



# Brand Elements

## MK 312 Brand Management

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Lesson 4

# Sawasdee Krup...Ka

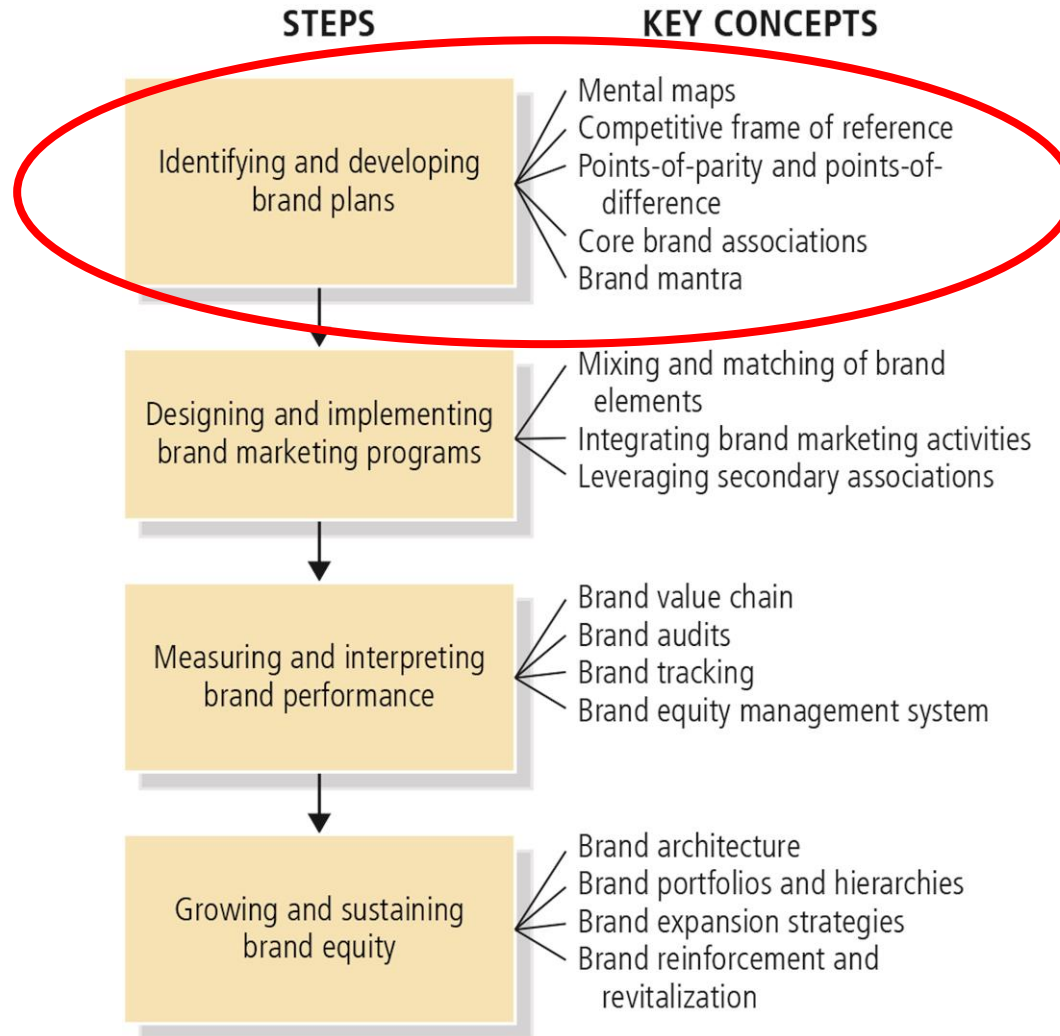




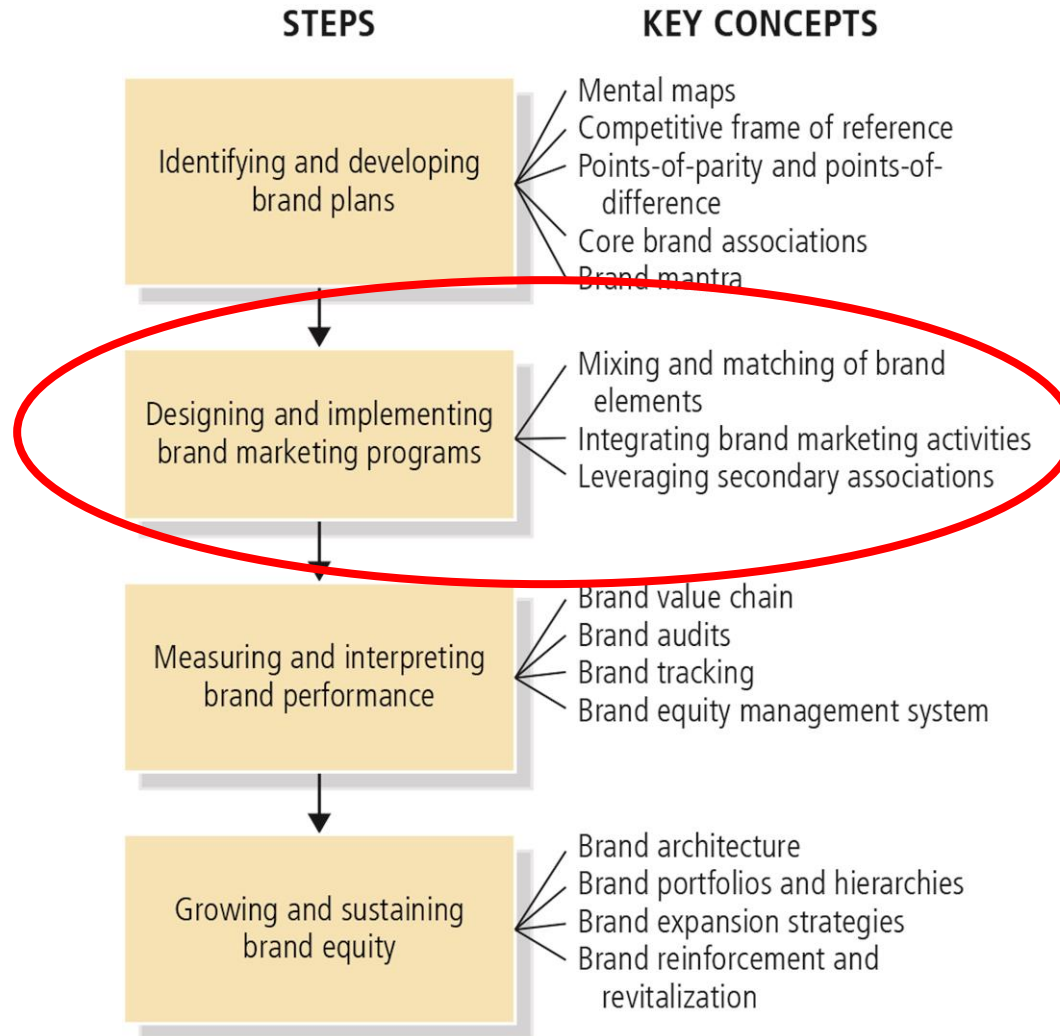
# Strategic Brand Management Process

- Identifying and Developing Brand Plans
- ✓ Designing and Implementing Brand Marketing Programs
- Measuring and Interpreting Brand Performance
- Growing and Sustaining Brand Equity

# Figure 1-10: Strategic Brand Management Process



# Figure 1-10: Strategic Brand Management Process





# The Four Steps of Brand Building



Ensure identification of the brand with customers and an association of the brand in customers' minds

**TARGET GROUP**

Establish the totality of brand meaning in the minds of consumers

**Position**

Elicit the proper customer responses to the brand identification and brand meaning

**Communicate**

Convert brand response to create an intense, active loyalty relationship between customers and the brand

**Customer Relations**

A value proposition is a **promise of value** to be delivered, communicated, and acknowledged. It is also a belief from the customer about how value will be delivered, experienced and acquired. A value proposition can apply to an entire organization, or parts thereof, or customer accounts, or products or services.



## UNIQUE VALUE PROPOSITION

**A unique value proposition (UVP) is the core benefit or solution that differentiates your product or service from the competition and positions it as the best possible option on the market.**

# Creating Great Value Propositions

## Sustainable Competitive Advantage





# Sustainable Goals



## Value proposition:

- Consumer-focused; value customers' opinions and feedback
- Provide snacks suitable for multiple consumption occasions
