Brand Creation- Presentation

Specific expectation

– explain the importance of branding in product positioning

Success Criteria

Success in this presentation is determined by a clear understanding, thinking, and application of branding principles, concepts ,creating a unique brand identity, selection of brand colors, and justification of the chosen archetype. Effective communication is demonstrated with a confident oral presentation and organized use of visual aids.

Goals

Evaluate students' ability to create and present a unique brand identity, focusing on branding concepts, considering knowledge, thinking, communication, and application.

Duration: maximum 5-7 minutes

Instructions:

Your presentation should have the following sections.

1. Introduction to Branding (Knowledge)

   a) Define Branding and the characteristics/ elements of brand identity.
   b) The Importance/objectives of a strong brand identity in business
   c) Importance of color psychology in branding.
   d) Introduction to common branding archetypes.

2. Creating Your Brand. (Thinking)

 i) **Product/Service/Idea Selection:**

   a) Think about a product, service, or idea aligned with personal interests. It can be an *innovation* or an *invention.*
   b) Develop a comprehensive introduction for your product/service/idea.
   c) Include visuals, and a brief company history.

ii) Consumer Analysis

Briefly explain your target market

(You can think about geographic, demographic, psychographic, behavioral variables and the purchasing influences).

3.Design your brand Identity (Application)

a) **Creating a brand identity:**
Involves several key elements to establish a distinctive and memorable presence in the market. The essential components to include are brand name, logo design, typography, slogan etc.
b) **Brand Colors:**
Choose colors and explain the rationale behind each choice.
c) **Brand Archetype:**
Select an archetype and justify its alignment with your brand's personality.
d) **Unique Selling Proposition (USP):**
Clearly articulate what sets the brand apart from competitors and why consumers should choose your product.

4.Presentation (Communication):

a) Prepare a visually engaging presentation.
Use slides and visuals effectively.
b) Oral Presentation:
Speak clearly and confidently.
Maintain eye contact and engage the audience.

Assessment Criteria:

Level 1	Level 2	Level 3	Level 4
Knowledge The student has demonstrated limited knowledge of the characteristics, objectives, color psychology and the common branding archetypes	The student has demonstrated some knowledge of the characteristics, objectives, color psychology and the common branding archetypes	The student has demonstrated good knowledge of the characteristics, objectives, color psychology and the common branding archetypes	The student has demonstrated an excellent knowledge of the characteristics, objectives, color psychology and the common branding archetypes
Thinking The student uses critical thinking processes with limitations in thoughtful selection of the product/service/idea and in selecting a target market for the product.	The student uses some critical thinking by thoughtful selection of the product/service/idea and selecting a target market for the product	The student uses critical thinking by thoughtful selection of the product/service/idea and selecting a target market for the product	The student uses excellent critical thinking by thoughtful selection of the product/service/idea and selecting a target market for the product
Application The student demonstrates limited application of the components needed to make a brand identity.	The student demonstrates some application of the components needed to make a brand identity.	The student demonstrates a good application of the components needed to make a brand identity.	The student demonstrates an excellent application of the components needed to make an effective brand identity.
Communication The student expresses and organizes ideas and information with a limited degree of effectiveness.	The student expresses and organizes ideas and information with some degree of effectiveness.	The student expresses and organizes ideas and information with considerable degree of effectiveness.	The student expresses and organizes ideas and information with a high degree of effectiveness