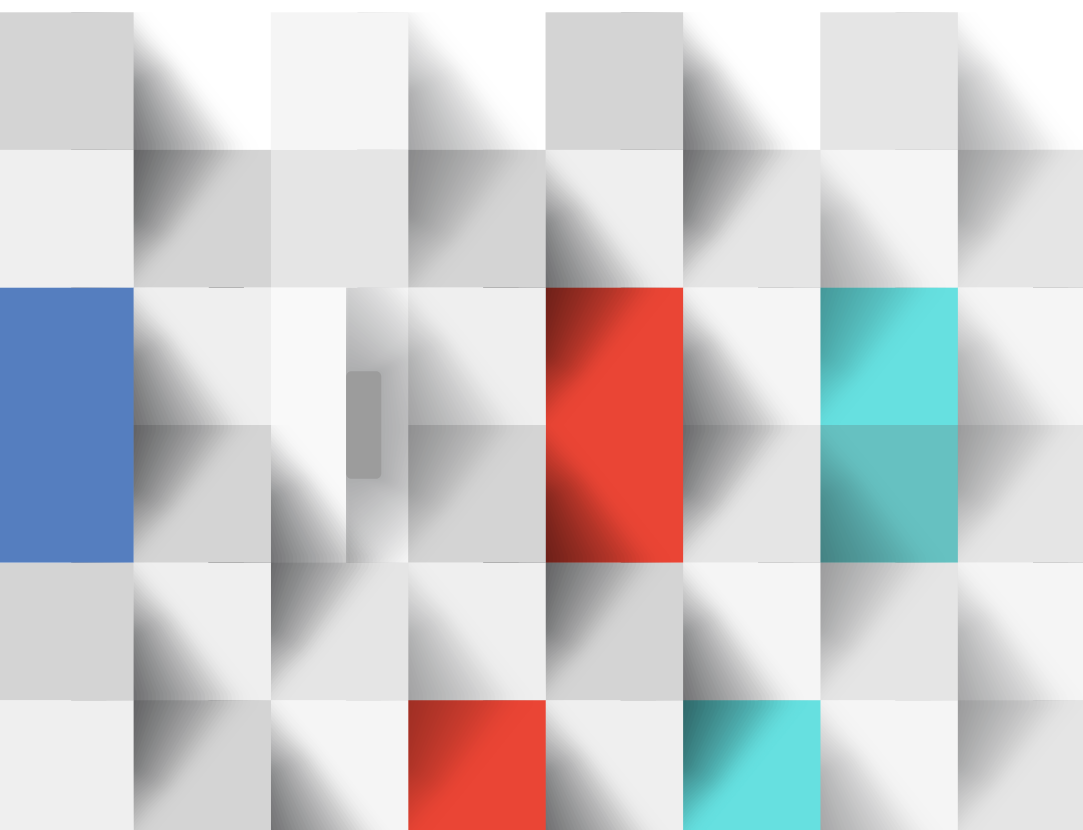
Do you know Google's unofficial slogan? It's "Don't be Evil". Strange, right? This was created keeping in mind the corporate ethics and values. The Internet was (and is) a place, where you will find all kinds of good and bad information. However, Google was launched with the idea of not only organizing information, but also structuring them on legal and ethical paradigms.

This idea was initiated by two great minds from Stanford University, Larry Page and Sergey Brin. Interestingly, they were doing their PhD research project about building relationships among websites. Way back then, internet search engine ranking was all about the number of times a term appeared in search results. Page and Brin thought of creating a software that would help in building interrelations of websites. There, the big idea was cracked and officially Google was launched.



Since, it was a Stanford's project, the Google web domain remained under Stanford's domain for some time. Later, in 1997 Google.com was finally established as an independent domain. However, the company at that time wasn't like the way Google exists today. Google's first office was a friend's garage in Menlo's park where the first Google employee was a Stanford graduate.

It was in 2011, for the first time, that Google's unique monthly visitors exceeded 1 billion. The dream became reality in 2012, when Google earned \$50 billion in revenue.