- Remind millennials of their childhood and fun times spent with their friends

## Target audience

- Millennials, aged 18-35
- They're vibrant, energetic, have some money to spend
- Most importantly, they snack often, and they value experiences with friends above all else





# The Four Steps of Brand Building



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Communicate



Convert brand response to create an intense, active loyalty relationship between customers and the brand

Customer Relations

# Brand knowledge has two components: Brand awareness & Brand image



Consumers' perceptions about a brand, as reflected by the brand associations held in consumer memory



**BRAND  
IDENTITY**

**BRAND  
PERSONALITY**

**BRAND  
BEHAVIOR  
& ATTITUDE**

**BRAND  
IMAGE**

**BRAND  
COMPETENCE  
& BENEFIT**

**BRAND  
ASSOCIATION**





# What is Brand Identity?

- **Understanding Brand Identity** — Brand identity is **the visible elements of a brand**, such as color, design, and logo, that identify and distinguish the brand ...



**BRAND  
IDENTITY**

**BRAND  
PERSONALITY**

**BRAND  
BEHAVIOR  
& ATTITUDE**

**BRAND  
ASSOCIATION**

**BRAND  
COMPETENCE  
& BENEFIT**

**BRAND  
IMAGE**

# Brand Personality

- *Brand Personality: is the **set of human characteristics that become associated to the brand....***



# Brand Identity vs. Brand Personality

- While brand identity is the collection of elements that a company creates to portray an image to its customer, **brand personality refers to the characteristics and emotions customers associate with a brand.**
- According to this research, **sincere and cute brand personalities affect consumer-brand relationships (composed of brand trust and brand commitment) and brand attitudes positively.** Strong and exciting brand personalities affect consumer-brand relationships and brand attitudes negatively.

