

Brand Study, Consumer Behavior

Objective:

To understand and to educate fellow classmates on how a well-known brand has positioned itself in the mind of its target consumer and describe its place in contemporary consumer culture.

Due: ___/___/___

Deliverables:

1. One 20 minute presentation before the class during class time.
2. One 1 page "fact sheet" or summary of the information for the class. You will provide a copy of this summary to each classmate after the presentation. (They will be prompted to read it and ask questions from it.)
3. Bibliography with at least 4 sources from professional journals (provided on the back of the handout).

Description:

This project is designed to be completed by a group of 4 students. Each student should take charge of researching and presenting on one of the following aspects of the brand:

1. Background/"The Story"
 - The founding of the company, including any important information regarding its founder/s, geographic location, socio-cultural circumstances, dates, and a description of the consumer needs it filled.
 - A brief history of the performance of the company, including successes and failures, up to the current day.
2. Products and Positioning
 - A description of the products offered by the brand and corresponding target markets.
 - At least one position map to illustrate how the brand is perceived by consumers. The X and Y axis should be pertinent to the discussion.
3. Personality
 - The brand's personality and perceived values.
 - Efforts by the brand to promote the Common Good. (But also any missteps that may have hurt the company's image)
4. Promotion
 - An account of the marketing strategies of the brand including its current marketing efforts.
 - A showcase of campaigns which involve customer engagement, especially using social media.

Each section above will support the group's thesis statement on how *the brand has positioned itself in the mind of its target consumer and describe its place in contemporary consumer culture*. This statement should be made at either the beginning or the end of the presentation and written on the handout as well.

Guidelines:

1. **One 20 minute presentation.** It should be engaging, informative, and presented with professional-grade visuals. Time should be provided at the end to answer a question or two. (See guidelines on giving a presentation.)

The presentation (and corresponding “fact sheet” or summary) should cover all of the topics listed above. Each section will be presented by the person who did the research.

2. **A 1 page “fact sheet” or summary of the information.** It should be clearly written and formatted in a style appropriate to the topic. It should summarize all the information on the above topics and repeat the thesis statement prominently.
3. **Bibliography with at least 4 sources from professional journals.** (One per main topic) Other sources may include corporate website information, opinion pieces from newspapers and well-known magazines, and news stories. Use MLA standards for formatting and submit to instructor on the due date.

Suggestions for the division of jobs:

A member of the group should be assigned to both research and present on the following:

- Background/ “The Story”
- The Products and Position
- Personality
- Promotion

Each person above will be responsible for locating and sharing the professional journal source for his or her share of the project.

Additionally, a member of the group should also be assigned:

- Slide set up; Choose format, place in the text from partners’ contributions
- Image/graph/chart discovery; Work closely with the “slide set up” person.
- Coordination and formatting of the bibliography for the back of the handout. This person could also be a general editor for both the slides and the handout
- Creation of the handout. (Don’t forget to place the bibliography on the back.)

You will be given a little bit of time in class, but be sure to meet with your partners at least twice outside of class to first plan and then rehearse delivery.