

**BRANDING STRATEGY DESIGN EVENT
SPONSORED BY MARKETING EDUCATORS OF TEXAS**

In an effort to provide more membership services, MET has prepared a mini-lesson on branding strategy complete with transparency masters, test, and student activities. The student activity section will also serve as a means to allow more students to participate in competition. Any student wishing to participate in state level competition need only to submit their completed activity on the enclosed entry form. Please make sure that the student completes both sides of this form, folds it so that all personal information is on the inside and staples it where indicated. The fee per entry is \$5.00 for any current dues paid MET member's student and \$10.00 for students of non-MET members.

Winners will be selected at the state level with a 1st place winner being named in each of the three product categories: Sports and Entertainment Marketing, Food Marketing and Technology Marketing.

Our three 1st place winners will receive trophies and a secured position representing the Texas Association of DECA at the National Leadership Academy in Dallas, Texas.

Travel expenses to the National Career Development Conference for our winners will be the sole responsibility of the winning students.

1. Deadline for submitting entries is January 15, 2005.
2. Each student is limited to only one entry.
3. Schools may enter as many entries as they have dues paid DECA members.
4. Use the official entry form. Make as many copies as needed.
5. Mail entries in a large enough envelope to prevent bending or folding the entries.
6. Make registration fees payable to Marketing Educators of Texas (MET).
7. Mail entries to:

Tomiko Lewis
Justin F. Kimball
3706 S. Westmoreland
Dallas, TX 75233
972-502-2157
972-502-2101 Fax

For more information contact Tomiko Lewis l at (972) 502-2157.

OFFICIAL BRANDING STRATEGY DESIGN EVENT ENTRY FORM

Name: _____

School: _____

School Address: _____

City, State, Zip: _____

Advisor: _____

School Phone: _____

Instructions:

1. Place your brand name and brand mark in the space provided on the back of this entry form.
2. You may not glue, tape, or otherwise stick anything to this form.
3. You may use color markers, pens, pencils, paint, etc...
4. Entries will be judged on originality and creativity rather than artistic rendition.

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Circle the category of competition:

Sports and Entertainment
Marketing

Food
Marketing

Technology
Marketing

BRAND NAME

BRAND MARK

WHAT IS THE PURPOSE OF BRANDING PRODUCTS?

MANUFACTURERS AND MARKETERS USE BRANDING AS A METHOD OF HELPING CONSUMERS IDENTIFY THEIR PRODUCT.

BRANDING STRATEGIES CAN TAKE MANY FORMS. A NAME, CHARACTER, SYMBOL, TERM, DESIGN OR ANY COMBINATION OF THESE THAT ASSISTS THE CONSUMER IN IDENTIFYING A CERTAIN COMPANY'S PRODUCTS AND SETS THOSE PRODUCTS APART FROM COMPETITING PRODUCTS ARE IDENTIFIED AS THAT PRODUCT'S BRANDING STRATEGY.

WHAT IS A BRAND NAME? THE BRAND NAME IS THE PART OF THE BRAND THAT CAN BE SPOKEN. A BRAND NAME USUALLY IDENTIFIES A SPECIFIC PRODUCT OR PRODUCT LINE.

EXAMPLES OF BRAND NAMES ARE: OREO, CORVETTE, CREST, FROSTED FLAKES AND TIGER PAW.

OREO IS A COOKIE MADE BY NABISCO;

CORVETTE IS A SPORTS CAR MADE BY CHEVROLET;

CREST IS TOOTHPASTE MADE BY PROCTER AND GAMBLE;

FROSTED FLAKES IS A CEREAL MADE BY KELLOGG'S AND

TIGER PAW IS A TIRE MADE BY UNIROYAL

NABISCO, CHEVROLET, PROCTOR AND GAMBLE, KELLOGG'S AND UNIROYAL ARE ALL PART OF THE BRANDING STRATEGY THAT CAN ALSO BESPOKEN BUT DO NOT QUALIFY AS BRAND NAMES BECAUSE THEY DO NOT REPRESENT SINGLE PRODUCTS OR PRODUCT LINES BUT A COMPANY OR ORGANIZATION AS A WHOLE. THESE NAMES ARE REFERRED TO AS TRADE NAMES

A BRAND MARK IS A DISTINCTIVE VISUAL SYMBOL USED ALONG WITH THE BRAND NAME TO ASSIST THE CONSUMER IN IDENTIFYING THE PRODUCT.