# Dimensions of Brand Personality



Brand personality

Sincerity

Excitement

Competence

Sophistication

Ruggedness

Down to Earth  
Honest  
Wholesome  
Cheerful

Daring  
Spirited  
Imaginative  
Up to Date

Reliable  
Intelligent  
Successful

Upper class  
Charming

Outdoorsy  
Tough

# Brand Personality

## Sincerity

Down to earth  
Family-oriented  
Small Town

Honest  
Sincere  
Real

Wholesome  
Original

Cheerful  
Sentimental  
Friendly

## Excitement

Daring  
Trending  
Exciting

Spirited  
Cool  
Young

Imaginative  
Unique

Up-to-date  
Independent  
Contemporary

## Competence

Reliable  
Hardworking  
Secure

Intelligent  
Technical  
Corporate

Successful  
Leader  
Confident

## Sophistication

Upper Class  
Glamorous  
Good looking

Charming  
Feminine  
Smooth

## Ruggedness

Outdoorsy  
Glamorous  
Good looking

Tough  
Rugged

# Brand Personality

Sincerity



Excitement



Competence



Sophistication



Ruggedness



# Dimensions of Brand Personality



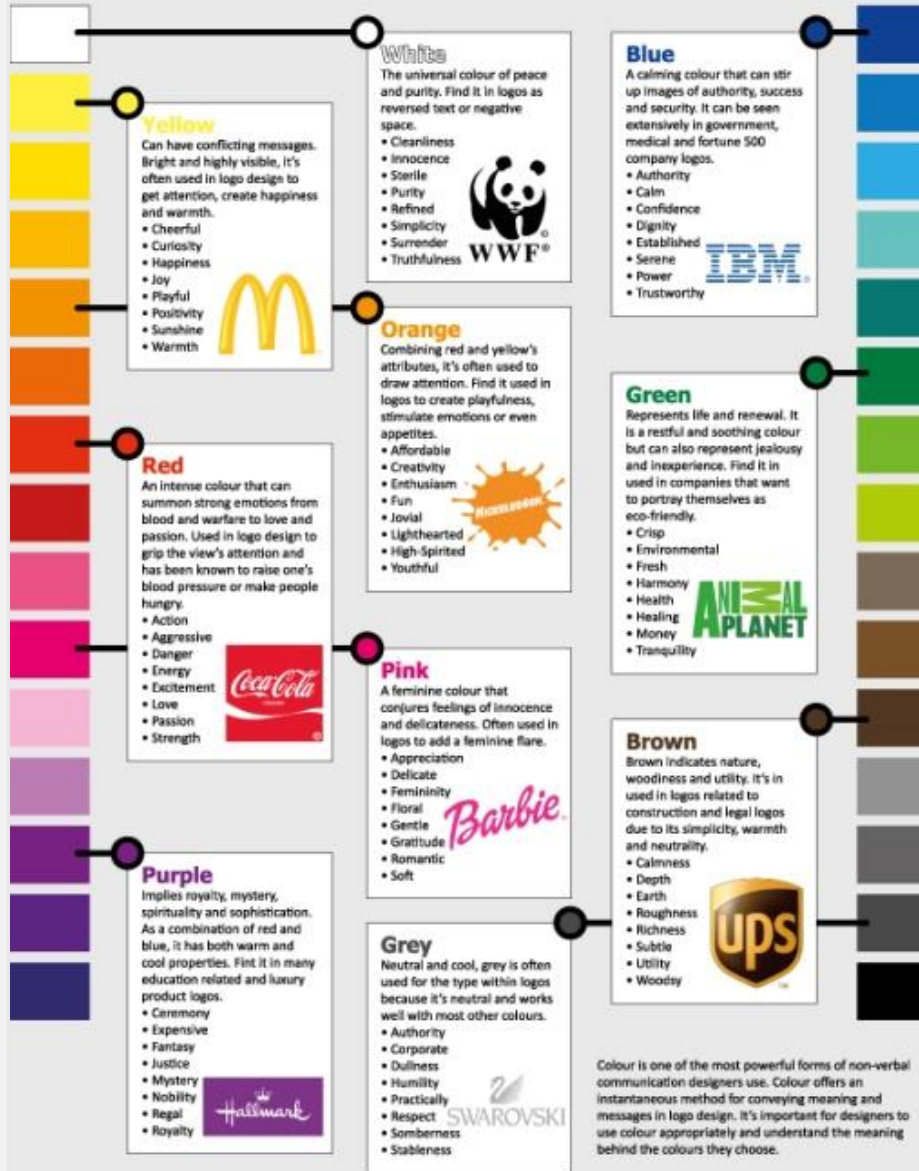
LOUIS VUITTON



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# COLOUR PSYCHOLOGY IN LOGO DESIGN



# HOW BRANDS USE COLOR

 **ogilvydo**



## Yellow

to show that they're fun, friendly, optimistic, confident and to grab attention, but also to warn



## Brown

to show warmth and dependability



## Green

to show youthfulness, refreshment, care for the environment, organic, growth and as a call to action



## Purple

to seem rich, luxurious, creative and nostalgic



## Red

when they want to be seen as powerful, passionate, exciting or to create urgency



## Orange

to energise, seem playful, rejuvenate, to create a sense of haste and to seem affordable



## Black

To signify luxury, exclusivity, sophistication, authority and to encourage impulse purchases



## Blue

to appear calm, honest, logical, caring and trustworthy



## Pink

to signify sweetness or sexiness depending on the shade

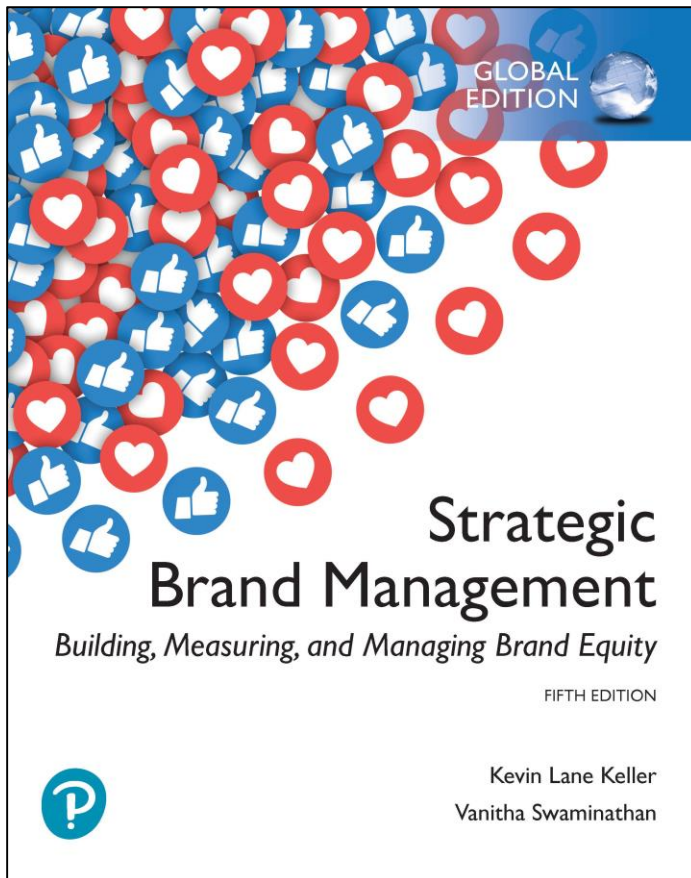


## White

To signify purity, cleanliness, simplicity and freedom

# Strategic Brand Management: Building, Measuring, and Managing Brand Equity

Fifth Edition, Global Edition



## Chapter 4

Choosing Brand Elements to  
Build Brand Equity

# Learning Objectives

- 4.1 Identify the different types of brand elements
- 4.2 List the general criteria for choosing brand elements
- 4.3 Describe key tactics in choosing different brand elements
- 4.4 Explain the rationale for “mixing and matching” brand elements
- 4.5 Highlight some of the legal issues surrounding brand elements

# What are Brand Elements?

- **Elements** used to express/represent and identify/differentiate the **brand**. The consistent use of **Brand Elements** in all marketing programs helps communicate the **Brand** Character to the marketplace. The **brand** name, logo, slogan, jingle, and packaging style are all examples of **Brand Elements**.