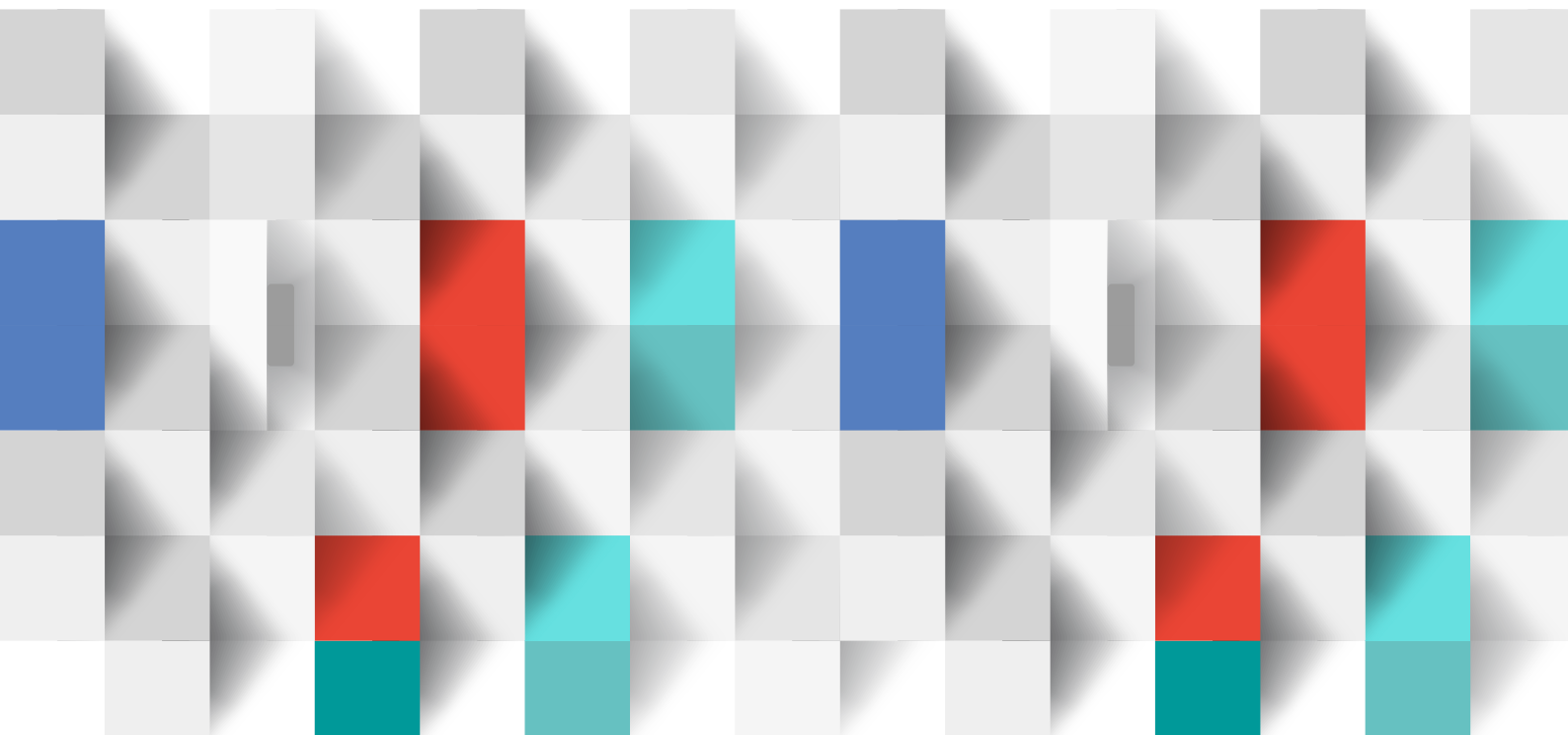


Google as a Brand

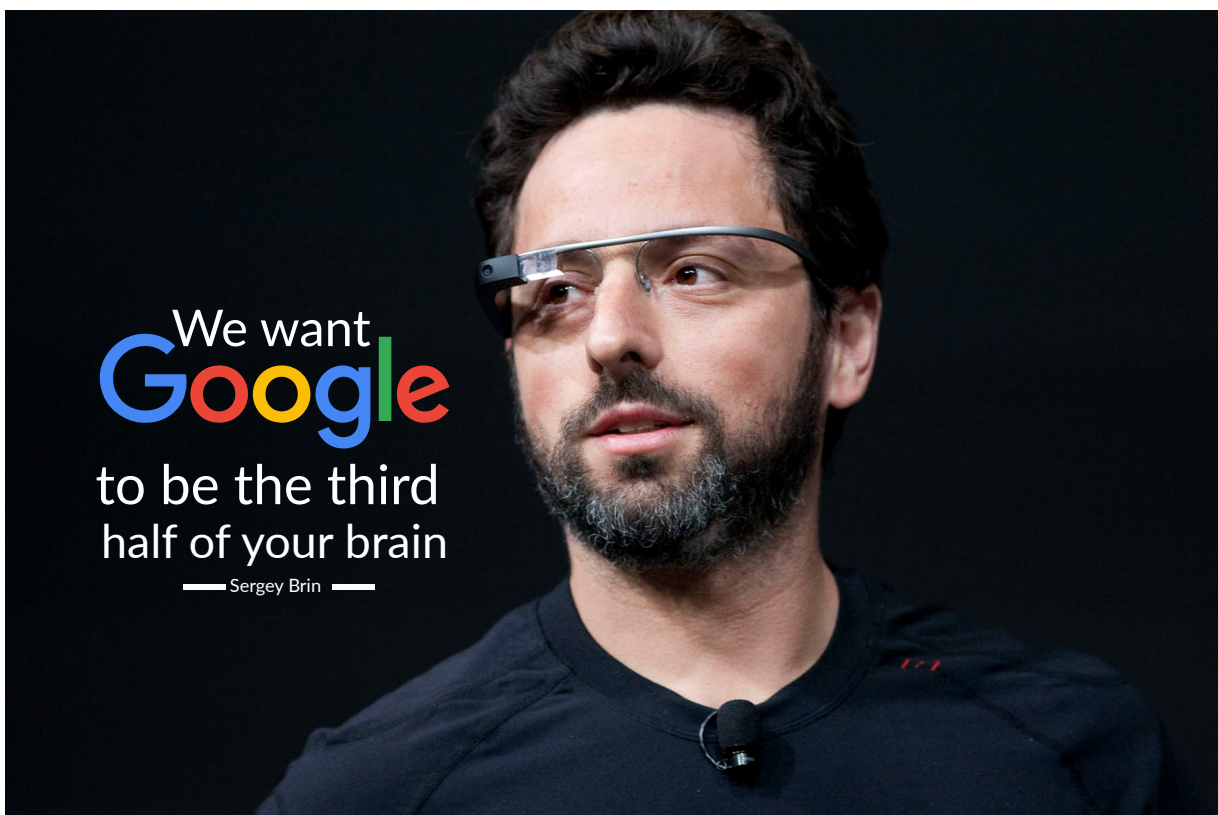
Google as a brand has become stronger over the years with continuous growth. However, you will see that it is still growing and achieving great benchmarks. The core reason behind the brand's success is research and development. Google, strongly believes in consistency and improvement, where research is their preliminary focus for brand building. You will notice that the company is still investing a great deal in R&D projects.

A great company doesn't compete but creates competition to grow, as well as achieve higher level of success.

Google is one of those companies that has created its own benchmarks. In an interview with **Wired**, Google CEO and Founder, Larry Page has said, he "expects his employees to create products and services that are 10 times better than the competition."



What small companies can learn here is that you don't have to be big to compete with other brands in your industry. Google started its work from a garage and with small steps became a multibillion dollar corporation. Moreover, progress is not about following the fads and trends of the market, but creating your own competition and beating your own conventional ways over contemporary way forward.



Do you know that Google despises all the established branding rules? Yes, this is true, Google has never followed the brand rulebook. Yet, it's still a huge success. The most important rule in branding is maintaining the consistency, and Google, in that has deviated from the original brand idea a great many times; it is still maintaining the culture of straying.



Google is a flexible brand and it has become a trend setter in the international market. Started with the idea of information management, Google has grown as a company of diversified products. Therefore, Google is perceived as a dynamic brand that allows new ideas to flow, and doesn't hesitate to "capture" them. One can say that Google prioritizes creativity over conventional methods.

For example companies are often recognized by their corporate identity and you will see that most of the corporations are rigid towards changing their logo design. However, **Google has made changes to their logo** so many times over the years, yet it still holds a strong brand image and identity.

What we learn here is that there is no harm in changing with time. In fact, flexibility is the one thing that allows businesses to grow. Stringent and rigid ideas bring stagnancy that harms the overall brand image. Companies should be flexible enough to appreciate new ideas and bring in innovations in culture.