MOST COMPANIES WILL HAVE THEIR BRAND MARK LEGALLY REGISTERED WITH THE U.S. PATENT OFFICE. WHEN THIS OCCURS, THAT BRAND MARK BECOMES KNOWN AS A TRADEMARK .

TRADEMARKS ARE USUALLY IDENTIFIED BY A SMALL ENCIRCLED R, THE ABBREVIATION “T M” OR THE ABBREVIATION “REG. U.S. PAT. OFF”.

A TRADEMARK CANNOT BE USED BY ANYONE ELSE WITHOUT THE PERMISSION OF THE PERSON OR COMPANY THAT OWNS IT.

WHAT IS A TRADE CHARACTER?

TRADE CHARACTERS ARE LIFELIKE BRAND MARKS THAT ASSIST CONSUMERS IN IDENTIFYING PRODUCTS.

TONY THE TIGER IS THE TRADE CHARACTER THAT IDENTIFIES FROSTED FLAKES WHICH IS THE BRAND NAME FOR THE CEREAL PRODUCT THAT IS MADE BY THE COMPANY THAT GOES BY THE TRADE NAME OF KELLOGG'S.

TYPES OF BRANDS

NATIONAL BRANDS - A PRODUCT THAT IS BRANDED BY MANUFACTURER AND DISTRIBUTED NATIONALLY.

EXAMPLES OF NATIONAL BRANDS ARE: DIET COKE, TYLENOL, SCOPE AND SAFEGUARD

PRIVATE BRANDS ALSO KNOWN AS MIDDLEMEN'S BRANDS ARE BRANDS THAT ARE DEVELOPED NOT BY THE MANUFACTURER BUT BY THE MIDDLEMAN.

EXAMPLES OF PRIVATE BRANDS ARE: THE AVONDALE BRAND OF PRODUCTS PACKAGED FOR KROGER

WHIRLPOOL MANUFACTURERS APPLIANCES FOR SEARS TO SELL UNDER THE PRIVATE BRAND NAME KENMORE.

MICHELIN MANUFACTURERS
TIRES FOR SEARS TO SELL UNDER
THE PRIVATE BRAND NAME ROAD
HANDLER.

HOTPOINT MANUFACTURES
WASHERS FOR SEARS TO SELL
UNDER THE PRIVATE BRAND
NAME PENCREST.

FAMILY BRANDS - WHEN A
SINGLE BRAND NAME IS USED FOR
SIMILAR PRODUCTS

MANUFACTURED BY A COMPANY
IT IS KNOWN AS A FAMILY BRAND.

EXAMPLES OF FAMILY BRANDS
AND INCLUDE: CAMPBELL'S,
HEINZ AND GREEN GIANT.

PRODUCT LINE BRANDS – THIS BRAND NAME COVERS AN ENTIRE LINE OF GOODS USUALLY FOR ONE STORE.

AN EXAMPLE OF A PRODUCT LINE BRAND IS CRAFTSMAN TOOLS WHICH ARE MADE FOR AND SOLD BY SEARS.

INDIVIDUAL PRODUCT BRANDS - MANY MANUFACTURERS DEVELOP SEPARATE NAMES FOR EACH OF THEIR PRODUCTS, ESPECIALLY WHEN THE PRODUCT FACES STIFF COMPETITION.

EXAMPLES OF INDIVIDUAL PRODUCT BRANDS ARE SAFEGUARD AND IVORY, BOTH MADE BY PROCTER AND GAMBLE.

LICENSED BRAND - A BRAND THAT IS OWNED AND TRADEMARKED BY ONE COMPANY AND IS LICENSED (RENTED) FOR USE BY OTHER COMPANIES.

