Graphic Communication & Design

Mrs. Murray / *Related*

## BRANDING TEST

_____ Tactics of branding, unite all planning for all visual and verbal applications

_____ What does the brand claim to do? Expressed through its identity and advertising

_____ The entire development process of creating a brand, brand name and visual identity

_____ What to brand and how, where to begin

_____ Name of product, can include tagline

_____ Reinvent, reposition, rename, redesign a brand — keep it modern — people change, needs change

_____ A unique program for a brand, understanding how people interact with and use a brand — utilizing many different media outlets

**Branding / Integrated Branding / Brand Name / Brand Strategy / Brand Promise**
**Rebranding / Brand Architecture**

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**Explain the purpose of branding**

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**Explain the difference between functional and emotional benefits**

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**Define the branding process**

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**People perceive a brand through several factors, name them 3.**

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_____

**Explain Event branding and branding an experience**

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