Solution

# 12. Branding through press releases – Part I

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