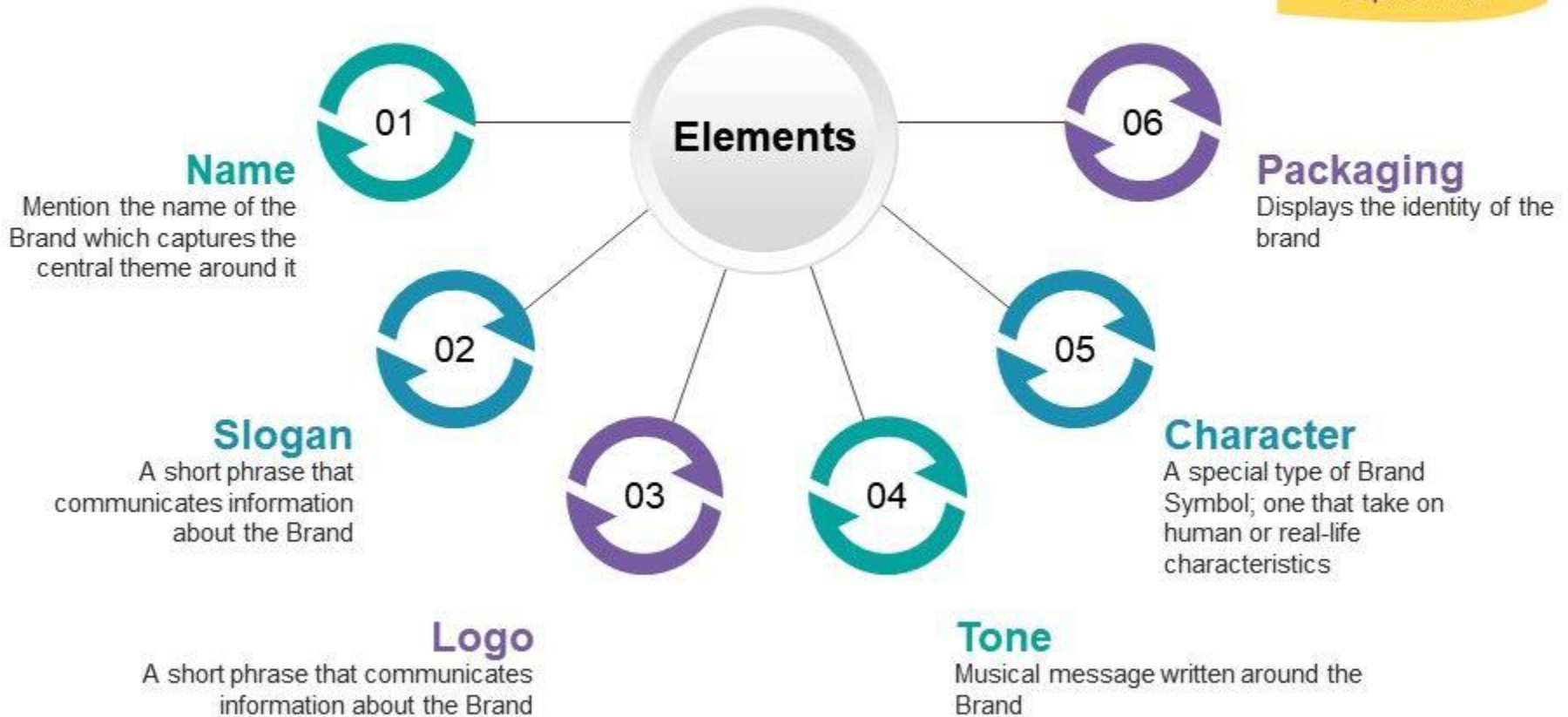
## Step 3: Communications via Brand Elements

- A variety of brand elements can be chosen that inherently **enhance brand awareness** or **facilitate the formation of strong, favorable, and unique brand associations.**
- Brand Names
- URLs
- Logos and Symbols
- Characters
- Slogans
- Packaging

# Brand Elements



We have listed down the relevant elements of a Brand, you can customize it basis your requirements





# The Importance of Brand Elements



# Holistic Approach to Brand Activation

## Brand Activation

Activating your brand for the strongest results requires **consistency with brand strategy and finding the correct communication and marketing mix to carry that message- Brand Elements will play an important role.**

This holistic approach is what Brand Activation uses to get extraordinary results by implementing game changing programs.

*A holistic approach...*



# Example: McDonald's

- Brand Names
- URLs
- Logos and Symbols
- Characters
- Slogans
- Packaging



# Criteria for Choosing Brand Elements

- Memorability
- Meaningfulness
- Likability
- Transferability
- Adaptability
- Productability



# Figure 4-1: Criteria for Choosing Brand Elements



## 1. Memorability

Easily recognized

Easily recalled

## 2. Meaningfulness

Descriptive

Persuasive

## 3. Likability

Fun and interesting

Rich visual and verbal  
imagery

Aesthetically pleasing

## Transferability

Within and across  
product categories

Across geographic  
boundaries and  
cultures

## 5. Adaptability

Flexible

Updatable

## 6. Protectability

Legally

Competitively



# The Importance of Brand Elements



# Ideal Brand Elements



# Options and Tactics for Brand Names

- What would an ideal brand element be like?
  - Easily remembered
  - Highly suggestive of the product class and benefits
  - Inherently fun or interesting
  - Rich with creative potential
  - Transferable to a wide variety of product and geographic settings
  - Enduring in meaning and relevant over time
  - Strongly protectable both legally and competitively

# Brand Names (1 of 5)

- The brand name is fundamentally important:
  - Often captures the central theme or key associations of a product in a compact, economical fashion
- Most difficult element for marketers to change:
  - Closely tied to the product in the minds of consumers

**“Top of Mind”**

# Brand Names (2 of 5)

- Selecting a brand name for a new product is an art and a science
- Must be chosen with the six general criteria in mind:
  - Memorability
  - Meaningfulness
  - Likability
  - Transferability
  - Adaptability
  - protectability



# Brand Names (3 of 5)

- Brand awareness:
  - Simple and easy to pronounce or spell
  - Familiar
  - Meaningful
  - Different, distinctive, and unusual
- Brand associations:
  - Implicit and explicit meanings of a name are important

