

Branding Exercises – 09/27/2018

(Add name and usc id)

1- Brand Inventory:

A brand inventory provides a thorough profile of the current marketing and branding efforts of a company's goods or services.

Pick a company (it may be helpful for your semester-long project to pick the company for which you are creating the product or service) and:

- Identify all brand elements (logos, symbols, packaging, slogans, trademarks, associations, etc.)
- Identify the inherent attributes of the product(s) or service(s) produced (focus on the marketing mix)
- Identify competitive brands and define points of parity (factors that are not unique to the brand you choose but that are common to all competitors) and points of difference (factors that differentiate your brand from the competition).

Prepare a short presentation that discusses your findings.

2- Extensions Gone Wild

Identify a brand extension that you feel is good and one that you feel is totally inappropriate and ineffective -- explain why for each of your choices.

Hint: [Here](#) are some good and bad examples of brand extension. Of course, you can't use them to answer this question.

3 - Critical Brand Reflections

Identify two "good" and two "bad" brands and describe what makes them good or bad (think about how we value a brand, i.e., brand equity).