**Main Title** ‘ **Develop a brand for my hat.’ ( total 18 marks )**

**Part 1.** Title ‘ **Branding Methods and Techniques’**

**Explain** what the following are with examples.

**1. Why branding is used.**

i.e. - Trust

- Recognition

- Image

- Quality

- Differentiation

- Adding value

- Build customer loyalty

**2. Branding methods and techniques.**

i.e. - A logo (e.g. a graphical symbol, colour, name)

- Sounds/jingles

- Straplines/catchphrases/slogans

- Celebrity endorsements

- Characters (e.g. animated character, animal)

1. **Key factors to consider when developing my brand identity.**

• Competition – the brand identity needs to be different to others on the market. This is because…

• Target customers – the brand identity needs to be valued by and appeal to the target customers...

• USP – the brand identity needs to show my USP …

• How easy it is to recognise …

1. **Create your brand identity**

* Design a logo for your hat, using sketches or ppt or mindmap etc.
* Choose 2 other methods from no. 2 above for your hat, and present your ideas
* Explain and justify why you have chosen these ideas
* Explain how successful you think these ideas will be to reach your target customers

**Part 2** . Title ‘ **Develop a Promotional Plan for your Hat** ‘

1. **Promotional Objectives**

**Explain what you are trying to achieve by promoting your hat, using these reasons :**

- to raise awareness of a product or service

- to remind

- to differentiate

- to persuade or inform

- to create market presence

- to boost market share

1. **My Promotional Mix**

**Choose 3 of the following methods to promote your hat, giving your reasons and justification for your choice:**

Digital promotion, i.e.

* Web page
* Social media (e.g. Twitter, Facebook, Instagram, Google+, Pinterest, LinkedIn, YouTube)
* SMS texts
* Podcasts
* Blogs/vlogs
* Online advertisements (e.g. banners, pop-ups)

- Offline/traditional promotion, i.e.

* Flyers
* Advertisements (e.g. television, newspapers, magazines/journals, cinema, DVD, billboards, direct mail, bus and taxi sides, radio)
* Events (e.g. brand launch, attendance at trade fairs/festivals/shows, customer VIP events)
* Sponsorship (e.g. sport/music events, TV shows)

**Explain** how these different methods **complement** each other ( work well together ) and appeal **to your customer profile**/ **target customers.**