

Week 5

Branding

BRANDING

- Creating a unique image for a product and/or company in the consumers' mind.
- Advertising campaigns with a consistent theme.
- Attracts and retains loyal customers.

BRANDING

- Website
- Design ads
- Specific corporate colors
- Creating a logo

BRANDING

- Walmart
- Macy's
- JC Penney's
- Target
- Old Navy

BRANDING

- Chevrolet
- Ford
- Mercedes
- Range Rover
- Kia

BRANDING

- Pizza Hut
- Domino's
- Chuck E Cheese's
- Papa John's Pizza
- Caesar's Pizza

BRANDING

- What makes you stand out?
- What are your strengths?
- Create a brand message that conveys what you're best at.
- Make sure your visual elements match your message, and your brand.