

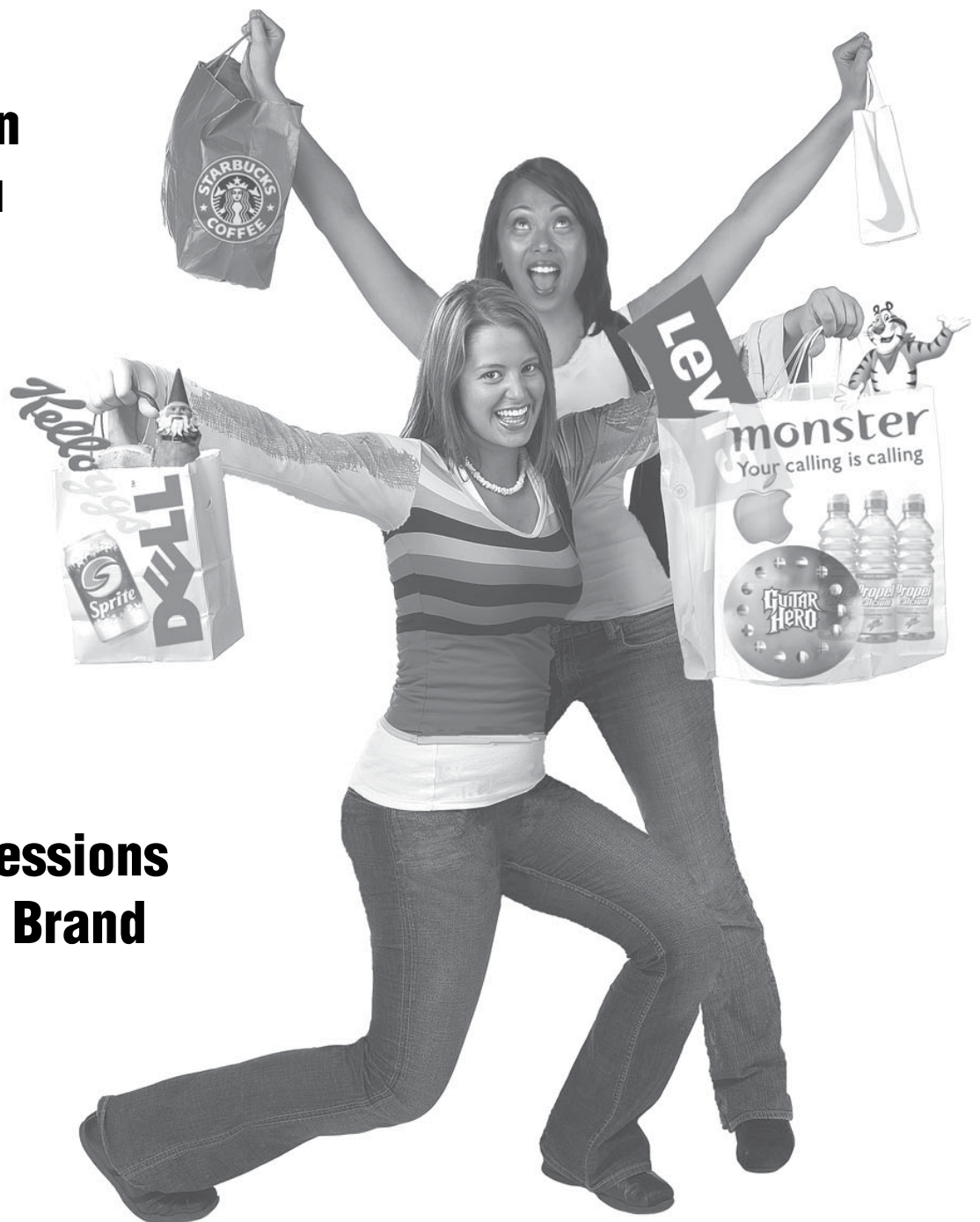
It's a Brand, Brand, Brand World!

Nature of Product Branding

**What It Can
Do for You**

**Are You
Loyal?**

**Confessions
of a Brand**



ACKNOWLEDGMENTS

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OBJECTIVES

- A** Describe the characteristics of effective product brands.
- B** Explain the branding process.

DISCUSSION GUIDE

*Slide/Transparency
Number*

Message



A 1-3

- 4** 1 • Why learn about branding?

DISCUSSION #1: Ask students to identify and discuss the brands that they are wearing.

- A. Society is drowning in brands nowadays.
 - 1. Brands are everywhere we look.
 - a. On clothes
 - b. On cars
 - c. On food
 - 2. Some questions to think about:
 - a. Why are we surrounded by brands?
 - b. Why do companies develop cute names and logos for their products?
 - c. How do they come up with those brands?
 - d. What makes a brand successful?

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

- A **5** 2 • **A product brand is a name, term, symbol, or design (or combination of them) that identifies a product and distinguishes it from competitors' products.**
- 6**
- A. Product brands are made up of trade names, brand names, brand marks, and trade characters.
1. A trade name is the name that identifies the company.
- a. Kellogg's is a trade name.
- 7**
2. A brand name is the part of the brand that can be spoken, such as a word, a phrase, a letter, a number, or any combination of these.
- a. Frosted Flakes is a brand name.
- 8**
3. A brand mark is a distinctive symbol, design, sound, or group of letters which is seen or heard but cannot be spoken.
- a. The Nike "swoosh" is a brand mark.
- b. THX sound recording system's audio logo is also a brand mark.
- 9**
4. Trade characters are brand marks that have been made to seem lifelike.
- a. Tony the Tiger is a trade character.
- b. Travelocity's Roaming Gnome is another trade character.

DISCUSSION #2: Ask students to share other examples of trade names, brand names, brand marks, and trade characters.

- 10-13** 3
- B. There are several different types of brands.
1. A manufacturer's brand is one that the manufacturer has assumed all the responsibility of branding.
- a. The manufacturer plans to make all decisions regarding the use of that brand.
- b. Sometimes called a national brand
- c. Starbuck's Coffee is a manufacturer's brand.
2. A private brand is a brand owned by an intermediary.
- a. A supplier produces a product and places an intermediary's (middleman's) brand on it.
- b. Also known as a store brand
- c. Kenmore is a private brand.
- 1) The Whirlpool Corporation produces the household appliances.
- 2) Sears stores sell the appliances under their Kenmore brand.

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

A 3 (cont'd)

DISCUSSION #3: Ask students to discuss what they see as advantages and disadvantages of private branding.

3. Family branding involves using the same brand for related products in a product line.
 - a. One example of a family brand is Coach—all Coach products bear the Coach brand name.
 - b. Advantages of family branding
 - 1) New products are easier to introduce under an accepted, recognized brand.
 - 2) Marketers are more willing to provide shelf space for new members of a family brand.
 - 3) It's easier to add new products to current promotional campaigns for a family brand.
 - 4) The family brand can take on the image of the company.
 - c. If one product in the family is found to be of poor quality, then the entire brand family could suffer.

DISCUSSION #4: Ask students to share examples from their own lives when family branding influenced them to try new products.

