

# WHAT IS A BRAND? - 'BOXED LEARNING' EXERCISE

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## WHAT IS A BRAND?

<http://www.technologystudent.com/prddes1/brand1.html>

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## WHY CAN APPLE INCORPORATED BE REGARDED AS A BRAND?

<http://www.technologystudent.com/prddes1/brand1.html>

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## STUDY THE IMAGES / LOGOS OF COMPANIES BELOW



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## LIST SOME CHARACTERISTICS OF A BRAND

<http://www.technologystudent.com/prddes1/brand2.html>

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## SELECT ONE OF THE COMPANIES IN Q3 AND EXPLAIN WHY YOU CONSIDER IT BEING A BRAND

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### ESSENTIAL LINKS:

- <http://www.technologystudent.com/prddes1/brand1.html>
- <http://www.technologystudent.com/prddes1/brand2.html>
- [http://www.technologystudent.com/despro\\_flsh/revise2.html](http://www.technologystudent.com/despro_flsh/revise2.html)