Exercise

# 12. Branding through press releases – Part I

Read the statements below about branding through press releases and decide which branding strategy each belongs to. (Do not fill the yellow boxes.)

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| - States how the company and its products will fit in the changing future environment- Communicates non-verbally- Indicate how the company is going to deliver its vision - Describes business values such as honesty and prioritizing customers - States how the brand is going to make the world a better place- Should be included in every press release- Reflect whether the company has achieved what it set out to do- Aim to influence customers’ perception of product quality- Use business and performance reports- Declares the company’s beliefs about how business should be conducted- Should reflect professionalism - Manipulate factors such as the pricing and warranty of a product - Familiarity with it increases liking |
| Logo/Image | Marketing Campaigns | Vision | Internal Operations |
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