4. Individual branding involves using different brands for products owned by one company.
 - a. The trade name is not part of the brand, nor is it prominently displayed on the label.
 - b. PepsiCo uses individual branding for many of its products.
 - 1) Propel Fitness Water
 - 2) Aunt Jemima Pancake Syrup
 - 3) Rice-a-Roni
 - c. Advantages of individual branding
 - 1) Each individual brand has its own unique identity.
 - 2) Individual brands allow a business to sell to very different markets.
 - 3) If one brand performs poorly, its failure is much less likely to impact the company's other brands.
 - d. Due to the uniqueness of each brand, more funds must be put toward promotion to obtain and retain market share.

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

A 3 (cont'd)

DISCUSSION #5: Ask students to give examples of companies that use individual branding for their products.

14-17

4 • **Marketers agree that effective brand names seem to have several characteristics in common.**

A. The name should describe the product's benefits and uses.

1. A good brand name conveys what a product does for the consumer or how it works.
2. Reddi-wip tells consumers what it is, and it lets consumers know that it is ready anytime, which saves consumers' time and effort.

DISCUSSION #6: Ask students to share examples of other brand names that describe their products' benefits and uses.

B. The name should be easy to read, pronounce, and remember.

1. If the name has these qualities, the product will be easy to recognize.
2. Many effective names are brief, even just one syllable.
 - a. Sprite
 - b. Dell

DISCUSSION #7: Ask students to think of brand names that are not easy to read (Hyundai, Oust, etc.). Have students discuss why those brand names are still successful.

C. The name should create appealing images.

1. A brand name should be pleasant and make people want to buy the product.
2. Lean Cuisine is an appealing brand name.

D. The name should be distinctive.

1. The brand name should set the product apart from the competition.
2. It should not be too common or similar to other brand names on the market.
3. This is especially true of brand names on the web.
 - a. Monster
 - b. Google

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

A 4 (cont'd)

DISCUSSION #8: Ask students to give examples of other distinctive brand names.

- E. The name should be adaptable.
 - 1. A good brand name should be easy to pronounce in all countries where the product will be marketed.
 - 2. It must have an acceptable meaning in these foreign countries.
 - 3. Brand names should be “classic” names that won’t go out of style.
 - a. Levi’s
 - b. Old Spice
 - c. Snickers
- F. The name should be legally available for use.
 - 1. A business needs to make sure its chosen brand name is not the property of another company.
 - 2. It is illegal to use another company’s brand name.
- G. The name should be appropriate for packaging and advertising.
 - 1. Because of space limitations in the media and on product labels, the brand name should not be too long.
 - 2. Shorter names are likely to be more graphically pleasing and noticeable.

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5 • **Brands are used for a number of reasons.**

- A. The primary reasons that brands are used are for identification and differentiation.
 - 1. The brand identifies the product and separates—differentiates—it from similar products.
 - 2. When a consumer sees a brand that s/he used in the past and liked, s/he is more likely to purchase that brand again.
 - 3. Even if a consumer hasn’t purchased a particular brand before, s/he is more apt to select it rather than a competitor’s if that brand name is clever and attention-getting.

DISCUSSION #9: Ask students to discuss products that they have purchased or might purchase because of the product brands.

- B. Brands also lead consumers to develop certain expectations of products.
 - 1. Consumers often expect a brand to provide predictable, consistent quality and performance.

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

- A 5 (cont'd)**
- a. They believe any new products sold under the same brand will have the same quality.
 - b. The brand adds value to these products.
 - c. Example: Apple brand
2. Consumers may even associate a brand with a certain price level and standard of performance.

DISCUSSION #10: Ask students to give examples of car brands that they associate with high, medium, and low price levels and standards of performance.

- 19 6**
- C. Brands provide benefits for businesses.
1. When consumers get into the habit of buying certain brands, they develop brand loyalty, an allegiance to particular brands.
 2. There are three different stages of brand loyalty.
 - a. Brand recognition is the stage of brand loyalty when consumers become aware of a brand and know a bit about it.
 - b. Brand preference occurs when consumers prefer to purchase a certain brand but would accept a substitute.
 - c. Brand insistence happens when consumers insist on “their” brand and will not accept a substitute.
 - 1) Only that particular brand will satisfy a customer for a given purpose.
 - 2) Most brands never make it to this stage of brand loyalty.
 - 3) When brands make it to the brand insistence stage, they develop a competitive advantage in the marketplace.
 3. Brand loyalty reduces the amount of time and promotion needed to make future sales.

DISCUSSION #11: Ask students to discuss what brands have reached the brand insistence stage for them. Ask the students to also discuss why they think those brands have reached the brand insistence stage.

- B 20**
- 7 • Branding starts with the decision whether or not to even brand a particular product.**

- 21-22**
- A. To make the decision whether to brand, a business must ask itself some questions.
1. Can the product be easily identified by a brand?
 2. Are there funds to promote the brand?

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

- B 7 (cont'd)**
3. Will the brand be profitable?
 4. Does the firm have the necessary personnel to support the brand?
- B. If the answers to these questions are “no,” the business may choose to sell the product without a brand.
1. Generic items are unbranded products that are plainly packaged, have lower or standard quality, are sold at lower prices than branded products, and receive little or no promotion.

DISCUSSION #12: Ask students to discuss what generic items they purchase or would be willing to purchase. Also, ask them to discuss why they would buy those products as generic items.

- 8 • After determining whether to brand particular products, most businesses go through a very similar initial branding process.**

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A. Determining brand objectives

1. Once a company decides that it is indeed going to brand a new product, then the next step is to determine brand objectives.
2. Questions that companies should ask
 - a. What are the goals of this brand?
 - b. What should the brand stand for?
 - c. How should the brand function?

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B. Brainstorming

1. Next, a company should develop a lengthy list of brand name possibilities.
2. Brand ideas can come from many sources.
 - a. Brand or product managers
 - b. Employees
 - c. The company president
 - d. The research and development staff
 - e. Consumers
3. After this long list of brand names has been developed and reviewed, the list of names may be narrowed down to a more manageable number, perhaps five to ten possibilities.

25

C. Determining the acceptability of brand possibilities among different cultures

1. Marketers must research their brands to determine whether they would be acceptable in different cultures and countries.
 - a. How would this particular brand name be pronounced in other languages?

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

- B 8** (cont'd)
- b. What is the literal translation of this name in other languages?
 - c. Would this brand name be culturally taboo in certain areas of the world?
 - 2. Depending on the intended market for a particular brand, these are very serious issues to deal with.

DISCUSSION #13: Ask students to discuss why marketers need to determine the acceptability of brand possibilities among different cultures.

26

- D. Testing the brands with consumers
- 1. Marketers should also test their brands with consumers.
 - 2. Which of the brand candidates is most memorable?
 - 3. Which brand fits best with the product?
 - 4. Which brand(s) should not be considered at all?

27

- E. Checking the legality of brands
- 1. Another important step is to determine whether someone else owns the trademark for the potential brands.
 - 2. A trademark is a word, name, symbol, or device used by a manufacturer or merchant to identify and distinguish its goods from those manufactured and sold by others.
 - 3. If another company already owns the trademark for a particular brand, then it has exclusive rights to it.
 - 4. No other company is permitted to use that brand without permission.

28

- F. Determining what URLs are available
- 1. In today's Internet-savvy world, any company that wants its brands to be successful must have a web presence.
 - 2. For that reason, most companies search out or create URLs, web addresses, which represent their brands.

