BRAND

Read Chapter 11 — Branding and Visual Identity and define the following:

Branding?

Integrated Branding?

Brand Name?

Brand Strategy?

Brand Promise?

Rebranding?

Brand Architecture?

Explain in detail...

The purpose of branding.

Functional and emotional benefits.

The branding process.

Conceptual design and the several factors to consider.

People perceive a brand through several factors, name them.

Rebranding.

Event branding and branding an experience.