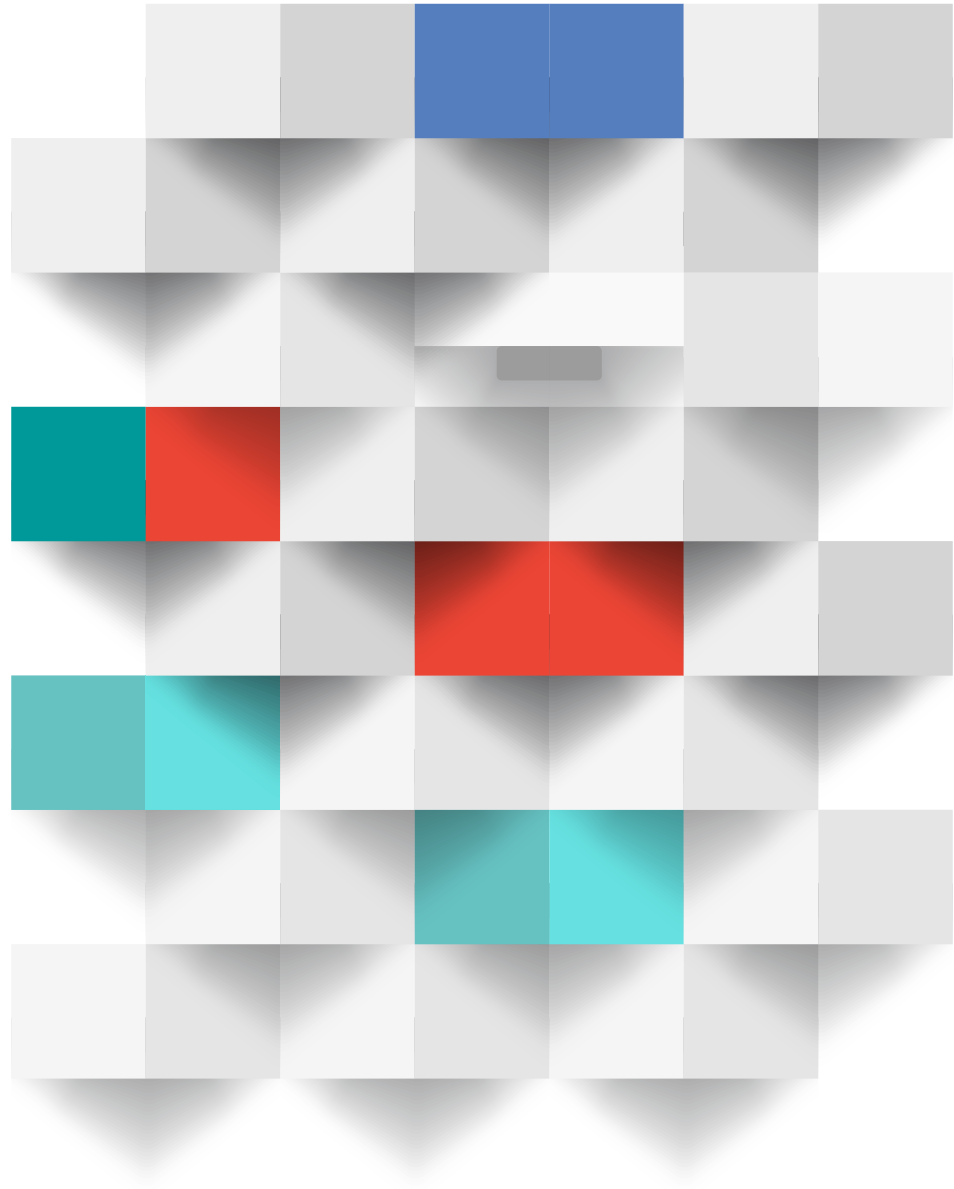
Google Expansion

Google was established with the idea of providing IT solutions but its expansion was so drastic over the years that it became a universal brand. The introduction of 'Alphabet' as a parent brand was the most radical change of all. This idea took the world by surprise because it was changing the architecture of the brand.

Since its inception, Google has been expanding its services and products. If you think about it carefully, you will notice that Google is actually controlling our everyday life. From stepping out of your place to establishing a new business, everything is guided by Google. Our lives are totally dependent on services by Google. This is not a negative but an evolutionary change in the branding and tech industry, where, Google is still expanding its products and services to make our lives easy and convenient.

