

Feb 1

Brand-less Branding, a New Trend

When you go to the store, are you more likely to purchase a product from a brand you know or something more generic?

Traditionally, according to The New York Times, products associated with a name sell more than “brand-less” products. Consumers enjoy familiarity

Brandless (<https://brandless.com/about>) is a company founded just this past July with the goal of encouraging customers to avoid branded competitors. And sometimes up to 370% more for beauty products like face cream.” The way this company works is you can shop for products by browsing products to your door. They guarantee that their items are cheaper than any store brand deals with names attached.

Brandless differs from other generic product branding because they claim to put “people” first and promise quality products partnered with a cheap products that are tagged to a company over a brand-less product to save a dime. He writes, “At our core, we’re little more than pattern-recognition

But what if they did make it big? After all, we could look at another successful, brand-less company: Target (<https://corporate.target.com/article/2017-08-21-target-launches-new-brands>) specified ones, such as their sunscreen which Business Insider (<http://www.businessinsider.com/consumer-reports-best-sunscreens-2013-5>) claimed in a world filled with Amazon and Walgreens: “Over the next 18 months, Target will launch more than a dozen new brands, four of which begin hitting shelves.” writer states. Perhaps staying brandless takes a lot of branding.

Another controversial area with branding/not branding marketing methods is with medicine. Branded medicine is always more expensive (quite sig
This article continues discussing this topic through an interview with a Pharm.D professor, asking when it is appropriate to buy branded medicine c

Certainly, generic products are on the rise. They are inexpensive and accessible. On the other hand, we are often drawn to brand names for what '

Sophie Amado (/articles-1/?author=59fb7a7c27ef2dab1caacb5e)


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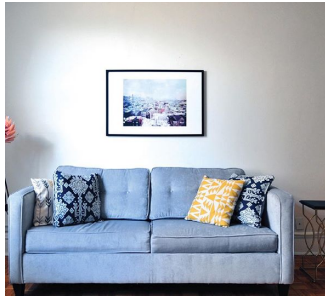
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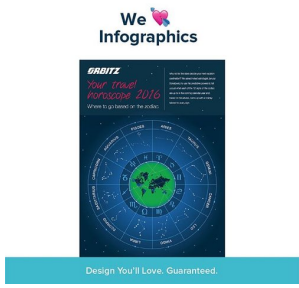
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