

Assessment Draft: Preparing for the Branding Presentation

Title: Branding Presentation Preparation

Objective:

This assessment will help students organize and prepare for their presentation on the importance of branding in product positioning. It will guide them in creating a unique brand identity and communicating their ideas effectively.

Instructions:

Session 1: Research and Planning

Task 1: Understanding Branding (Knowledge)

- Define branding in your own words.
- List and briefly explain the key characteristics of a brand identity (e.g., logo, name, slogan, colors).
- Write a short paragraph on the importance of branding for businesses (e.g., creating recognition, building trust).
- Research and write about the psychology of colors in branding.
- Identify and describe three common branding archetypes (e.g., Hero, Sage, Creator).

Task 2: Create Your Brand (Thinking)

- Choose a product, service, or idea that reflects your personal interests or skills. Write a short description of it. It can be an innovation or invention.
- Draft a company overview, including:
 1. The name of your business.
 2. A brief history or origin story (real or fictional).
 3. The mission and vision of your company.
- Analyze your target market by answering these questions:
 1. Where will your customers be located (geographic)?
 2. What age, gender, income, or lifestyle characteristics do they have (demographic)?
 3. What motivates their purchasing decisions (psychographic and behavioral)?
 4. What are the purchasing influences?

Session 2: Designing and Practicing

Task 3: Design Your Brand Identity (Application)

- **Brand Name & Logo:** Create a unique name and design a logo that represents your brand.
- **Typography & Slogan:** Choose a font style and write a catchy slogan that conveys your brand's message.
- **Brand Colors:** Pick 2–3 brand colors and explain why these colors are significant for your brand.
- **Brand Archetype:** Select an archetype and write a short paragraph explaining how it fits your brand's personality.

Task 4: Develop Your USP (Application)

- Write a **Unique Selling Proposition (USP)** statement. It should explain why your product is different and why customers should choose it.
