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Brand Image Marketing

BUF 3500

Assignment 3

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Brand innovation refers to curating new ideas and visions for a company while maintaining its company's values and image. In contrast, brand consistency refers to upholding a company's morals and always maintaining its brand's image.

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-Tesla, Apple, and Amazon demonstrate brand innovation because they always have new ideas.

-Coca-Cola, Nike, and McDonald's demonstrate brand consistency because they have always maintained their same image.

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### **Brand Innovation**

**Tesla:** Elon Musk has taken this company to the market share which will be the global vehicle industry domination.

**Apple:** Their products are innovative because they combine design and functionality in a way that no other company has been able to replicate.

**Amazon:** Shopping and reading were completely changed by Jeff Bezos when he implemented other products besides books that can be sold online and delivered to your door with just one click.

### **Brand consistency**

**Coca-Cola:** They have maintained their brand name, logo, and bottle for more than one hundred years reason why they are well-known to everyone in this world. They have focused on a brand

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over product branding that sells emotions and happiness instead of selling just a soft drink in a bottle.

**Nike:** The company has been stocked with its core brand promise for many years. They focus on selling sneakers and sporting clothes and have not changed its categories by introducing new and different products to its brand.

**McDonald's:** The company has maintained a consistent taste and quality at the moment of serving the food no matter in what continent you are trying it out.

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In my opinion, I believe that they both are crucial for the brands of the future, but innovation is more important because everything is changing fast, and a company has to be able to keep up with the times.