

Bibliography

What is a logo? A logo is a symbol or design that identifies a company or organization. It is often used to represent a brand and can be used in a variety of ways, such as on a website, in a document, or on a product. A logo can be a simple design, such as a letter or a symbol, or it can be a more complex design, such as a graphic or a combination of text and graphics. A logo is an important part of a company's branding and can help to create a strong and lasting impression on the public.

Entance Ticket

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What is a Logo?
What are the 4 types of logo's?
What is a Brand?
What is Branding?
What is the difference between a logo and a brand?
What makes a brand a good brand?

The importance of branding

- 1. A key aspect of a firm's marketing endeavors.
- 2. The manner in which customers perceive your business and their buying decisions.
- 3. Branding can help you stand out from your competitors and add value to your other and to gain with your customers.

BRAND

Creating a strong brand identity is essential for success in the marketplace. It involves developing a unique and memorable visual identity, including a logo, color palette, and typography, that represents your company's values and mission.

Building a strong brand identity is essential for success in the marketplace. It involves developing a unique and memorable visual identity, including a logo, color palette, and typography, that represents your company's values and mission.

Consistent branding across all touchpoints is crucial for building a strong brand identity. This includes ensuring that your logo, color palette, and typography are used consistently across all marketing materials, from your website to your social media profiles.

The different aspects of branding

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Which one would you buy?

BOSS
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How do businesses come up with brand names?

Businesses come up with brand names in a variety of ways. Some use a combination of letters and numbers, while others use words or phrases that are meaningful to the company. Some use a combination of these methods, while others use a completely new word or phrase. The goal is to create a name that is unique, memorable, and easy to pronounce.

Subscriptions

Conclusion

http://www.diderikmeyer.nl/why_choose_a_brand_name.php



Rebranding Gallagher

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- What's broad (easy) to make/buy? <http://highlyincubated.com/2014/05/06/what-is-broad-easy-to-make-buy/>
- What's trending (important)? <http://www.entrepreneur.com/2014/05/06/what-is-trending-important/>
- The growing economy: <http://www.entrepreneur.com/2014/05/06/what-is-growing-economy/>
- Science/Green: Good for You? <http://www.entrepreneur.com/2014/05/06/what-is-science-green-good-for-you/>
- Forbes List of Most Valuable Brands: <http://www.forbes.com/2014/05/06/what-is-most-valuable-brands/>

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- A key aspect of a firm's marketing endeavors.
- The manner in which customers perceive you influences their buying decisions.

- Branding can help you stand out from your competitors and add value to your offer and engage with your customers.

[illegible]

Adding volume

Remember, the hair is the most important part of the hairstyle. It is the hair that makes the hairstyle work. It is the hair that makes the hairstyle work. It is the hair that makes the hairstyle work.

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[illegible]

Which one would you buy?



BHD 29 BHD 3

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[illegible]

Conclusions

• *Conclusions:* A literature review of the health intelligence
 • *Findings:* Health intelligence is defined as the use of data to
 • *Implications:* Health intelligence is a key component of
 • *Recommendations:* Health intelligence should be used to
 • *Future research:* Health intelligence should be used to
 • *Conclusion:* Health intelligence is a key component of

100

http://www.slideshare.net/gally_elabka/personal-branding-exercise

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BHD 29



BHD 3

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GOAL:

Students will understand and define key terms of branding and be able to differentiate between visual identity (logo) and a brand.

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5	Can conceptualize and explain key terms of branding and differentiate between visual identity and a brand. I understand the difference.
4	Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.
3	Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.
2	Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.
1	Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.
0	Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.
Not Using	Can understand and define key terms of branding and differentiate between visual identity and a brand. I am not confused about what it means.

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Objectives

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- => Understand the concept of branding
- => Acquire knowledge about the different aspects of branding
- => Explore the different means of developing a brand name
- => Explain the importance of branding in order to be a successful business
- => Use real life examples to demonstrate the power of branding in a competitive business environment

State Standards/Competencies

29.1 Identify and incorporate branding strategies.

29.2 Determine the scope and purpose of the project.

29.3 Determine the target audience, client needs, expected outcomes, objectives, and budget.

29.4 Develop a conceptual model and design brief for the project.

29.5 Develop a timeline, communication plan, task breakdown, costs (e.g., equipment, labor), deliverables, and responsibilities for completion.

29.6 Develop and present a comprehensive proposal to stakeholders.

29.1 Identify and incorporate branding strategies.

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Understand and
of branding and
differentiate between
(logo) and a brand.

tions.com

What is a brand?

- A set of associations that a person (or group of people) makes with a company, product, service, individual or organization.
- It is projected to customers in the form of a name, symbol, sign or design.
- Customers use it as a means of identification.

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What is a branding?

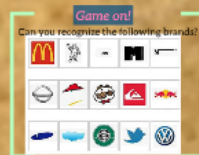
- **The process of distinguishing one business's product from another.**
- **An attempt to harness, generate, influence and control associations to help the business perform better.**
- **It aims to create an emotional connection between a business and its customers.**

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The different aspects of branding

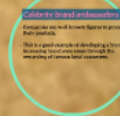
BRAND AWARENESS

- The ability of a customer to recognise the existence or availability of a firm's product or service.
- The extent to which particular business is recognised in a market.



BRAND LOYALTY

- This occurs when customers choose to repeatedly purchase one company's product over another's.
- Brands that have a large loyal customer base can avoid the threat of competition to a greater extent.
- Loyal customers are termed as 'brand ambassadors'.



BRAND DEVELOPMENT

- Long-term product strategy that involves strengthening the name and image of a brand to boost its appeal and sales.
- Enhancing brand awareness through means of promotion and advertising develops a brand.



BRAND VALUE

- This refers to how much a brand is worth in terms of its reputation, potential income and market value.
- Customers willing to pay more because of a brand is evidence of high brand value.
- Brand values are an expression of a brand's "personality".

Brand	2015	2014	2013	2012	2011
Apple	\$1,600	\$1,400	\$1,200	\$1,000	\$800
Microsoft	\$1,200	\$1,100	\$1,000	\$900	\$800
Google	\$1,100	\$1,000	\$900	\$800	\$700
Facebook	\$800	\$700	\$600	\$500	\$400
Amazon	\$700	\$600	\$500	\$400	\$300
Twitter	\$600	\$500	\$400	\$300	\$200
LinkedIn	\$500	\$400	\$300	\$200	\$100
YouTube	\$400	\$300	\$200	\$100	\$50
Instagram	\$300	\$200	\$100	\$50	\$20
Spotify	\$200	\$100	\$50	\$20	\$10
Netflix	\$100	\$50	\$20	\$10	\$5

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