I don't know,
Google it

1. Google Maps
2. Google Scholar
3. Google Images
4. Google Alerts
5. Google Web
6. Google Books
7. Google Reviews
8. Google Play
9. Google News
10. Google Drive
11. Gmail
12. Google Calendar
13. Google Translate
14. Google Blogger
15. Google Videos

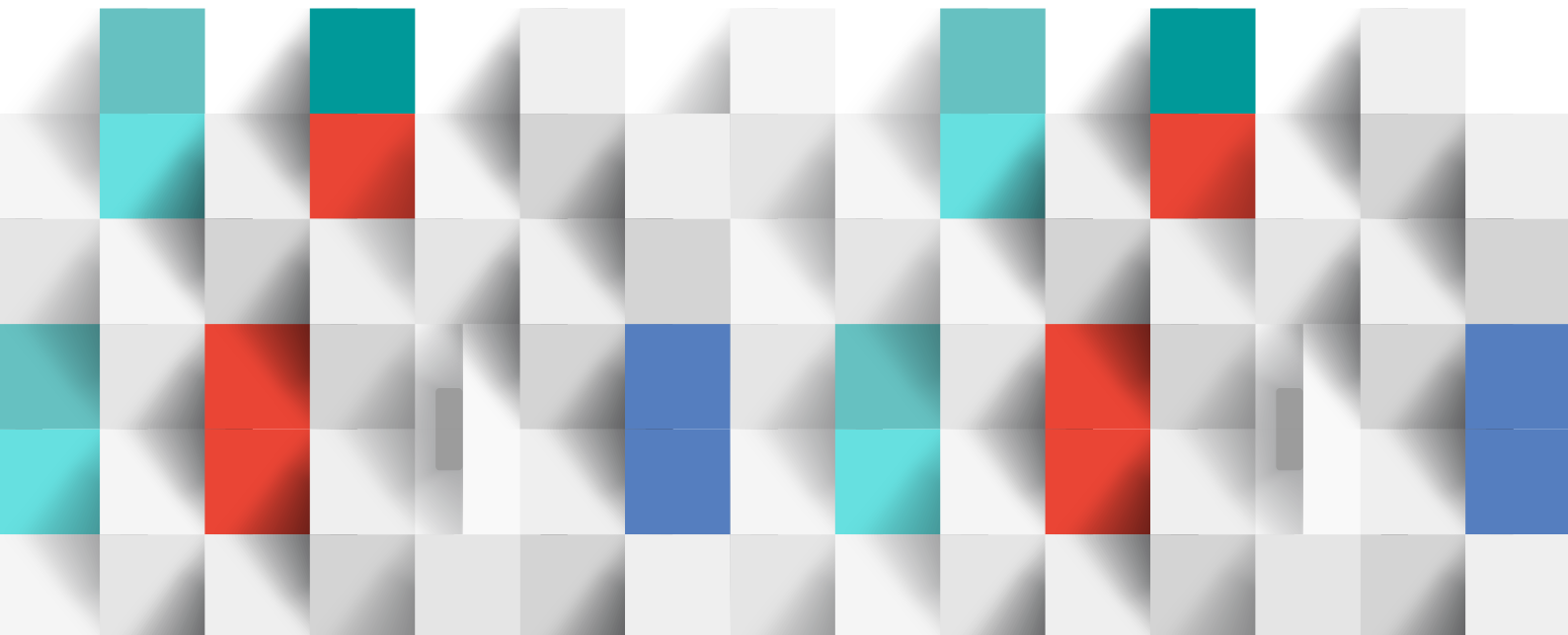


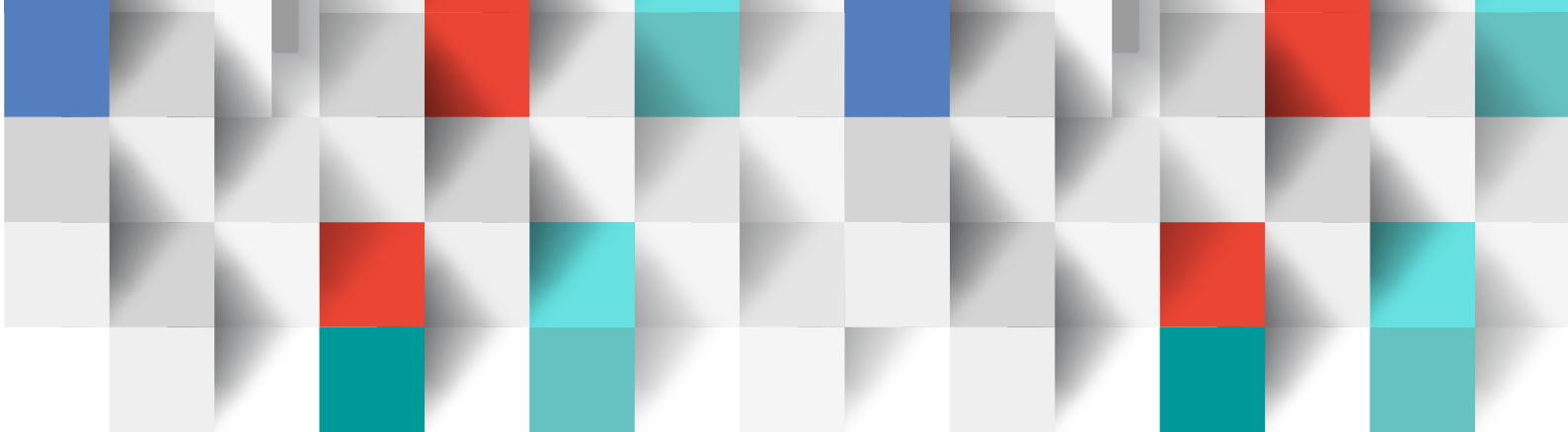
Google is now a dynamic brand that has made our lives highly dependent on it. Just imagine a day without Google; it will be a chaos because it is now a one stop shop for marketing, promotions, branding, digital media, locations, information, books, authentic articles, tips, tricks, news etc.