# Figure 4-3: Brand Name Taxonomy



## Descriptive

Sleep Inn

## Evocative

Quicken Loans

## Personality

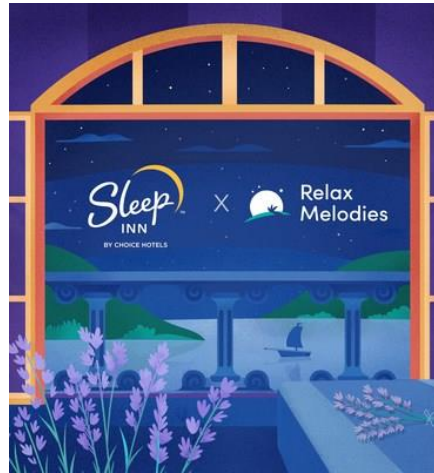
Snapple

## Synthetic

Verizon

## Founder

Dyson



# Some more on naming....

## HOW TO "NAME"

<p><b>GEOGRAPHY</b> Chose a name associated with company/product location:</p>  <p>ebay ★ SAPPORO</p>	<p><b>INGREDIENTS</b> Base the name on ingredients:</p>  <p>pepsi Milka</p>	<p><b>NEOLOGISM</b> A completely new made-up word:</p>  <p>Kodak verizon</p>	<p><b>PERSONIFICATION</b> Create a character or adopt an existing personage:</p>  <p>Mr. Muscle Green Giant.</p>
<p><b>HUMOR/SLANG</b> For a name with personality:</p>  <p>YAHOO! Boing</p>	<p><b>NICKNAME</b> Use a founder's nickname:</p>  <p>adidas HARIBO</p>	<p><b>ONOMATOPOEIA</b> Use a sound associated with a product function or other brand idea:</p>  <p>twitter Meow Mix</p>	<p><b>PORTMANTEAU</b> combination of two (or more) words and their definitions, into a new one</p>  <p>Pinterest Alitalia</p>

# Some more on naming....

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## HOW TO "NAME"

<p><b>ACRONYMS</b></p> 	<p><b>ALLITERATION</b></p> <p>Fun to say, and particularly memorable:</p> 	<p><b>DESCRIPTIVE</b></p> <p>Descriptive names ascribe to the product a characteristic:</p> 	<p><b>EVOCATIVE</b></p> <p>Invoke a vivid image that alludes to a brand benefit:</p> 
<p><b>AMALGAM</b></p> <p>Names created by taking parts of words and putting them together:</p> 	<p><b>APPROPRIATION</b></p> <p>Use the idea for one thing and apply it to another:</p> 	<p><b>CLEVER STATEMENT</b></p> <p>Names don't have to be just a word or two:</p> 	<p><b>FOUNDERS' NAMES</b></p> <p>Use the name of a founder or founder family member:</p> 

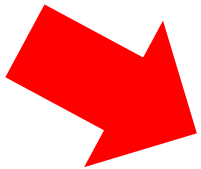
# Figure 4-4: Sample Suggestive Brand Names

ColorStay lipsticks  
Head & Shoulders shampoo  
Close-Up toothpaste  
SnackWell reduced fat snacks  
DieHard auto batteries  
Mop & Glo floor wax  
Lean Cuisine low-calorie frozen entrees  
Shake'n Bake chicken seasoning  
Sub-Zero refrigerators and freezers  
Cling-Free static buildup remover  
Facebook social network  
Dropbox cloud storage



# Brand Names (4 of 5)

- Brand names can reinforce an important attribute or benefit associated that makes up its product positioning
- A **descriptive brand name** should make it easier to link the reinforced attribute or benefit



**DESCRIPTIVE NAME TYPES:**  
clearly describes the goods  
and services offered

**SUGGESTIVE NAME TYPES:**  
alludes to the features or benefits  
of the goods or services

**FANCIFUL NAME TYPES:**  
better for companies that intend  
to be very extensible with various  
branches of services



Positioning

Brand Mantra

4ps+IMC

Brand Elements

Secondary Sources

Brand Resonance  
Pyramid

Equity Rating

Appendix

# Brand Element: Brand Name "Lay's"



	Analysis	Score
Meaningful	Name does not imply class, category or type	1
Memorable	87% of respondents recalled Lay's as a chip brand, and 96% said they were familiar with the Lay's brand	9
Appealing	Lay's is considered classic, however it is not very interesting (no meaningful root word or suffix), or fun (not a play on words, does not induce imagery)	3
Transferable	Not transferable. Frito Lay changes the name for this brand in almost all new geographical regions	1
Adaptable	Most likely will not be changed because it has brought so much equity to the brand	1
Protectable	Its trademarked so it is protectable	9



# Brand Names (5 of 5)

- **Naming procedures:**
  1. Define objectives
  2. Generate names
  3. Screen initial candidates
  4. Study candidate names
  5. Research the final candidates
  6. Select the final name



# Brand Names gone xxxx



# McDonald's logo



1940-1948



1948-1953

*McDonald's*

1953-1961



**McDonald's**

1961-1968

**McDonald's**

1968-present



1968-2006



1969-2006



1975-2006



1992-2007



1993-2007



1997-2000



2000-2003



2001-2003



2003



**i'm lovin' it**

2003-2006



**i'm lovin' it**

2006-2010



2006-present

# Starbuck's Logo



1971-1987



1987-1992



1992-2011



2011-present

# URLs (1 of 2)

- URLs (uniform resource locators) specify locations of pages on the Web:
  - Commonly referred to as domain names
  - Owner of a URL must register and pay for the name
  - Protects a brand from unauthorized use in other domain names
- Cybersquatting- Registering, trafficking in, or using a domain name with bad-faith to profit from:
  - The goodwill of a trademark belonging to someone else

# URLS (2 of 2)

- A company needs to protect their brands from unauthorized use in other domain names:
  - Company can:
    - Sue current owner of the URL for copyright infringement
    - Buy the name from the current owner
    - Register all conceivable variations of its brand as domain names ahead of time
- Cybersquatting or domain squatting:
  - Registering, trafficking in, or using a domain name with bad-faith to profit from:
  - The goodwill of a trademark belonging to someone else

Before becoming famous...



