Branding

<http://www.bnet.com/blog/intercom/a-lesson-in-branding-how-apple-appeals-to-teens/759>

read the article above.  Answer this.

1.  What is the main reason apple is so successful at branding.

2.  what is cgm?

3. what is branded utility?

Project

In groups of three come up with a new product idea for an existing company.  Conduct Company analysis. Your target market is teens.  Create a brand and branding strategies for that product.  Complete the following report outline.

Company Analysis:

Product idea:

Product description:

Brand design:

Brand mark:

Trade character:

Description of two branding strategies: