

Brands – Project

SUBMITTED BY: Leya Matthew

SUBJECT(S): Marketing

GRADE LEVEL(S): 9, 10, 11, 12

≡ OVERVIEW:

In this lesson, students apply all the concepts that they have learned in the brands module. They will conduct an exhaustive analysis of a brand of their choice.

≡ NBEA STANDARD(S):

- Marketing, I. Foundations of Marketing

≡ RELATED ARTICLES:

- [“The Power of One African Teen’s Idea to Ward Off Lions”](#)
- [“Super Bowl Advertising and Corporate America’s Message on Diversity”](#)
- [“NOMsense Bakery and the Nuances of ‘Dessert Maximalism’”](#)
- [“Lessons in Limited-edition Marketing from the Kids at Kickpin”](#)
- [“Invisible Horse Dance: The Business of ‘Gangnam Style’”](#)
- [“IHOP Flips to IHOb and Gets People Talking about the Business of Burgers”](#)
- [“Fashion Meets Function: Deepa Gandhi’s ‘New Dawn’ for Handbags”](#)
- [“Educator Toolkit: Building Your Brand”](#)
- [“Corn Flake Innovation and the Battling Brothers Behind the Kellogg’s Brand”](#)
- [“Companies Respond to the Tide Pod Challenge”](#)
- [“Building a ‘Work Brand’ that People Will Brag About”](#)
- [“A Former Golden State Warriors Center on ‘Winning the Money Game’ and Finding Balance in a Sports Career”](#)

Common Core Standard(s):

1. CCR Standard for Reading: Read closely to determine what the text says explicitly and make logical inferences from it.
2. CCR Standards for Listening: Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on each other's ideas and expressing their own clearly and persuasively. Evaluate a speaker's point of view, reasoning and use of evidence and rhetoric.
3. CCR Standards for Speaking: Present information, findings and supporting evidence in such a way that listeners can follow the line of reasoning, and the organization, development and style are appropriate to the task, purpose and audience.

Purpose:

- Students will analyze their perceptions of a brand.
- Students will analyze the branding strategy — consumer segments, targeting, positioning and communication strategies.
- Students will analyze the brand equity of a brand.

Knowledge@Wharton Article: *depends on the students choice of brand*

Activity:

1. Introductory Briefing (5 mins)

The teacher briefs the students are about the project, and gives the handout that provides the structure of the project. Students are told that they will work in groups to analyze a brand along the guidelines provided. They are free to use the computer to conduct research, and are expect to reference at least one Knowledge@Wharton article that talks about the brand of your choice or the industry your brand does business in. For example, if you want to analyze Gatorade you could use the Knowledge@Wharton article: "[The Crowded, Caffeinated Soft Drink Sector: Who Will Bubble Up to the Top?](#)" Students are now given handouts with the expected structure of their analysis listed out. They are given a few minutes to read through the structure and ask clarifying questions.

The expected structure of the analysis is as follows:

Analyze a brand for its brand equity, branding strategy and brand value.

- What brand do you choose to analyze?
- Brainstorm and list the characteristics associated with this brand.
- Draw/describe the logo/tagline/identifier.
- How do these elements communicate the characteristics associated with the brand?
- What are the market segments of this brand?
- How does the brand position itself in relation to its target segments? (include pricing details)
- How does the brand target/communicate with its target segments? (What are its promotional strategies?)
 - Advertising (TV, print, billboards, etc.)
 - Public Relations (news articles, talk show opportunities, awards, etc.)
 - Sponsorship
 - Any other
 - What products does this brand offer?
 - How do the range of products offered relate to the concepts that the brand signifies?
 - Who are its competitors?
 - What market share do you think the brand you chose has?

2. Identify Knowledge@Wharton articles (5-7 mins)

Identify Knowledge@Wharton articles that analyze your brand or the industry your brand does business in. The teacher needs to be able to provide students with printouts of these articles. If that is not possible, please do this project as a take home assignment.

3. Work in small groups (20-25 mins)

As the students work through the project, the teacher meets each group and provides any clarification, suggestion or resource that might be helpful.

An example of a student analysis is provided below. For this analysis the Knowledge@Wharton article used was: "[Secrets of Successful Ad Campaigns: Lessons from Absolut, Nike and NASCAR](#) "

- What brand do you choose to analyze? Nike
- Brainstorm and list the characteristics associated with this brand.
 - Athletic
 - Smart
 - Cool
 - Hip
 - Expensive
 - American
 - Draw/describe the logo/tagline/identifier
 - Swoosh
 - Just do it
 - How do these elements communicate the characteristics associated with the brand?
 - Simple, beyond competition, focused on better service to customer
 - Determination, perfection, ease of implementation, a life style, a way to think and be
 - What are the market segments of this brand?
 - Athletic teens, men and women, football/soccer players, basketball players, general athletic use
 - How does the brand position itself in relation to its target segments? (include pricing details)
 - Priced high
 - Exclusive, worth the price
 - For those who care about sports, nothing less will suffice
 - For the best
 - Makes you want to elevate yourself to the level of the sports stars it sponsors.
 - How does the brand target/communicate with its target segments? What are its promotional strategies?
 - Advertising (TV, print, billboards etc.)
 - TV spots during soccer/cricket events (for example, the FIFA world cup), sports magazines,

general magazines,
billboards

- Public Relations (news articles, talk show opportunities, awards, etc.)
 - Related to sports events, sponsorship, balls for the world cup, etc.
- Sponsorship
 - Sports stars like Tiger Woods, Ronaldo, Roger Federer; national teams like Brazil's Football team, events like FIFA World Cup
- Any other
- What products does this brand offer?
 - Shoes, specialty shoes for games like football, equipment, collectibles
 - How do the range of products offered relate to the concepts that the brand signifies?
 - Athletic, everything to do with sports, focused, no diversification from the core identity.
 - Who are its competitors?
 - Adidas, Puma, Reebok, Fila, etc.
 - What market share do you think the brand you chose has?
 - Around 45%-50% (actually 47 %)

4. Presentation, Feedback, Wrap-up (10-12 mins)

Tying It All Together: This lesson provides space, time and resources to integrate all the elements of branding that the earlier lessons have explored. Students work together, around a basic questionnaire, to analyze a brand of their choice.

Practice Outside of the Classroom: This project can also be a take home assignment. In such case, there is greater flexibility/opportunity to add materials in the form of survey analysis, interviews with peers and local brand managers, advertisements, news articles, list of promotional campaigns, etc.

What Worked and What I Would Do Differently: The take home method of executing this project is a more appealing option for the students since the resources available within the classroom are limited. Once students are given the basic guidelines and the articles have been identified, they can work on the analysis at their own time (checking in with the teacher at least once on the progress of the project) and design creative ways of presenting their project.

Another possibility is to integrate the brand project as part of a marketing plan, and have students focus on building the brand of their company as they work out the 4Ps. For example, if

the students are thinking of a clothing store and have some ideas on what its uniqueness is, they can use the concepts learned in this module to consciously design a brand, a brand name and logo, and work towards integrating the brand image into the product design, pricing, place, promotions, people (staff uniforms, etc.) and physical evidence (interior design to match the brand image).

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