# Logos and Symbols (1 of 2)

- Logos:
  - Visual elements play a critical role in building brand equity and brand awareness:
    - Indicate origin, ownership, or association
    - Range from corporate names or trademarks written in a distinctive form, to abstract designs that may:
      - Be completely unrelated to the corporate name or activities
- Symbols:
  - Nonword mark logos

# Logos and Symbols (2 of 2)

- Like names, abstract logos can be distinctive and recognizable:
  - Abstract logos may lack the inherent meaning present with a more concrete logo
  - One danger is that consumers may not understand what the logo is intended to represent





Positioning

Brand Mantra

4ps+IMC

Brand Elements

—

Secondary Sources

Brand Resonance  
Pyramid

Equity Rating

Appendix

## Brand Element: Logo



	Analysis	Score
Meaningful	100% of respondents were able to tell that this logo belonged to a chip company	9
Memorable	Facilitates recognition and recall, all respondents knew the logo and 72% said it was recognizable as a chip brand	10
Appealing	Increased burden on IMC because only 28% of respondents found it inviting and only 35% of respondents perceived it as happy	4
Transferable	Very transferable. Logo is used in many circumstances and is kept constant globally	8
Adaptable	It is adaptable. Has changed seamlessly through time with major and minor stylistic changes; periods of different logos = 1965–1986, 1986–1996, 1996–2003, 2003–2007	8
Protectable	It is trademarked so it is protectable.	8



# Characters

- Special type of brand symbol:
  - **One that takes on human or real-life characteristics**
- Introduced through advertising:
  - Can play a **central role in ad campaigns and package designs**

# Characters...change overtime



# Characters...change overtime

*Micky Through The Years 1928 - 1990*



1928

1932

1940

1941

1947

1955

1990

# Slogans (1 of 2)

- Short phrases that communicate descriptive or persuasive information about the brand
- Function as useful “hooks” or “handles” to help consumers grasp the meaning of a brand
- Indispensable means of summarizing and translating the intent of a marketing program

# Slogans (2 of 2)

- Designing slogans:
  - Designed so they contribute to brand equity in multiple ways
  - Can contain product-related messages and other meanings
- Updating slogans:
  - Recognize how it contributes to brand equity:
    - Through enhanced awareness or image
  - Decide how much of this equity enhancement, if any, is still needed
  - Retain needed or desired equities still residing in the slogan
    - While providing whatever new twists of meaning are necessary to contribute to equity in other ways

# Most Famous Company Taglines And Slogans

01

**facebook**

**Helps you connect and share with the people in your life**

02

**Google**

**Don't be evil**

03

**McDonald's**

**I'm lovin' it**

04

**Microsoft**

**Where do you want to go today?**

05

**NIKE**

**Just do it**

06

**You Tube**

**Broadcast yourself**

# Familiar Slogans?



"Just do it"



"Impossible is Nothing"



"I'm lovin' it"



"Reassuringly Expensive"



"The Ultimate Driving Machine"



**Audi**

"Vorsprung durch Technik"

L'ORÉAL

"Because I'm worth it"

**Gillette**

"The Best A Man Can Get"



"Every Little Helps"

John Lewis

"Never Knowingly Undersold"



"The World's Local Bank"



"Always Coca-Cola"



"A Diamond Is Forever"



"For Successful Living"



"The Totally Tropical Taste"

**RONSEAL**

"Does exactly what it says on the tin"

# Figure 4-7: Famous Slogans Quiz (1 of 2)

1. \_\_\_\_\_ Reach Out and Touch Someone
2. \_\_\_\_\_ Have It Your Way
3. \_\_\_\_\_ Just Do It
4. \_\_\_\_\_ When It Absolutely, Positively Has to Be There Overnight
5. \_\_\_\_\_ Drivers Wanted
6. \_\_\_\_\_ Don't Leave Home Without It
7. \_\_\_\_\_ Like a Rock
8. \_\_\_\_\_ Because I'm Worth It
9. \_\_\_\_\_ The Ultimate Driving Machine
10. \_\_\_\_\_ When You Care Enough to Send the Very Best
11. \_\_\_\_\_ Capitalist Tool

## Figure 4-7: Famous Slogans Quiz (2 of 2)

12. \_\_\_\_\_ The Wonder Drug That Works Wonders
13. \_\_\_\_\_ No More Tears
14. \_\_\_\_\_ Melts in Your Mouth, Not in Your Hands
15. \_\_\_\_\_ We Try Harder
16. \_\_\_\_\_ The Antidote for Civilization
17. \_\_\_\_\_ Where Do You Want to Go Today?
18. \_\_\_\_\_ Let Your Fingers Do the Walking
19. \_\_\_\_\_ Breakfast of Champions
20. \_\_\_\_\_ Fly the Friendly Skies

**Answers:** (1) Bell Telephone; (2) Burger King; (3) Nike; (4) Federal Express; (5) Volkswagen; (6) American Express; (7) Chevrolet; (8) L'Oreal; (9) BMW; (10) Hallmark; (11) Forbes magazine; (12) Bayer aspirin; (13) Johnson's Baby Shampoo; (14) M&M's (15) Avis; (16) Club Med; (17) Microsoft; (18) Yellow Pages; (19) Wheaties; and (20) United Airlines.