29

- G. Selecting the best brand for the product
- 1. The last step in the initial branding process is to select the best brand for the product.
 - 2. There is no right or wrong formula for completing this last step.
 - 3. Ultimately, the brand that the company considers to be the most appropriate and effective in persuading consumers to buy is the one which the business should choose.

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

- B** 30-32 **9** • **Once a brand is selected, businesses take a serious look at their branding strategies, which are the actions that need to be taken with an established brand to accomplish its goals.**

A. Brand positioning

1. Brand position means the way that consumers see the brand as compared to competitive brands.
2. The marketer's goal in positioning a brand is to try to establish the "point of difference"—the factor that separates the brand from its competitors.
3. Marketers must ask themselves certain questions to create the right image for their brand.
 - a. What makes this brand special?
 - b. What are its benefits?

B. Brand extension

1. Some companies use brand extensions, in which an existing brand name is used for a new or improved product line.
2. Starbucks extended its successful coffee brand to ice cream and candy.

DISCUSSION #14: Ask students to share examples of companies that have used brand extensions. Ask students to discuss whether the brand extensions were successful or not.

C. Brand licensing

1. Brand licensing allows one company to use another's brand name, logo, or character for a fee.
2. Although licensees produce and sell these products, they become, in effect, extensions of the core brand.

DISCUSSION #15: Ask students to share examples of brand licensing agreements. Also, ask students to consider why companies would choose to enter into such an agreement.

D. Co-branding

1. Increasingly, companies are joining forces, or co-branding, to increase recognition, customer loyalty, and sales for both brands.
2. Co-branding benefits both companies: it broadens both companies' target markets and increases their profits.
3. Examples
 - a. Pizza Hut and Taco Bell
 - b. KFC and Long John Silver's

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

Make It Pay!

33

10 • Look around your school building.

- A. What brands do you see?
- B. Make a list of all the brands that you find in one day—on clothes, food, books, furniture, office supplies, etc.
- C. Which three brands do you think are the most effective?
 1. Why?
 2. What qualities do those brands possess that make them successful?

DISCUSSION GUIDE (cont'd)

Slide/Transparency
Number

Message

The Gray Zone

34

11

- A. Imagine a well-known, successful airline that began to experience a series of airplane malfunctions and minor mishaps.
 - 1. The airline continued to attract passengers.
 - 2. Stories about its technical problems crept into newspapers and newscasts.
- B. Then, one of its airplanes crashed while flying over the Rockies.
 - 1. All 115 people aboard were killed.
 - 2. It was the worst domestic airplane disaster (aside from the 9-11 hijackings) to happen in recent history.
- C. Following the crash, people became afraid to fly this airline.
 - 1. The company's profits plummeted.
 - 2. Its brand name became tarnished due to negative publicity.
- D. To solve the brand problem, the airline purchased a smaller airline for the sole purpose of assuming the smaller airline's brand name.
 - 1. The company saw that as a way to get away from the bad feelings associated with their old brand.
 - 2. By changing its brand, the company was able to make a fresh start, without the baggage of the crash.
- E. Did the airline act in an ethical manner when it adopted a new brand name, or was it trying to hide its mistakes?

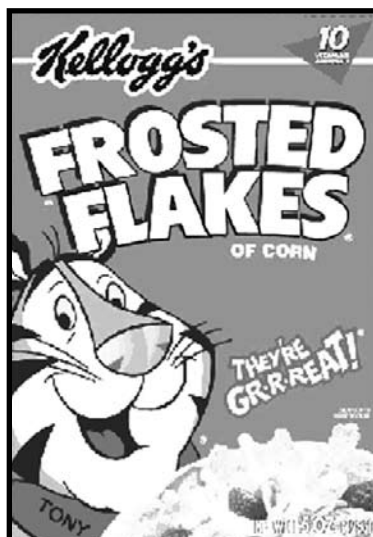
- Society is drowning in brands.
- Why do companies develop brands?
- How do they come up with brands?
- What makes a brand successful?

So What?



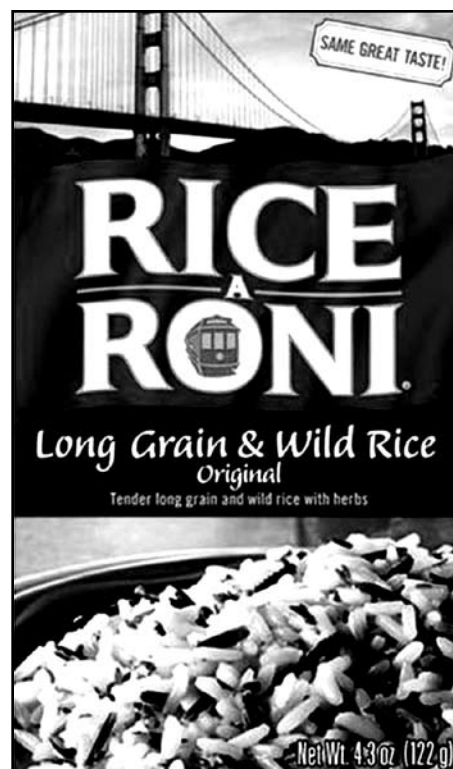
What Is a Product Brand?

- A name, term, symbol, or design (or combination of them) that identifies a product and distinguishes it from competitors' products
- Product brands are made up of trade names, brand names, brand marks, and trade characters.



Types of Brands

- Manufacturer's brands
- Private brands
- Family brands
- Individual brands



Characteristics of Effective Brand Names

- Describe the product's benefits and uses
- Be easy to read, pronounce, and remember
- Create appealing images
- Be distinctive
- Be adaptable
- Be legally available for use
- Be appropriate for packaging and advertising

The Reddiwip logo is written in a thick, rounded, cursive-style font. The letters are black and have a slightly irregular, hand-drawn appearance.The Google logo is displayed in its classic multi-colored font, but here it is rendered in grayscale. The letters are black with a subtle drop shadow effect, giving it a three-dimensional appearance.The Dell logo consists of the word "DELL" in a bold, sans-serif font. The letter "E" is stylized with two diagonal lines crossing through it. A small trademark symbol (TM) is located to the upper right of the "L".The Levi's logo features the word "Levi's" in a white, bold, sans-serif font, set against a black background that is shaped like a batwing or a stylized "V". A registered trademark symbol (®) is positioned at the bottom right of the logo.

