Name:

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**Assignment Title: Branding and Promotion**

You will need to select **two** different businesses to research, each of which have a brand or brands. Examples could be identified using an internet search for the world’s top brands such as Apple® iPad®, Tesco® finest\*, Coca-Cola®, Disney®, eBay®, or you could choose your own.

Research and identify the different brands used by your two chosen businesses.

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| **Task** | **Details** | **Deadline** | **Completed** |
| **Start your report by introducing what is meant by a brand and branding.** |  | 17/01/2018 |  |
| **Explain what is meant by ‘brand promotion’ and include examples to illustrate the topic.** |  | 17/01/2018 |  |
| **Using the two businesses that you have selected, explain and compare how each business uses branding by showing the similarities and differences in the following:** | a brief description of each business | 17/01/2018 |  |
|  | an identification of each business’s brand or brands | 17/01/2018 |  |
|  | an explanation of how the branded products/services have added value to each business | 18/01/2018 |  |
|  | a description of how the brand personalities appeal to you and other customers | 18/01/2018 |  |
|  | an explanation of the benefits of the brand or brands to each business | 22/01/2018 |  |
|  | an explanation of the likely effects of unsuccessful branding for a business, giving examples | 24/01/2018 |  |
|  | reasons why each business needs to promote itself | 25/01/2018 |  |
|  | examples of ways each business promotes its brand. | 25/01/2018 |  |
| **Select a branded product from one of the businesses you have been researching. Consider the marketing mix for this product and include a section in your report to address:** | how each element of the marketing mix is used by the product | 29/01/2018 |  |
|  | the importance of each element and how successful each element is for this product. | 31/01/2018 |  |
| **Describe the purpose of each of the elements of the promotional mix for your selected product. This should include:** | * advertising * sales promotion * personal selling * direct marketing * public relations. | 05/02/2018 |  |
| **Explain the importance of selecting an appropriate promotional mix for your chosen branded product. You should consider:** | the relevance of the type of market (B2B or B2C) | 07/02/2018 |  |
|  | how the target market was segmented | 08/02/2018 |  |
|  | the strengths and weaknesses of the promotional tools used  (the AIDA model). | 08/02/2018 |  |
|  | Evaluate how effective the branding is for your chosen product.  Has the promotional mix worked?  Does it communicate the brand to the target market?  Were the right promotional tools selected?  Does it successfully convey the desired image of the product? | 08/02/2018 |  |