Unit 4

**Activity 4-2 Branding**

**Directions:** Analyze the branding strategies that are currently in place for your product or company.

1. Describe the product and/or corporate brand.

<<Place Answer Here>>

1. Show an example of the logo.

<<Place Answer Here>>

1. Write the slogan.

<<Place Answer Here>>

1. How does the current branding strategy define the personality of your product or company?

<<Place Answer Here>>

1. How does the image, logo, and slogan tie together the unique selling proposition (USP) and the unique experience?

<<Place Answer Here>>

1. Your company has decided it is time to modify the branding program. Write your suggestions on changes that could be made to better brand the company and its products.

<<Place Answer Here>>

1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_UnitActivity4-2.docx (i.e., JohnSmith\_UnitActivity4-2docx).