

Branding Exercises

Imagine Brand as a Person

- Gender
- Age
- Marital Status
 - * Single
 - * Married
 - * Divorced
 - * Widowed
 - * Remarried
- Children
 - * Quantity
 - * Gender
 - * Ages
- Occupation
- Favorite Movie
- Favorite Music
- Favorite Hobby
- Favorite Accoutrement
- Favorite Color
- Type of Car
- Type of Residence
- Geographic Location
 - * Country (e.g., USA)
 - * State/Province
 - * City/Suburban/Rural
- Educational Level
- Languages Spoken

IF brand were...

- A car what would it be?
- A celebrity whom would it be?
- A vacation destination where would it be?
- A time in history when would it be?

Preppy Handbook Poster

Identify the required accoutrements of the Brand

Write an Epitaph for Brand

Summarize in a few words "who" the Brand is and how it should be remembered

Describe the Brand in ONE Word