Google Branding and Marketing

Brand architecture is a very crucial aspect for any brand. It is the pillar of branding and marketing. Companies put in great efforts and money in creating a brand architecture. Google is no different from other companies. However, it is just that Google has an unconventional brand architecture for its products and services.

To understand Google's brand architecture, we need to understand what it is in the first place. Conventional brand architecture doesn't mean a physical structure but it is an abstract branding idea. It is related to product portfolio and how multiple products fit into one single portfolio. A great brand architecture design is referred to as diversified product ideas that are interrelated. This idea comprises of 2 primary approaches:





1. Umbrella Brand Architecture

It refers to the model that emphasizes on inter and external interlinking of products and services. For instance, Unilever is a parent brand that owns several products that are linked with other products and parent brand as well. This is a corporate structure that stands on its own.

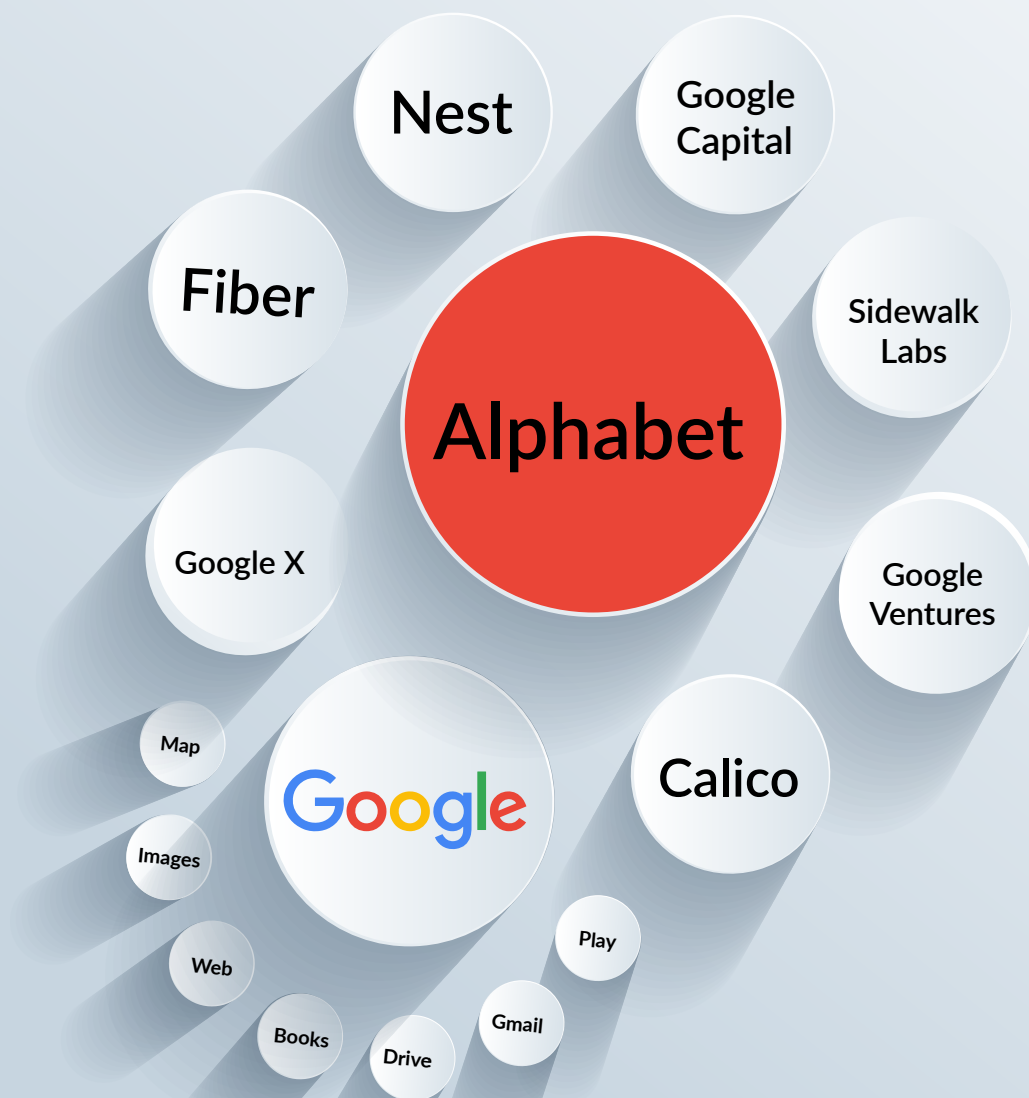
2. Product Brand Architecture

This model makes sense when the brands stand on their own, even without an owner company. It also refers to the structure, where products and services are not related or linked in any way to the parent company. For instance, Marriott.

Google as usual deviates from the conventional idea and it is trying to establish a new model. The introduction of 'Alphabet' is a step forward in structuring a new architecture. This model of Google can be called as a hybrid model because it doesn't fall in the category of existing models.