Why Brands Are Used

- For identification and differentiation
- To signify a certain quality, price level, and performance
- To aid in developing brand loyalty



Apple Computer



Brand Loyalty

- ✓ Brand recognition
- ✓ Brand preference
- ✓ Brand insistence

Coca-Cola
Trade-mark®

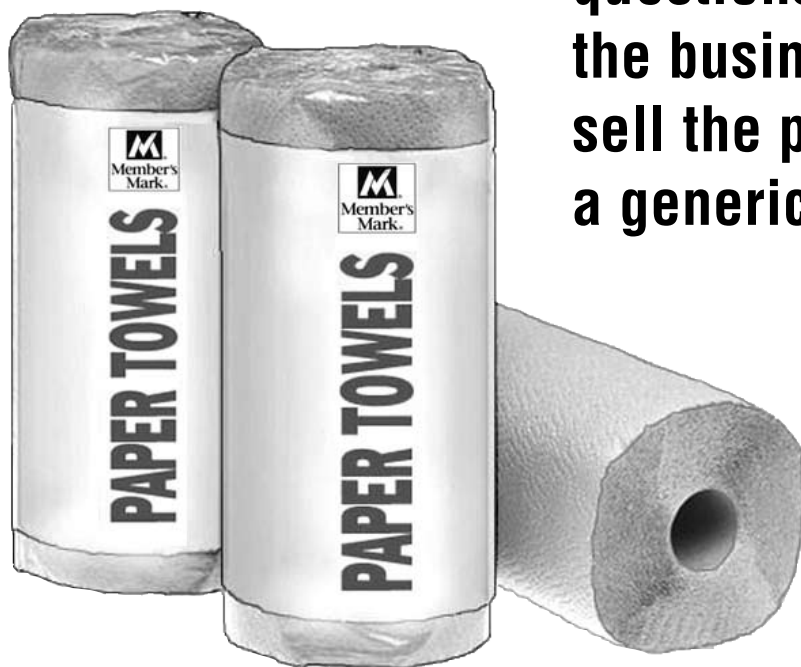


To Brand or Not to Brand

■ A business must ask itself:

- Can the product be easily identified by a brand?
- Are there funds to promote the brand?
- Will the brand be profitable?
- Does the firm have the necessary personnel to support the brand?

■ If the answers to these questions are “no,” the business may sell the product as a generic item.



Stages of the Initial Branding Process

- 1** Determining brand objectives
- 2** Brainstorming
- 3** Determining the acceptability of brand possibilities among different cultures
- 4** Testing the brands with consumers
- 5** Checking the legality of brands
- 6** Determining what URLs are available
- 7** Selecting the best brand for the product



Branding Strategies

1. Brand positioning
2. Brand extension
3. Brand licensing
4. Co-branding



Make It Pay!

- Look around the school building.
- What brands do you see?
- Which three brands do you think are the most effective?
- Why?

Limited brands

ESPRIT



The Gray Zone

- 1. Imagine a well-known, successful airline.**
- 2. Airplane malfunctions and minor mishaps start to occur.**
- 3. One of its airplanes crashes, killing everyone on board.**
- 4. The airline's brand is tarnished.**
- 5. The airline purchases a new brand.**
- 6. Did the airline act in an ethical manner?**

DIRECTIONS TO THE INSTRUCTOR

Individual Activities

These activities are designed to reinforce individual student understanding of the nature of product branding. Read the two activities, and select the one that better meets the individual's needs.

1. Duplicate the handout *Product Branding* on page 27. When the student has completed the activity, discuss his/her responses.
2. Duplicate the handout *Drug Brand Names* on page 28, and obtain Internet access for the students. When the student has completed the activity, provide her/him a copy of the answer guide on page 29.

Group Activities

These activities are designed to provide group reinforcement in understanding the nature of product branding. Read the two activities, and select the one that better suits the group's needs.

1. **Preparation:** Obtain prizes to award to the winning group members, and duplicate the handout *Going for the Gold* on page 30—one per group.

Process: Divide the class into groups of three or four students each. Give a copy of the handout *Going for the Gold* to each group. Explain that the groups are going to compete in a contest to see which one can generate the most correct actual examples of components of brands, types of brands, and branding strategies in a seven-minute time period. Each group will need to write down as many actual examples as possible. Remind them that each group must write down at least one example for each item on the list, and all examples listed must be actual brands. Groups are not permitted to make up their own brand names, brand marks, trade characters, etc.

After the seven minutes are up, ask each group to count how many examples total that the group wrote down. Ask the group with the most examples to read their list. Discuss their answers with the class, determine whether their examples are correct, and award the prizes to the winning group.

2. **Preparation:** Duplicate the handout *What's in a Name?* on page 31–32—one per group.

Process: Divide the class into groups of three or four students each. Give a copy of the handout *What's in a Name?* to each group, explaining that the activity is intended to help increase their knowledge of characteristics of good brand names. Explain that each group is to generate five examples of brand names (real or made-up) to fit characteristics of good brand names. (Each group should generate 30 brand names total.) Discuss similarities and differences among group answers.

PRODUCT BRANDING

Directions: Choose a product with which you are familiar. Obtain an example of that product's brand, including trade name, brand name, brand mark, and/or trade character. Attach the product brand to a separate sheet of paper, and label the parts of the brand. Then, answer the following questions. When you have finished, discuss your answers with your instructor or a classmate.

1. Is this a manufacturer's brand or a private brand? If it is a manufacturer's brand, who is the manufacturer? If it is a private brand, who is the supplier, and who is the intermediary?
2. Is this brand a family brand or an individual brand? If it is a family brand, what other products are also part of this family brand?
3. Is this a good example of a product brand name? Why or why not? Explain four reasons why this is or is not a good product brand name.
4. How loyal are you to this brand? Is the brand in the brand recognition, brand preference, or brand insistence stage for you?

DRUG BRAND NAMES

Directions: Conduct Internet research to locate articles about the branding process used by pharmaceutical companies to develop brand names for new drugs. The website www.igorinternational.com, which is run by the Igor Naming and Branding Agency, is a good source of information. Click on “Press,” and take a look at the *Stanford Medicine Magazine* article dated June 7, 2005, or the article dated September 1, 2003, in *The Eagle-Tribune*. After reading the articles, answer the following questions. When you have finished, ask your instructor for a copy of the answer guide.

1. Why won't the U.S. Food and Drug Administration approve a drug name that suggests what it does?
2. Why do drug companies like using letters like P or X in their brand names?
3. Why is it important to involve doctors from many cultures in the testing of potential brand names?
4. Why do drug companies care what a particular brand name looks like in different doctors' handwriting?
5. One reason that drug companies spend lots of money on the development of effective brand names is to increase sales. What do you think might be another fundamental reason why a drug company is so careful about what drug name it selects?

DRUG BRAND NAMES—ANSWER GUIDE

1. Why won't the U.S. Food and Drug Administration approve a drug name that suggests what it does?

A drug name that suggests what it does may sound like a guarantee or promise of efficacy. For that reason, the FDA won't approve such drug names.

2. Why do drug companies like using letters like P or X in their brand names?

Drug companies like using letters like P, T, or D because they send a message of power. They also like to use the letters X, F, S, or Z, because those letters convey speed and quickness.

3. Why is it important to involve doctors from many cultures in the testing of potential brand names?

Doctors from different cultures are likely to speak different languages or dialects. It is important to listen to how all of these different doctors pronounce the potential brand names. A drug company doesn't want to select a brand name that could easily be confused for a different drug when pronounced incorrectly.

4. Why do drug companies care what a particular brand name looks like in different doctors' handwriting?

It's important to look at a brand name in different doctors' handwriting to ensure that a pharmacist wouldn't misread the brand name. If the pharmacist were to misread the brand name, s/he might fill a prescription for the wrong medication.

5. One reason that drug companies spend lots of money on the development of effective brand names is to increase sales. What do you think might be another fundamental reason why a drug company is so careful about what drug name it selects?