AN EXAMPLE OF LICENSED BRANDS INCLUDES ALL OF THE CURRENTLY POPULAR “NFL” SPORTSWEAR. THE NATIONAL FOOTBALL LEAGUE LICENSES MANUFACTURERS SO THAT THEY CAN REPRODUCE THE “NFL” LOGOS, MASCOTS, ETC... ON THEIR OWN GOODS. TO MANUFACTURE THESE GOODS WITHOUT PERMISSION IS ILLEGAL.

Name: _____

Date: _____

Branding Test

Circle the letter for the correct answer.

1. The part of a brand that can be spoken is the _____.
 - a. trademark
 - b. brand mark
 - c. registered mark
 - d. brand name

2. The colonel of Kentucky Fried Chicken is an example of a _____.
 - a. trademark
 - b. brand name
 - c. brand mark
 - d. registered mark

3. The distinctive symbol that is used to identify a product is a _____.
 - a. brand mark
 - b. brand name
 - c. trademark
 - d. both a & c are correct.

4. Which of the following is an example of a national brand?
 - a. Coca-cola
 - b. Sam's Choice
 - c. Sure Fine
 - d. Hy Top

5. Which of the following is an example of a private brand?
 - a. Coca-Cola
 - b. Pillsbury
 - c. Ford
 - d. Kenmore

6. Which of these best defines family brand?
 - a. A product that is branded by the manufacturer.
 - b. A brand name used for similar products manufactured by a company.
 - c. The brand name that is developed by the retailer.
 - d. The brand name that covers an entire line of goods for one store.

7. A marketer may buy the right to use a popular brand owned by another company by paying a fee or royalty. This brand is then called a/an _____
- a. licensed brand
 - b. price line brand
 - c. individual product brand
 - d. product line brand
8. Safeguard and Ivory are both made by Procter and Gamble, which is a national brand name. What are Safeguard and Ivory examples of?
- a. product line brands
 - b. individual product brands
 - c. private brands
 - d. licensed brands

Fill in the blank.

9. Manufacturers and marketers use _____ as a method of helping consumers identify their product.
10. The _____ is the part of the brand that can be spoken.

Give three examples of brand names.

11. _____

12. _____

13. _____

14. _____, also known as middlemen's brands, are brands that are developed by the middleman.

15. _____ are lifelike brand marks that assist consumers in identifying products.

16. A _____ is a distinctive visual symbol used along with the brand name to assist the consumer in identifying the product.

17. _____ are branded by the manufacturer and distributed nationally.

18. Most companies will have their brand mark legally registered with the U.S. patent office. When this occurs, that brand mark becomes known as a _____.

Give two examples of private brands.

19. _____

20. _____

Branding Test Answer Key

1. d
2. c
3. d
4. a
5. d
6. b
7. a.
8. b
9. branding
10. brand name
11. - examples: oreo, corvette, crest, corn flakes, tigerpaws, etc.
12. - Answers will vary.
13. - Answers will vary.
14. private brands
15. trade characters
16. brand mark
17. national brands
18. trademark
19. - examples: avondale, kenmore
20. - Answers will vary.

Branding Lesson Activity Sheet

Product #1 (Sports and Entertainment Marketing)

A new soft drink company wants to be on the cutting edge of the sports drink industry. They have an idea for a sports energy drink that would cater to athletes of different sports. Choose a sport to create a brand name and mark for this new sports energy drink.

Product #2 (Food Marketing)

A major food company wants to develop a packaging product that will keep their products, mainly chips, fresh once the bag is opened. They have decided upon the “resealable” bag for their snack size chips. Create a new chip flavor for this new resealable bag for chips. Develop a brand name and brand mark for this product.

Product #3 (Technology Marketing)

A breakthrough in technology will now allow customers to use their cell phones while at the same time listen to music. Through the integration of the ipod technology and cell phone, customers can now hold a conversation while at the same time listen to music they have downloaded onto the ipod feature of the phone. The person on the other line will not be able to hear the music. Develop a brand name and brand mark for this product.