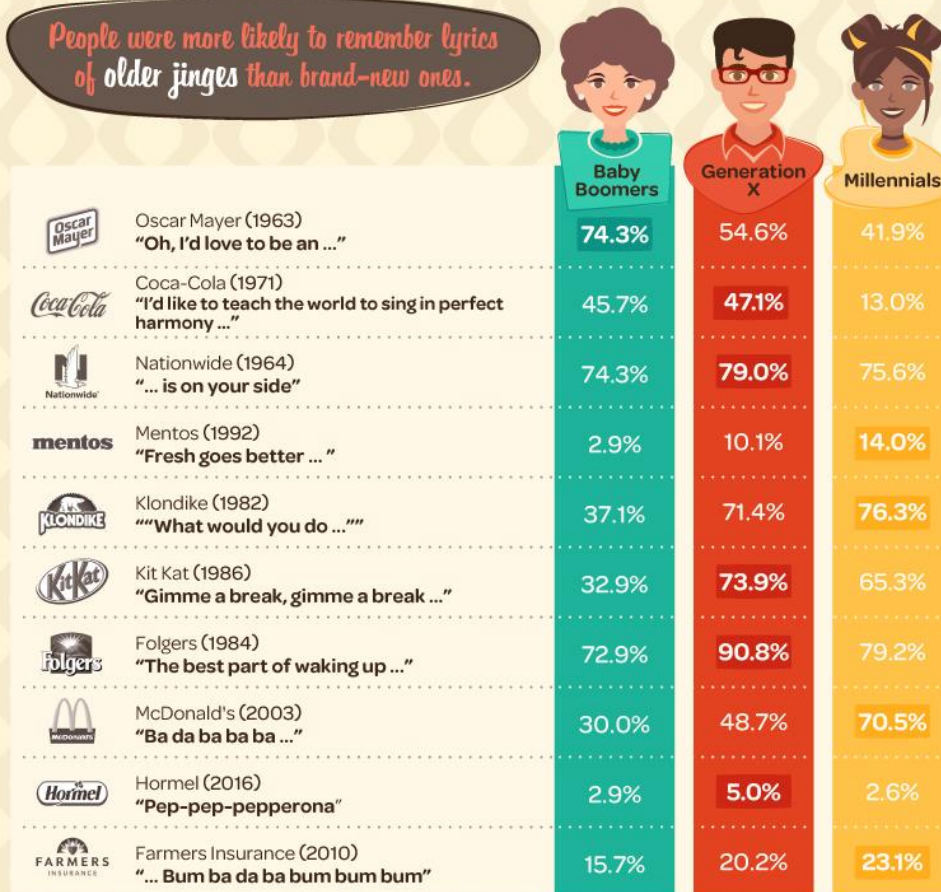
# Jingles

- Musical messages written around the brand
- Catchy hooks and choruses:
  - Become permanently registered in the minds of listeners
- Enhance brand awareness by repeating the brand name in clever and amusing ways

# Sayings and Singalongs

Percentage Correctly Recalling the Words of Each Advertisement Jingle\*, by Generation

People were more likely to remember lyrics of older jingles than brand-new ones.



\* Respondents were shown a part of the song in either audio or text format and asked to fill in the blank words.

Source: Survey of 504 people



# Jingles



# Packaging (1 of 4)

- Activity of designing and producing containers or wrappers
- From the perspective of both the firm and consumers, packaging must:
  - Identify the brand
  - Convey descriptive and persuasive information
  - Facilitate product transportation and protection
  - Assist in at-home storage
  - Aid product consumption

# Evaluating Packaging

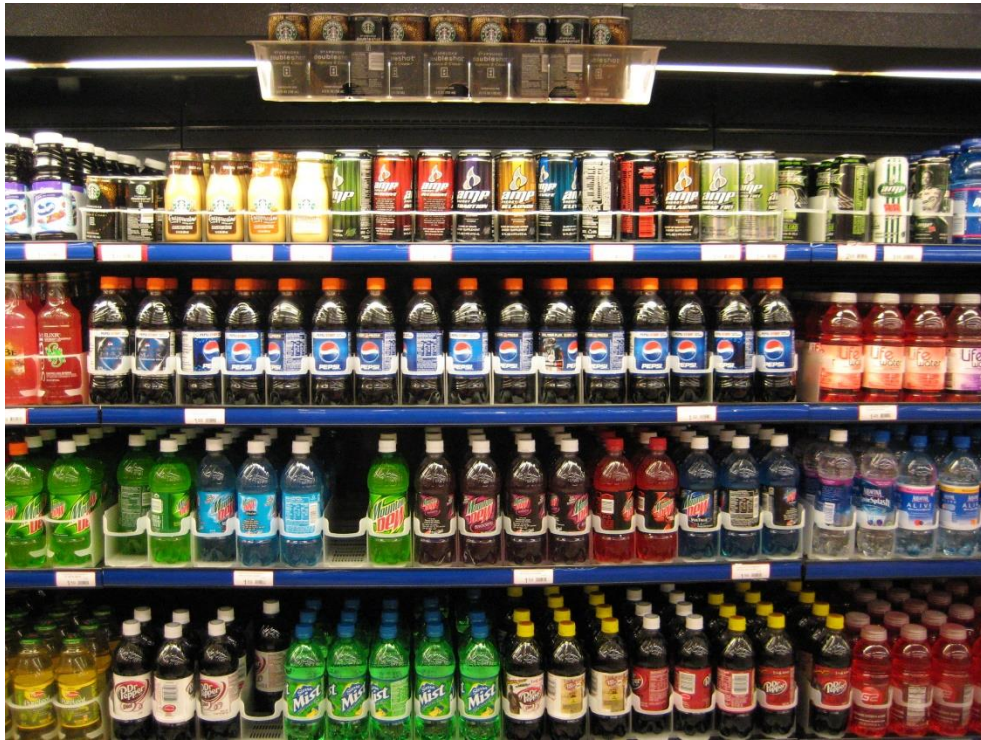


**\* VIEW Model (Visibility, Information, Emotional appeal, Workability)**

# Packaging (2 of 4)

- Packaging at the point of purchase:
  - The right packaging can create strong appeal:
    - On the store shelf
    - Help products stand out from the clutter
    - Can provide at least a temporary edge on competition
- Packaging innovations:
  - Can lower costs
  - Can improve demand for a product

# Shelf Impact



# Packaging (3 of 4)

- Package design:
  - Has become a more sophisticated process:
    - Specialized package designers bring artistic techniques and scientific skills
  - Refers to “shelf impact” of a package



# Lay's on shelf



# Packaging (4 of 4)



- Packaging changes:
  - Can be expensive:
    - But can be cost-effective compared with other marketing communication costs:
      - Signal a higher price, or to more effectively sell products through new or shifting distribution channels
      - When a significant product line expansion would benefit from a common look
      - To accompany a new product innovation to signal changes to consumers
      - When old package looks outdated

**100**  
**YEARS**  
OF THE  
*Coca-Cola*  
CONTOUR  
BOTTLE



1900



1910



1915

CONTOUR



1955



1957



1969



2005



2015



1905



1940



1950



1962



1973



1991



1998



2003



2009

5

# Innovative Packaging Ideas



1:46



## Top 5 Innovative Packaging Ideas - Custom Packaging Done Right [2021]



Bizongo · 22K views · 1 year ago



# Putting It All Together

- The entire set of brand elements makes up the **brand identity**, the contribution of all brand elements to awareness and image.
- The cohesiveness of the brand identity depends on the extent to which the brand elements are **consistent**.