Answers will vary but may include a discussion of medication errors. If a drug company selects a brand name that could easily be confused for a different type of drug, a patient might be given the wrong medicine. In such a situation, the patient might become very ill or possibly die. In short, selecting the right brand name for a new drug can be a matter of life or death.

GOING FOR THE GOLD

Directions: On a separate sheet of paper, write down as many actual examples of the following components of brands, types of brands, and branding strategies as possible. Keep in mind that your group needs to come up with at least one example for each item on the list in order to win. Also remember that you must use real trade names, brand names, brand marks, etc. You are not permitted to make up any of your examples.

1. Trade names
2. Brand names
3. Brand marks
4. Trade characters
5. Manufacturer's brands
6. Private brands
7. Family brands
8. Individual brands
9. Brand positioning
10. Brand extension
11. Brand licensing
12. Co-branding

WHAT'S IN A NAME?

Directions: In the space provided, write down five brand names that fit each of the six listed characteristics of good brand names. The brand names that you use may be real names or ones that your team makes up. When you are finished, you should have a total of 30 different brand names.

- A good brand name should describe the product's benefits and uses.

- 1.
- 2.
- 3.
- 4.
- 5.

- A good brand name should be easy to read, pronounce, and remember.

- 1.
- 2.
- 3.
- 4.
- 5.

- A good brand name should create appealing images.

- 1.
- 2.
- 3.
- 4.
- 5.

- A good brand name should be distinctive.

- 1.
- 2.
- 3.
- 4.
- 5.

WHAT'S IN A NAME? (cont'd)

- A good brand name should be adaptable.

- 1.
- 2.
- 3.
- 4.
- 5.

- A good brand name should be appropriate for packaging and advertising.

- 1.
- 2.
- 3.
- 4.
- 5.

TOTAL RECALL KEY

OBJECTIVE A (Page 5 of student LAP)

1. A product brand is a name, term, symbol, or design (or combination of them) that identifies a product and distinguishes it from competitors' products. Brands are made up of brand names, brand marks, and trade characters. A brand name is the part of the brand that can be spoken, such as a word, a phrase, a letter, a number, or any combination of these. A brand mark is a distinctive symbol, design, sound, or group of letters which is seen or heard but cannot be spoken. A trade character is a brand mark that has been made to seem lifelike. A trade name is the name that identifies the company.
2. Four types of brands are manufacturers' brands, private brands, family brands, and individual brands. A manufacturer's brand is one that the manufacturer has assumed all the responsibility of branding. It is also known as a national brand. A private brand (store brand) is a brand owned by an intermediary. A family brand is a brand that is used for a group of related products in a product line. Individual branding involves using different brands for products owned by one company.
3. A brand name should be adaptable so that it is easy to pronounce in all countries where the product will be marketed. It also should have an acceptable meaning in these foreign countries. In addition, a brand name needs to be adaptable to different time periods. A brand name that goes out of style would not be as effective as a brand name that is "classic."
4. Because of space limitations in the media and on product labels, the brand name should not be too long. Brief names allow better spacing on packages and advertisements, so shorter names are likely to be more graphically pleasing and noticeable.
5. The two main reasons why brands are used are for identification and differentiation. The brand identifies the product and separates—differentiates—it from similar products.
6. The three stages of brand loyalty are brand recognition, brand preference, and brand insistence. Brand recognition is the stage in which consumers become aware of a brand and know a bit about it. Brand preference is the stage in which consumers prefer to purchase a certain brand but will accept substitutes if the brand is not available. Brand insistence is the stage in which consumers insist upon buying a specific brand.

OBJECTIVE B (Page 8 of student LAP)

1. Generic items are unbranded products that are plainly packaged, have lower or standard quality, are sold at lower prices than branded products, and receive little or no promotion.
2. The stages of the branding process include determining brand objectives, brainstorming, determining the acceptability of brand possibilities among different cultures, testing the brands with consumers, checking the legality of brands, determining what URLs are available, and selecting the best brand for the product.
3. Answers will vary, but should contain three of the following types of branding strategies:
 - Brand positioning, which involves marketers creating a certain image or impression of a brand as compared to those of competitors' brands.
 - Brand extension, which involves using an existing brand name to introduce new products.
 - Brand licensing, which allows one company to use another's brand name, logo, or character for a fee.
 - Co-branding, which involves two companies joining forces to increase recognition, customer loyalty, and sales for both brands.

PRACTICE TEST

Directions: Answer each of the following questions. Use a separate sheet of paper to record your responses.

OBJECTIVE A

1. What is a product brand? (3 points)
2. Explain the difference between brand names, brand marks, and trade characters. (6 points; 2 points each)
3. What is the difference between a manufacturer's brand and a private brand? (4 points)
4. What is an advantage of family branding? (3 points)
5. What is an advantage of individual branding? (3 points)
6. Why should a product brand name describe the product's benefits and uses? (3 points)
7. Why is it important that a brand name be easy to read, pronounce, and remember? (3 points)
8. What is an example of a brand name that creates appealing images? (3 points)
9. Why should a brand name be distinctive? (3 points)
10. What kind of qualities will a brand name possess if it is adaptable? (3 points)
11. Why is it important to make sure that a particular brand name is not the property of another company? (3 points)
12. Why are shorter brand names better for packaging and advertising? (3 points)
13. What are two main reasons why brands are used? (6 points; 3 points each)
14. Describe the three stages of brand loyalty. (9 points; 3 points each)

OBJECTIVE B

15. What are four questions that a business should ask itself when deciding whether to brand a product? (12 points; 3 points each)
16. Discuss the stages of the initial branding process. (21 points; 3 points each)
17. What is a trademark? (3 points)
18. Explain three types of branding strategies. (9 points; 3 points each)

Suggested Criterion Level: 80 points

PRACTICE TEST KEY

OBJECTIVE A

1. A product brand is a name, term, symbol, or design (or combination of them) that identifies a product and distinguishes it from competitors' products. (3 points)
2. A brand name is the part of the brand that can be spoken, such as a word, a phrase, a letter, a number, or any combination of these. A brand mark is a distinctive symbol, design, sound, or group of letters which is seen or heard but cannot be spoken. A trade character is a brand mark that has been made to seem lifelike. (6 points; 2 points each)
3. A manufacturer's brand is one that the manufacturer owns and has assumed all the responsibility of branding, while a private brand is a brand owned by an intermediary. (4 points)
4. Answers will vary but should include one of the following advantages of family branding: (3 points)
 - New products are easier to introduce under an accepted, recognized brand.
 - Marketers are more willing to provide shelf space for new members of a family brand.
 - It's easier to add new products to current promotional campaigns for a family brand.
 - Because the products are part of one big "family," the family brand can take on the image of the company.
5. Answers will vary but should include one of the following advantages of individual branding: (3 points)
 - Each individual brand has its own unique identity, which helps consumers to associate specific benefits with specific brands.
 - Individual brands allow a business to sell to very different markets.
 - If an individual brand does poorly, its failure is less likely to impact other brands that the company owns.
6. A product brand name should describe the product's benefits and uses so that consumers understand what the product does or how it works. (3 points)
7. A brand name should be easy to read, pronounce, and remember so that it is easy for consumers to recognize. (3 points)
8. Answers will vary but should include an example of a brand name that creates appealing images, is pleasant, and makes people want to buy the product. (3 points)
9. A brand name should be distinctive so that it sets the product apart from the competition. It should not be too common or similar to competitors' brand names. (3 points)
10. An adaptable brand name is easy to pronounce in all countries where the product will be marketed, and it should have an acceptable meaning in these foreign countries. It also should be a "classic" name that won't go out of style. (3 points)
11. It is important to make sure that a particular brand name is not the property of another company because it is illegal to use another company's brand name. (3 points)