Google's unconventional hybrid brand architecture looks something like this:

Unconventional Brand Architecture



Google has been criticized for deviating from the existing branding models of brand architecture. However, there is a strategy behind Google's madness. Unless ethical and moral values of society and market is challenged, there is no harm in constructing new ways for growth.

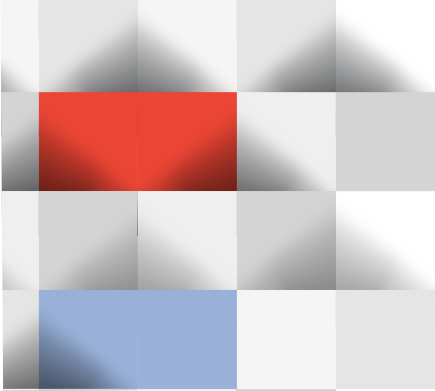
Learning Outcomes from Google

There is a lot that small businesses and startup companies can learn from Google. The most crucial point of all is “think big’. A small company can grow into a multi-million dollar corporation with persistence, and innovative ideas. You will find resistance to your ideas in the market but that doesn’t mean you should change your way or idea. Stay focused and trust your big idea because if you don’t believe in yourself, no one ever will.

Moreover, Google’s case demonstrates that competing within the market will make you vulnerable- as it means following someone else’s ideas and trying to be like them. Google did follow the market trends in the beginning but with an approach of making it better and not beating the existing market. It is very important to understand the market, and critically analyze the needs of your consumers. However, your focus should be on innovations, with the idea of development.

Research and development have always been a focus for Google. Companies must learn that research is the foundation of any idea. If you look at the unique and creative branding ideas by Google, you will understand that following the conventional paradigms is not always a good idea. A company should be flexible in its strategies and appreciate the innovative ideas.



