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Chapter 1- Assignment 1:

1. Brand Name?

The brand Name is a name given to a product or service. Brand names usually have logos that are representatives of the brand. A brand is a promise to the customer of a certain standard of goods and services.

2. What is the brand concept?

The concept of a brand is created based on strong innovative ideas. The brand has its own identity that will support its competitive positioning in the Marketplace.

3. Explain the distinctive features or uniqueness the brand offers.

The distinctive features or uniqueness the brand offers are its ideas, features and values. Every brand has a vision in which the brand was built upon with distinctive products that offer value to the customer emotionally and rationally. Ultimately the brand has to offer innovative ideas while also being consistent. Innovation allows brands to adapt to the customer's changing needs and wants in efforts to remain relevant with the changing market. The consistency of a brand gives a sense of stability to the customer which allows the customer to feel a sense of security and loyalty to the brand.

4. What values does the brand provide its customers?

The value a brand provides its customer is a sense of belonging through emotional and rational rewards that the customer receives when they purchase the item. Oftentimes the products boost self-esteem and create a sense of belonging. The brand has a unique identity by which its customers can identify with. Brands represent the type of customers that they are marketing to.