PRACTICE TEST KEY (cont'd)

12. Shorter brand names are better for packaging and advertising because they allow better spacing and are more graphically pleasing and noticeable. (3 points)
13. Answers will vary but should include two of the following reasons why brands are used: (6 points; 3 points each)
- For identification
 - For differentiation
 - To signify a certain quality, price level, and performance
 - To aid in developing brand loyalty
14. The three stages of brand loyalty are brand recognition, brand preference, and brand insistence. Brand recognition is the stage in which consumers become aware of a brand and know a bit about it. Brand preference is the stage in which consumers prefer to purchase a certain brand but will accept substitutes if the brand is not available. Brand insistence is the stage in which consumers insist upon buying a specific brand. (9 points; 3 points each)

OBJECTIVE B

15. Four questions that a business should ask itself when deciding whether to brand a product are: (12 points; 3 points each)
- Can the product be easily identified by a brand?
 - Are there funds to promote the brand?
 - Will the brand be profitable?
 - Does the firm have the necessary personnel to support the brand?
16. The stages of the initial branding process are: (21 points; 3 points each)
- Determining brand objectives. A company must decide what the goals of the brand are and what the brand should stand for.
 - Brainstorming. A company must develop a long list of brand name possibilities, review the list, and then select a small number for further consideration.
 - Determining the acceptability of brand possibilities among different cultures. Marketers must make sure that the brands can be pronounced properly in other languages and that the brands would not be offensive to another culture.
 - Testing the brands with consumers. Marketers must talk to consumers to find out which brand is most memorable and fits best with the product.
 - Checking the legality of brands. The company must make sure that no one else already owns the trademark for a particular brand.
 - Determining what URLs are available. The company must search out or create web addresses which represent its brands.
 - Selecting the best brand for the product. The company should select the brand that it considers to be the most appropriate and effective in persuading consumers to buy.

PRACTICE TEST KEY (cont'd)

17. A trademark is a word, name, symbol, or device used by a manufacturer or merchant to identify and distinguish its goods from those manufactured and sold by others. (3 points)
18. Answers will vary, but should contain three of the following types of branding strategies: (9 points; 3 points each)
- Brand positioning, which involves marketers creating a certain image or impression of a brand as compared to those of competitors' brands
 - Brand extension, which involves using an existing brand name to introduce new products
 - Brand licensing, which allows one company to use another's brand name, logo, or character for a fee
 - Co-branding, which involves two companies joining forces to increase recognition, customer loyalty, and sales for both brands

Suggested Criterion Level: 80 points

POSTTEST

Directions: Identify the correct answer to each of the following questions. Use a separate sheet of paper to record your responses.

OBJECTIVE A

1. Names, terms, symbols, or designs that identify products are called (5 points)
 - a. product brands.
 - b. trade names.
 - c. product lines.
 - d. generic terms.
2. Which of the following is an example of a trade name: (5 points)
 - a. Ford Mustang
 - b. Diet Coke
 - c. Ford
 - d. 501 Jeans
3. The Keebler Elves, Ronald McDonald, and Mr. Peanut are examples of (5 points)
 - a. product brands.
 - b. trade names.
 - c. trade characters.
 - d. private brands.
4. Which of the following is an advantage of family branding: (5 points)
 - a. New products are easier to introduce.
 - b. New products are not tied to company image.
 - c. Sellers need less shelf space.
 - d. Unrelated products are recognizable.
5. A disadvantage of individual brands is that they may (5 points)
 - a. contaminate each other.
 - b. be associated with one-of-a-kind benefits.
 - c. prevent companies from reaching different markets.
 - d. require more promotion.
6. Whenever possible, an effective brand name should always be (5 points)
 - a. short and memorable.
 - b. multiple syllables and flashy.
 - c. related to other brands.
 - d. unrelated to product features.
7. Determine which of the following is a true statement: (5 points)
 - a. The more common the brand name, the better it is.
 - b. A good brand name creates an appealing image.
 - c. Long brand names are more graphically pleasing.
 - d. Brand names belonging to other firms are available free.

POSTTEST (cont'd)

8. Why should a brand name be distinctive? (5 points)
- a. So that it gives the product a generic image
 - b. So that it can be used in multinational marketing
 - c. So that it can easily be changed over time
 - d. So that it sets the product apart from other products
9. Can any brand name be selected and used by a business? (5 points)
- a. Yes, a business can use any name it wants to use.
 - b. No, the name must be registered before it can be used.
 - c. No, the name must be legally available for use.
 - d. Yes, brand names cannot be owned by a business.
10. Which of the following is a primary reason that businesses use brands: (5 points)
- a. To identify their products
 - b. To charge high prices
 - c. To increase materialism
 - d. To reduce expenses
11. Consumers develop feelings towards brands in terms of various levels of awareness and preference. This is referred to as brand (5 points)
- a. loyalty.
 - b. insistence.
 - c. promise.
 - d. identity.
12. Why do businesses want customers to demonstrate brand insistence for them? (5 points)
- a. Their touch points pretty much take care of themselves.
 - b. Businesses will not have to market themselves.
 - c. Research shows that customers will pick their brand in a double-blind test 95% of the time.
 - d. Customers will bypass other brands because they are brand loyal and will buy only the desired brand.

OBJECTIVE B

13. Which of the following questions should be asked by a firm that is trying to decide whether to brand its products: (5 points)
- a. How much total sales revenue will the product earn?
 - b. Can the product be easily identified by a brand?
 - c. Will Company B find out we are using its brand?
 - d. Can we sell this product without a trademark?
14. Pharmaceuticals, packaged foods, and vitamins that are sold more inexpensively in plain packaging without brand names are (5 points)
- a. undersold items.
 - b. generic items.
 - c. stealth brands.
 - d. private brands.

POSTTEST (cont'd)

15. Determine which of the following is a true statement: (5 points)
- a. The last step in the initial branding process is determining brand objectives.
 - b. Brand ideas may come from many sources, including company employees and customers.
 - c. Determining what URLs are available is necessary only when a product will be sold online.
 - d. A trademark is a brand mark that has been made to seem lifelike.
16. Before selecting a brand name for a new product, marketers should determine the acceptability of brand possibilities among different cultures. As part of this process, marketers should: (5 points)
- a. create URLs for the product in each of the countries where the product will be marketed.
 - b. develop a different trade character for each of the countries where the product will be marketed.
 - c. determine if the brand name would be culturally taboo where the product will be marketed.
 - d. choose a different brand name for each country where the product will be marketed.
17. The actions a business takes with a brand in order to accomplish its goals are referred to as (5 points)
- a. multinational marketing.
 - b. market share.
 - c. brand positioning.
 - d. brand strategies.
18. Jeni's Ice Creams recently added ice cream sandwiches to its highly successful ice cream brand. Such an addition to an existing brand is an example of (5 points)
- a. brand positioning.
 - b. brand extension.
 - c. brand licensing.
 - d. co-branding.
19. The non-profit organization Sesame Workshop, which produces the Sesame Street television series, often gives permission to manufacturers such as Fisher Price and Build-a-Bear Workshop to use numerous Sesame Street characters on their products for a fee. This arrangement between Sesame Workshop and these companies is known as (5 points)
- a. brand positioning.
 - b. brand extension.
 - c. brand licensing.
 - d. co-branding.
20. Several restaurant companies, including Long John Silver's and KFC, have successfully joined forces in the past few years to increase recognition, customer loyalty, and sales for all companies involved. Such arrangements between companies are examples of (5 points)
- a. brand positioning.
 - b. brand extension.
 - c. brand licensing.
 - d. co-branding.