# Figure 4-8: Critique of Brand Element Options



## Brand Element

Criterion	Brand Names and URLs	Logos and Symbols	Characters	Slogans and Jingles	Packaging and Signage
Memorability	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition	Generally more useful for brand recognition	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition
Meaningfulness	Can reinforce almost any type of association, although sometimes only indirectly	Can reinforce almost any type of association, although sometimes only indirectly	Generally more useful for non-product-related imagery and brand personality	Can convey almost any type of association explicitly	Can convey almost any type of association explicitly
Likability	Can evoke much verbal imagery	Can provoke visual appeal	Can generate human qualities	Can evoke much verbal imagery	Can combine visual and verbal appeal
Transferability	Can be somewhat limited	Excellent	Can be somewhat limited	Can be somewhat limited	Good
Adaptability	Difficult	Can typically be redesigned	Can sometimes be redesigned	Can be modified	Can typically be redesigned
Protectability	Generally good, but with limits	Excellent	Excellent	Excellent	Can be closely copied



# The Importance of Brand Elements





# The Four Steps of Brand Building



Ensure identification of the brand with customers and an association of the brand in customers' minds

TARGET GROUP



Establish the totality of brand meaning in the minds of consumers

Position

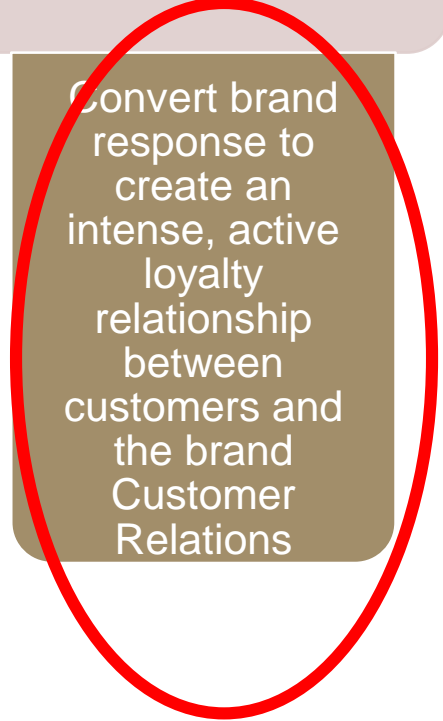


Elicit the proper customer responses to the brand identification and brand meaning

Communicate



Convert brand response to create an intense, active loyalty relationship between customers and the brand  
Customer Relations



# Step 4: Customer Loyalty – Brand Activation



EverydayOnSales.com

**THE CIRCUS IS IN TOWN!**  
**COLLECT THEM ALL**

OFFICIAL **Scrabble** PRODUCT

1 MAY 8 MAY 15 MAY

CLOWN MAGICIAN CHIMP TRAPEZE DARE DEVIL ANIMAL TAMER

McDonald's **CIRCUS OF LIFE**

**RM 10<sup>95</sup> each** with any purchase

McDonald's

McDonald's Circus of Life is not available at Desert Center, Desert Ridge and Midway! \*Price is in Ringgit Malaysia and subject to existing government tax, except in Singapore. \*Promos are available while stocks last and McDonald's reserves the right to replace items without prior notice. \*Available for in-store use only. \*Price is per McDonald's store. \*Promos shown are for illustrative purposes only. All promotional items are subject to change without prior notice. © Other terms and conditions apply.



**NEW PEPPERY SENSATION!**

**McValue LUNCH & DINNER** ONLY **RM 5<sup>95</sup> each**

EVERYDAY | 12 NOON - 3PM-6PM - 9PM

McChicken **RM 5<sup>95</sup>**

NEW Beef & Egg **RM 5<sup>95</sup>**

NEW Beef McPepper™ **RM 5<sup>95</sup>**

McDonald's™ NEW Beef McPepper™ is a juicy 100% beef patty dipped in spicy black pepper sauce and topped with freshly sliced onions. And the best part is... it's available at the same price as the McChicken™ and the Beef & Egg burger at only RM5.95, complete with French fries and a carbonated soft drink. Offer now valid for only RM5.95, only at McDonald's!

McDonald's **I'm lovin' it!**



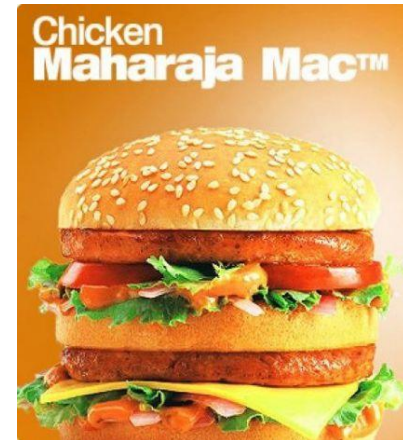
VISIT 1	FREE McFloat (Coke)	VISIT 3	VISIT 4	FREE McAloo Tikki™
VISIT 2	VISIT 5	VISIT 6	VISIT 7	FREE Fries (Reg.)
VISIT 8	VISIT 9	VISIT 10	VISIT 11	FREE

**SMILE CARD**

TERMS & CONDITIONS: This Loyalty card will be issued to you on purchase of any food item. Offer available on the Loyalty card can be redeemed till 28th February, 2015. Redeemed only for purchases made in any McDonald's store and not on delivery orders. Offer can be availed on purchase of any food item of more than ₹15 and is valid only in West and South of India. Card cannot be exchanged for cash and is not for sale. Photocopies or duplicates of this voucher or term voucher shall not be accepted or shall not be treated as valid. For more details, visit our website www.mcdonaldsindia.com

# Vegetarian McDonald's Opening in India

video from SourceFed (Opened 2 restaurants in 2013)



# Group Assignment 5



- Each group will have the remaining of the class to work on your group mini- presentations on brand elements in Ready to Drink Market ...( no Coke or Pepsi )... to confirm to me in class ka...
- **Choose 1 Brand that has a strong Brand Elements**
- **Choose 1 Brand that has weak Brand Elements**
- Please identify what is the brand personality of each brand
- Analyze each brand and give details of each. Then you are to recommend how each brand could develop stronger brand elements to build brand equity. ( Up to your team to create, design the brand elements...remember, creativity is Key...).. Remember to compare apples to apples... should be competing brands!
- Please submit a total of no more than 10 ppt slide and unlimited appendix (excluding intro page) by **Wednesday September 21 before noon**. We will discuss ka. I will choose best team for next week presentation ka...assignment scores will be scaled...
- Have fun... 😊



# Kob Khun Krup...Ka

