

Additional help!!

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:

- brief description of the business
- an identification of the brand or brands
- explanation of how the branded products/services have added value
- description of how the brand personalities appeal to you and other customers
- explanation of the benefits of the brand to the business
- explanation of the likely effects of unsuccessful branding for a business, giving examples
- reasons why each business needs to promote itself
- examples of ways each business promotes its brand.

Section 1 and 2	Similarities	Differences
Description of the business	<u>Hints</u> <ul style="list-style-type: none"> • Global company • Own different products • Spend a huge amount on advertising • Very successful brand 	<u>Hints</u> <ul style="list-style-type: none"> • Coca-Cola is a soft drinks company where as Apple sell electronic products • Different profit levels and staff levels • Set up in different years
Identification of the brand or brands	Both companies own more than one brand a product.	<p>Apple use predominately family branding whereas Coca-Cola use Line branding.</p> <p>However, Apple have purchased other brands such as 'Beats' etc.</p> <p><i>You need to research this</i></p>
Brand personalities appeal to you and other customers	<p>Both develop a brand personality in the mind of the consumer</p> <p>Fun, Dynamic etc.</p>	<p>Compare the brand personality and mention the differences.</p> <p>Apple= Sophisticated, high quality, innovative Coca-Cola= Energy, fun</p>
What benefits of the brand to the business	<p>Both companies see benefits of branding through,</p> <ul style="list-style-type: none"> -Recognition and Loyalty -Image of Quality -Image of Experience and --Reliability -Multiple Products 	<p>Coca-Cola use line branding and develop far more brands. <i>Why do they do this?</i></p> <p>Apple have most brands under the family line branding concept. <i>Why do they do this?</i></p>
Explanation of the likely effects of unsuccessful branding for a business, giving examples	Explain what brands failed and why this was a problem.	<p>They will have different reasons in terms of why the brand/product failed.</p> <p>Please explain</p>
Why do each business needs to promote itself	<i>Paste your Promotional Mix (section 3) into this section.</i>	<i>Paste your Promotional Mix (section 3) into this section.</i>
Logo, strap line, font	<p>Find Apple and Coca-Colas logo, strapline.</p> <p>State they have both developed one and why they have done this?</p>	Coca-Cola have writing in their logo whereas Apple have an image

When printing

- Make sure your name is on your work!!!
- The front cover is the examiners first impression of you !
- Spell check everything
- Reread your work and make sure it makes sense