

Practice

Test | 02

Student Name:

1. What are the 5 steps of the branding process?

1. _____
2. _____
3. _____
4. _____
5. _____

Essay. For full credit please write a minimum of 2 paragraphs with at least 8 sentences total.

2. How do you measure the success of a brand? Discuss how each touchpoint for a brand would be measured.

3. What does positioning mean? What is a positioning statement? When measuring your brand's position in the market against brand pillars, what brand pillars would you measure it against?

Definitions - Please write the definition/meaning for each term.

3. Stakeholders

4. Brand Governance

5. Brand Architecture

6. Tagline

7. Brand Culture

8. Trends

9. Big Data Analytics