**Marketing Reminders**

* **Parody Advertisement & Product Recall or Standards/Grades Assignment Due**
* **Infomercial due Friday. Follow Rubric.**

**Below is a list of product categories.**

**Based on the product given, write the first brand that comes to mind when you hear it.**

**Product Brand Name**

**Product Brand Name**

* Toothpaste: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Cookie: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Tennis Shoes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Cell Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Cigarettes: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Soup: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sports Drink \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Crayon: Crayola .
* Detergent: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Ketchup: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Peanut Butter: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Energy Drink: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Headache Medicine \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Ice Cream: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Directions: Take notes on Branding. The following terms & concepts need to be understood. A table has been provided for 6 of the terms. Complete it with the definition & an example of each. You will staple your notes to this worksheet.**

Brand Brand Equity Global Brand Brand Loyalty

3 Purposes of Branding Attributes of a strong brand Touch Points of a Brand

|  |  |  |
| --- | --- | --- |
|  | **Definition** | **Example** |
| **Brand Name** | **Parts of the brand that can be spoken. Often the product name.** | **PT Cruiser**  **Barbie**  **WD-40** |
| **Brand Mark** |  |  |
| **Trade Name** |  |  |
| **Trade Character** |  |  |
| **Trademark** |  |  |
| **Registered Trademark** |  |  |

**Think of an example for each & write them on the lines below.**

Brand Name Trade Name

Soda Name: Coke Zero

Cereal Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Car: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Athletic Shoe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Soda Manufacturer: Coca-Cola

Cereal Manufacturer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Car Manufacturer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Shoe Manufacturer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Create a design of a product that includes:**

1. **Brand Name (include your first name)**

2. **Trade Name (include your last name)**

3. **Trademark (TM) or ®**

4. **Trade Character**

5. A **slogan that explains what your product is**

The product can be anything you choose. The design can be created by hand or digitally. It should be in color and be an example of your best work.

**Branding Assignment**

Create a design of a product that includes the following:

* Brand Name (include your first name) \_\_\_\_\_ / 5 pts
* Trade Name (Include your last name) \_\_\_\_\_ / 5 pts
* Trademark ™ or ® \_\_\_\_\_ / 5 pts
* Trade Character \_\_\_\_\_ / 5 pts
* A slogan that explains what your product it \_\_\_\_\_ / 5 pts
* Creativity & neatness \_\_\_\_\_/10 pts

**Total Grade: \_\_\_\_/35 pts**