Suggested Criterion Level: 80 points

POSTTEST KEY

OBJECTIVE A

1. **a Product brands.** A product brand not only identifies products but distinguishes one product from another. A trade name is a name that identifies a company or organization. A product line is a group of related product items. Generic terms are descriptive names—brand names that have fallen into everyday use so that the brand is used to describe every product in the brand's product category. (5 points)
2. **c Ford.** A trade name is the name that identifies a company or organization. Ford is the name of a company. Diet Coke, Ford Mustang, and 501 Jeans are all brand names. (5 points)
3. **c Trade characters.** The Keebler Elves, Ronald McDonald, and Mr. Peanut are examples of trade characters, brand marks that have been made to seem lifelike. Product brands are names, terms, symbols, or designs that identify products and distinguish them from competitors' products. Trade names are names that identify companies. Private brands are brands owned by intermediaries. (5 points)
4. **a New products are easier to introduce.** Products are easier to introduce under an accepted, recognized brand name. One of the reasons this is true is that family brands are tied to company image. Family brands are used for related products, not unrelated products. The amount of shelf space needed depends on the number of items in the product line. Sellers are generally more willing to provide additional shelf space for an addition to a successful family brand. (5 points)
5. **d Require more promotion.** Because the company does not use its trade name, the product must be promoted on an individual basis. Advantages of individual brands include allowing companies to reach different markets, associating one-of-a-kind benefits with the individual brand, and preventing brands from contaminating each other. (5 points)
6. **a Short and memorable.** Generally, a brand name should be easy for the consumer to say and to remember. It should also say something about the product and should be adaptable for many uses, including packaging, signage, and advertising. But, there are notable exceptions. Some brand names have broken the "short and memorable" rule and have long, multisyllabic names. But, these are few and far between. Names that are intentionally "flashy" often miss the mark and fail because they do not represent the product in a meaningful way. Brand names do not have to be related to other brands. When appropriate and possible, brand names should relate to product features; however, there are exceptions to the rule. (5 points)
7. **b A good brand name creates an appealing image.** A brand name should create images which are appealing and desirable to consumers. The name should be pleasant and make people want to buy the product. A good brand name should be distinctive rather than common. Since brief names allow more space on billboards or packages, they are more graphically pleasing than long names. A firm may not use a brand name that belongs to another firm unless it has permission and/or has paid a licensing fee. (5 points)

POSTTEST KEY (cont'd)

8. **d So that it sets the product apart from other products.** The brand name should not be too common or too similar to those used by competitors. It should be appropriate and even clever, if possible. A brand name's adaptability makes it useable in multinational marketing and prevents it from needing to be changed over time. A distinctive brand name gives the product a specific image, not a generic image. (5 points)
9. **c No, the name must be legally available for use.** The business needs to make sure the brand name is not the property of another company since it is illegal to use another company's brand name. Brand names can be registered with the federal government in order to protect them, but this is not necessary in order to use a brand name that is legally available. (5 points)
10. **a To identify their products.** Brands identify products for consumers and help to separate, or differentiate, them from other similar products. Giving a product a brand does not necessarily mean the product will be sold at a high price. Only brands that have achieved a prestigious reputation for quality or luxury are likely to be high priced. Some consumers feel that branding creates materialism, but this is not the purpose of branding. Branding is more likely to increase than reduce a firm's expenses. (5 points)
11. **a Loyalty.** How customers feel about brands can vary and is generally classified in three general levels: Brand recognition, when customers may be aware of a brand but not know much about it; brand preference, when customers consistently choose a particular brand but would accept a substitute; and brand insistence, when customers want one and only one brand and are unwilling to try others when the desired brand is unavailable. A brand promise is made by a business or product that it will live up to its values and expressed qualities in every way. Brand identity is those elements that are instantly recognized as representing a particular business or product. (5 points)
12. **d Customers will bypass other brands because they are brand loyal and will buy only the desired brand.** Customers develop brand loyalty—a relationship with or preference for a particular brand—through repeated, positive experiences. When customers refuse all other brands except the single brand they want, brand insistence exists. Businesses try to cultivate brand insistence in customers so that they will repeatedly purchase their products and will not be tempted to try something different. When customers demonstrate brand insistence, it does not mean that businesses will no longer have to market themselves. Likewise, even when customers are brand insistent, it does not mean that a business's touch points, or opportunities to interact with customers, can be left to chance. While most businesses would be pleased to have customers select their brand in any kind of research, that is not why they want to develop customers who are brand insistent. (5 points)

POSTTEST KEY (cont'd)

OBJECTIVE B

13. **b Can the product be easily identified by a brand?** The product to be branded should not be too homogeneous, or similar, to others like it. The firm needs to project probable income from the product in order to determine profitability, but it would be impossible to know how much total sales revenue would be. If any other company is using a brand, the brand is not legally available. Any product can be sold without a trademark. (5 points)
14. **b Generic items.** Plainly packaged and sold at lower prices than branded products, generic brands are popular in several product categories, including pharmaceuticals, packaged foods, and vitamins. Generic items are not necessarily undersold items. “Stealth brands” is a fictitious term. Private brands are brands owned by an intermediary. A supplier produces a product and places an intermediary’s brand on it. (5 points)
15. **b Brand ideas may come from many sources, including company employees and customers.** To create a lengthy list of brand name possibilities, a company should gather as many suggestions from as many different people as possible. Determining brand objectives is one of the very first steps of the initial branding process, not the last. A company should determine what URLs are available for a new product brand, regardless of whether the product will be sold online or not. A trademark is a word, name, symbol, or device used by a manufacturer or merchant to identify and distinguish its goods from those manufactured and sold by others. A trade character is a brand mark that has been made to seem lifelike. (5 points)
16. **c Determine if the brand name would be culturally taboo where the product will be marketed.** If a brand is to be marketed in different cultures, it is important to make sure that the brand name would be acceptable in these areas of the world. A brand name that would be culturally taboo should be dropped from the list of brand name possibilities. It is not necessary to create URLs for the product in each of the countries where the product will be marketed, develop a different trade character for each of the countries, or choose a different brand name for each country. It would be better to use the same URL, trade character(s), and brand name everywhere that the product will be marketed. (5 points)
17. **d Brand strategies.** The effective use of brand strategies helps to make brands more successful. A frequently used brand strategy is brand positioning, the creation of an image or impression of a brand as compared to those of competitors’ brands. Market share is an organization’s portion of the total industry sales in a specific market. Multinational marketing is the marketing of goods and services in two or more countries. (5 points)
18. **b Brand extension.** When a company uses an existing brand name for a new product line, it is known as a brand extension. Brand positioning is a brand strategy in which marketers create a certain image or impression of a brand as compared to those of competitors’ brands. Brand licensing allows one company to use another’s brand name, logo, or character for a fee. Co-branding takes place when companies join forces to increase recognition, customer loyalty, and sales for both brands. (5 points)

