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Brand Image Marketing

BUF 3500

Assignment 1

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**Part 1**

My hypothetical brand will be Mofra's Construction Corp., a construction company based in New York City which coincides with all nine factors of the definition of a brand.



Nine factors of the definition of brand:

1. **Entity:** Mofra's Construction Corp. is a construction company based in New York City specializing in framing and general construction.
2. **Ideas, features, and value:** The brand concept of Mofra's is to offer good quality construction services at affordable prices. The company is committed to satisfying its customers' needs by going above and beyond what is expected.
3. **Promise of value:** Mofra's promises to deliver framing services designed to last. The company takes pride in its attention to detail and commitment to quality, reflected in the finished product.

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4. **Relevance:** Mofra's aims to provide the best quality construction services at the best price. The company is constantly looking for ways to improve its services and offer more value to its customers.
5. **Segments and brand values:** Mofra's is proud of its Hispanic heritage and dedicated to building diverse customer relationships. The company values good quality, economical prices, and professionalism and strives to reflect these values in its work.
6. **Identity symbols:** The house and hammer symbolize the core values of Mofra's: stability, reliability, and expertise in construction.
7. **Positioning and image:** Mofra's positions itself as a company that values performance and innovation. The company focuses on providing high-quality work at affordable prices and is always seeking new and creative solutions to meet the needs of its customers.
8. **Innovation and consistency:** Mofra's is a flexible company that can adapt to the changing needs of its customers. The company is consistent in its practices and is always open to change if it is necessary to improve its services.
9. **Equity and market valuation:** By diversifying its target market and staying true to its values, Mofra's aims to maintain a high level of revenue. The company believes its commitment to quality, affordability, and professionalism will help it build substantial brand equity and secure a high market valuation.

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**Part 2** - Updated equity and market valuation of luxury brands.

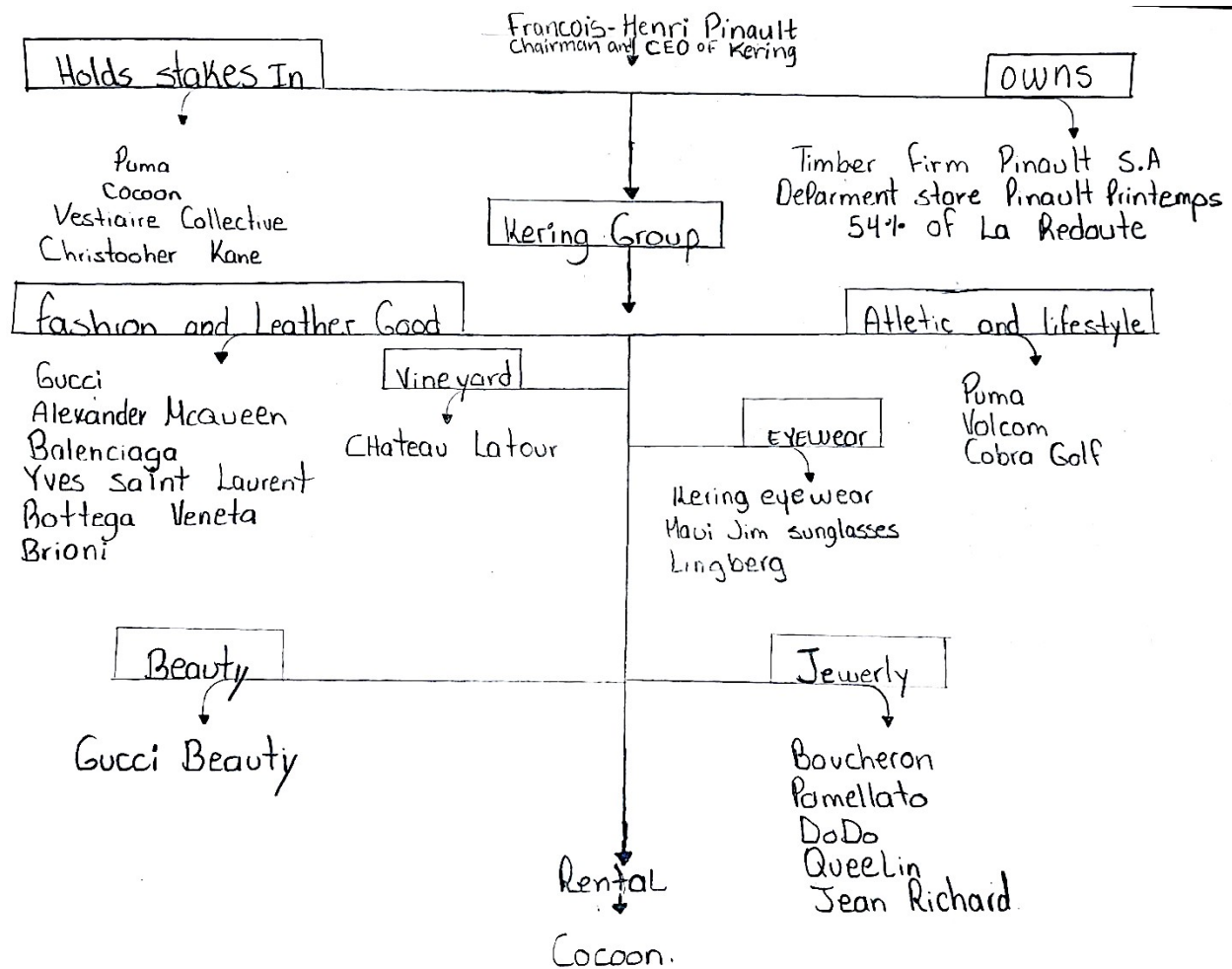
## Top global fashion brands:

Rank	Luxury Brand	Value	Rank	Retail Brand	Value
9	Louis Vuitton	\$47.2 billion	41	Zara	\$14.7 billion
31	Gucci	\$22.6 billion	76	H&M	\$10.4 billion
52	Chanel	\$12.8 billion	30	L'Oréal	\$22.8 billion
32	Hermes	\$21.6 billion	75	Lancôme	\$10.4 billion
56	Cartier	\$12.2 billion	13	Nike	\$39.1 billion
80	Rolex	\$9.5 billion	51	Adidas	\$12.9 billion

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## Part 3

This is the brand architecture for Francois Pinault, the founder of Kering, a company that manages luxury brands such as Gucci and Balenciaga, with similar brand footprints as Bernard Arnault.



### References

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