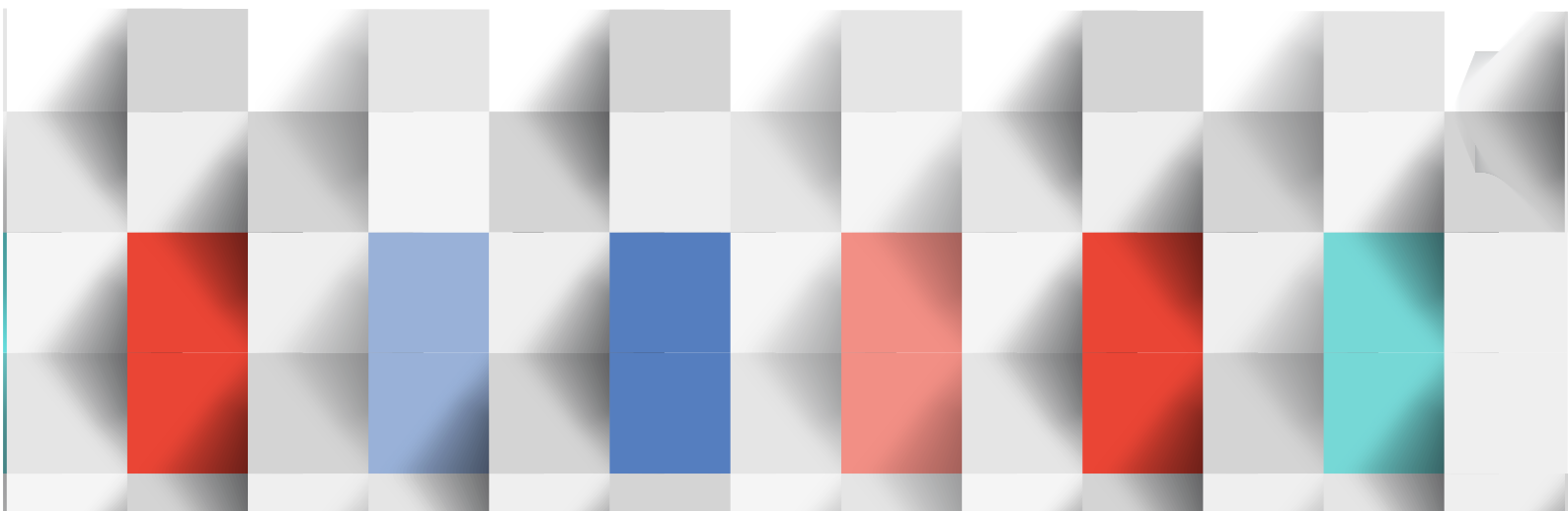


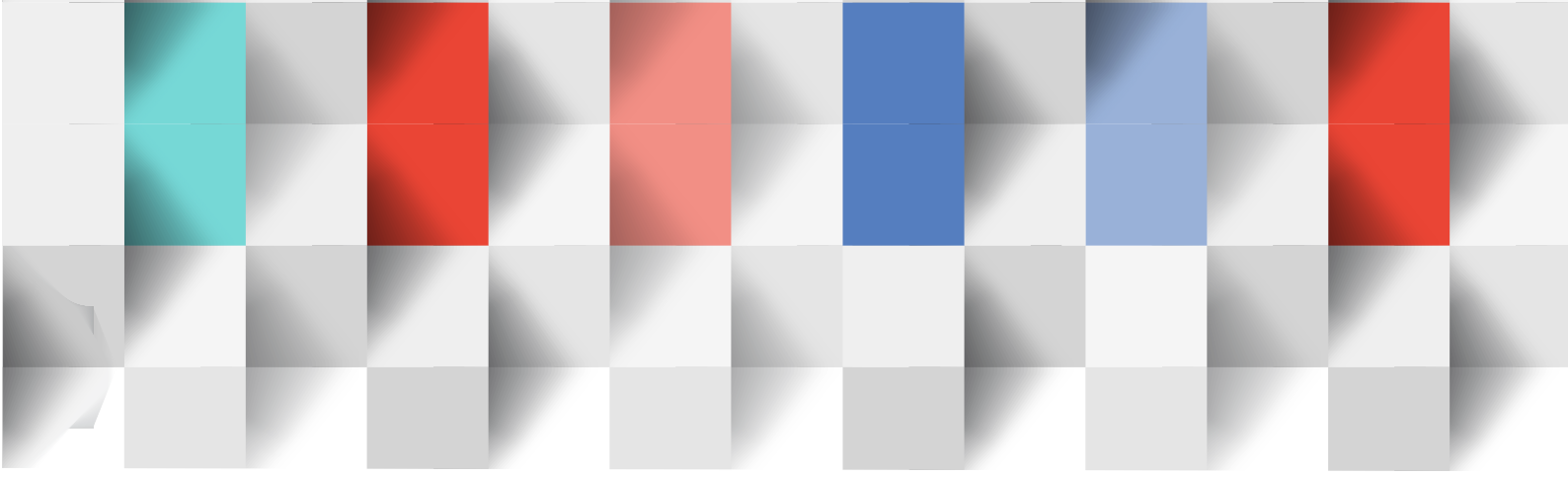
ABOUT THE AUTHOR

A philanthropist by nature, **Shyrose Vastani** is professionally working as a digital media marketer and visual design blogger. She is a visual media enthusiast with keen interests in research, business trends and graphic design. With a background in psychology, she is passionate about learning and sharing knowledge about visual media and its impact on consumer behavior and people in general.

ABOUT THE COMPANY

With over a decade of experience in brand identity designs to its credit, **Logo Design Guru Inc.** has satisfied thousands of customers. By persevering and pursuing quality brand designs, building lasting relationships with clients, and harboring a supportive creative community of designers, Logo Design Guru is a major player in the industry of graphic design.





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