POSTTEST KEY (cont'd)

19. **c Brand licensing.** Sesame Workshop licenses the use of its Sesame Street characters to manufacturers such as Fisher Price and Build-a-Bear Workshop for a fee. Although these licensees produce and sell the products, they become, in effect, extensions of the core brand, Sesame Street. Brand positioning is a brand strategy in which marketers create a certain image or impression of a brand as compared to those of competitors' brands. Brand extension is the brand strategy of using successful brands to introduce new products. Co-branding is a brand strategy that involves businesses joining forces as equals for mutual benefit and to increase brand recognition, customer loyalty, and sales for both brands. (5 points)
20. **d Co-branding.** When companies join forces to increase recognition, customer loyalty, and sales for both brands, it is known as co-branding. Brand positioning is a brand strategy in which marketers create a certain image or impression of a brand as compared to those of competitors' brands. Brand extension is the brand strategy of using successful brands to introduce new products. Brand licensing allows one company to use another's brand name, logo, or character for a fee. (5 points)

Suggested Criterion Level: 80 points

POSTTEST GRADER

Page 38

1. **a**

2. **c**

3. **c**

4. **a**

5. **d**

6. **a**

7. **b**

Page 39

8. **d**

9. **c**

10. **a**

11. **a**

12. **d**

13. **b**

14. **b**

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15. **b**

16. **c**

17. **d**

18. **b**

19. **c**

20. **d**



1. **Brand extension:** The brand strategy of using successful brands to introduce new products
2. **Brand insistence:** The stage of brand loyalty in which consumers insist upon buying a specific brand
3. **Brand licensing:** The legal authorization by a brand owner to allow another company to use the brand in exchange for a fee
4. **Brand loyalty:** Customers' allegiance to a particular brand
5. **Brand mark:** A distinctive symbol, design, sound, or group of letters which is seen or heard but cannot be spoken
6. **Brand name:** The part of a brand which can be spoken, such as a word, a phrase, a letter, a number, or any combination of these
7. **Brand positioning:** A branding strategy in which marketers create a certain image or impression of a brand as compared to those of competitors' brands
8. **Brand preference:** The stage of brand loyalty in which consumers prefer to purchase a certain brand but will accept substitutes if the brand is not available
9. **Brand recognition:** The stage of brand loyalty in which consumers are made aware of a brand's existence
10. **Brand strategies:** The actions a business takes with a brand in order to accomplish its goals
11. **Branding:** The ongoing decision-making process about the use of brands
12. **Co-branding:** A brand strategy that involves businesses joining forces for mutual benefit and to increase brand recognition, customer loyalty, and sales for both brands
13. **Differentiation:** The act of distinguishing between or separating two or more things
14. **Family brand:** A category of brands in which one brand is used for a group of related products in a product line
15. **Generic item:** An unbranded product that is plainly packaged, has lower or standard quality, is sold at a lower price than a branded product, and receives little or no promotion
16. **Individual brand:** A category of brands in which different brands are used for products owned by one company
17. **Intermediaries:** Channel members operating between the producer and the consumer or individual user to help in the movement of goods and services
18. **Manufacturer's brand:** Brand for which the manufacturer assumes all the responsibility of branding
19. **Market share:** An organization's portion of the total industry sales in a specific market
20. **Private brand:** Brands owned by intermediaries
21. **Product brand:** A name, term, symbol, or design (or combination of them) that identifies a product and distinguishes it from competitors' products
22. **Product line:** A group of related product items
23. **Taboo:** Something that is forbidden or avoided due to cultural beliefs
24. **Trade character:** A brand mark that has been personified and made to seem lifelike
25. **Trade name:** The name that is used to identify a company or an organization
26. **Trademark:** A brand that is owned by a business; designated by the symbol TM
27. **URL:** Uniform Resource Locator; web site address

IT'S A BRAND, BRAND, BRAND WORLD! STUDENT QUESTIONNAIRE

Directions: After completing *It's a Brand, Brand, Brand World!*, please rate the following statements to help MBAResearch improve the LAP. Marking a five indicates that you “strongly agree” with the statement, while selecting a one indicates that you “strongly disagree.” When you have finished, please fax your responses to 614-486-1819 or mail them to MBAResearch at P.O. Box 12279, Columbus, OH 43212.

- | | |
|---|-----------|
| 1. The information in <i>So What?</i> encourages me to want to know more about the nature of product branding. | 1 2 3 4 5 |
| 2. The examples used in the LAP helped to increase my understanding or interest in the nature of product branding. | 1 2 3 4 5 |
| 3. The LAP content is clear and easy to understand. | 1 2 3 4 5 |
| 4. The transparencies are easy to read and to understand. | 1 2 3 4 5 |
| 5. I liked the application exercise/activity. | 1 2 3 4 5 |
| 6. I understood the directions for the application exercise/activity. | 1 2 3 4 5 |
| 7. I better understood how to apply the nature of product branding after completing an activity/application exercise. | 1 2 3 4 5 |
| 8. I easily understood what the test questions were asking. | 1 2 3 4 5 |
| 9. I guessed and got the right answer to test questions most of the time. | 1 2 3 4 5 |
| 10. <i>The Gray Zone</i> presents an ethical dilemma that does not have a black-and-white answer. | 1 2 3 4 5 |
| 11. <i>The Gray Zone</i> really made me think about ethical dilemmas involving the nature of product branding. | 1 2 3 4 5 |
| 12. <i>Make It Pay!</i> offers useful tips that will help me to implement information about the nature of product branding. | 1 2 3 4 5 |
| 13. What did/didn't you like about this LAP? | |

IT'S A BRAND, BRAND, BRAND WORLD! TEACHER QUESTIONNAIRE

Directions: After completing *It's a Brand, Brand, Brand World!*, please respond to the following questions to help MBAResearch improve the LAP. When you have finished, please fax your responses to 614-486-1819 or mail them to MBAResearch at P.O. Box 12279, Columbus, OH 43212.

1. What information could be presented in *So What?* that would compel students to want to know more about the nature of product branding?
2. What information in the student or teacher booklets needs to be changed to make it more accurate, easier to understand, and/or more up-to-date?
3. What anecdotes, examples, etc., could be added to the LAP to increase student understanding or interest in the nature of product branding?
4. Identify specific changes that need to be made to transparencies to make them easier to read and to understand.
5. How would you improve the application exercises and their directions?
6. What specific changes need to be made to test questions so that they will be clearer?
7. How would you change *The Gray Zone* to make it relate more to the nature of product branding and present an ethical dilemma that does not have a black-and-white answer?
8. What useful tips could be added to *Make It Pay!* that would help students implement information about the nature of product branding?