

RESEARCH PAPER #1 – Build a Brand

The brand name, package, and label are three critical elements a marketing manager considers when introducing a new product. Pick one of the products from the list below. Assume you are the new product manager and that your company has introduced a new brand within the product category.

- Brand of skis, snowboard or skateboard
- Line of sunglasses
- Energy drink
- Potato chip
- Toothbrush
- Shoes
- Perfume or cologne
- Bottled water
- Gum
- Bicycle
- Tee shirt, jeans, hat
- YouTube Channel

1. Describe the product or service you will be introducing

- a. Explain what the product does, how it works, and how it can be put to commercial or consumer use.
- b. Write a description of the product's physical characteristics, including colors, finishes, sizes, specifications and ingredients. Use photographs, diagrams and other graphics to help the reader learn about the product.
- c. Describe the product's benefits to the customer. For example, if the product reduces wrinkles on the face, saves money or increases efficiency, explain in detail how it does each of these things. If there is a family of products, discuss the customer benefits of each one.
- d. Explain your target market (in detail). Include demographic and psychographic variables. Why is your product appealing to this target?

2. Naming your product

- a. Choose a brand name and explain why you chose this name and what it means to your target market
- b. Describe what type of name it is and why
 - Overt names reveal what the company does (American Airlines, BMW Motorcycles).
 - Implied names imply what the company is about (Federal Express, IBM).
 - Conceptual names imply the essence of the brand (Google, Krispy Kreme).
 - Iconoclastic names do not reflect the company's goods or services (Apple, Monster.com)

3. Design a logo for your new product (draw or computer design – attach to back of paper)

- a. What does your logo stand for?
- b. What components of your logo make it easily recognizable (symbols, shapes, color, imagery)
- c. What part of your logo makes it familiar to your target market
- d. What consensual meaning among those in the target market does your logo elicit
- e. What type of positive feelings does your logo convey

4. Developing a Strong Brand

- a. What are the brand's most compelling benefits and why?
- b. What emotions are elicited by the brand either during or after the purchase?
- c. What is important to consumers in the purchase of the product?

- d. What is the one word that best describes the brand?
- e. What type of _____ would your brand be if it were a:
 - 1. Car
 - 2. Animal
 - 3. Three colors
 - 4. Music group
 - 5. Instrument

5. Packaging and Labeling

- a. Describe how your product will be packaged
- b. What type of packaging materials will you use
- c. Draw your package and show how your packaging will stand out (differentiate you) from the competition (attach to back of your paper)
- d. How will the packaging catch the consumers eye (remember: you have 3 seconds)
- e. Draw a label that will be on your product
- f. Point out distinguishing features of the product that help lead to the purchase

Paper Requirements:

- ✓ Paper are to be written using **Microsoft Word** (<https://www.ccsf.edu/en/employee-services/technology-services2/software/msOffice4Students.html>) in the format given below.
- ✓ Papers are to be at least **FOUR PAGES LONG** (this does not include illustrations or drawings)
- ✓ Answer each question in as much detail as possible. Note that each question has multiple parts. Answer each part (a. b. c. d. etc.) separately.
- ✓ Attach all drawings and artwork to the back of the paper. (they do not count as part of the four pages)
- ✓ Staple your paper before handing it in.
- ✓ I will not accept any paper that is not in the correct format. (NOTE: example of paper formats online at CCSFmarketing.com If you need help, come ask me. 😊)

Last Name, First Name
Assignment 1: Advertising Research Paper #1
Marketing 170
Date



Header

Margins: 1", Top, Bottom, Left & Right (Page layout Tab/Margins/Normal – 1")
Spacing 1.5 (Home Tab/Paragraph grouping/Line Space & Paragraph Spacing/1.5)
Font: 12 Point & Times New Roman (Home Tab/Font grouping/Times New Roman/12)

Paper Layout Requirements

1. Describe the product or service you will be introducing
 - a.
 - b.
 - c.
 - d.
2. Naming your product
 - a.
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3. Design a logo for your new product (draw or computer design – attach to back of paper)
 - a.
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 - e.
4. Developing a Strong Brand
 - a.
 - b.
 - c.
 - d.
 - e.
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
5. Packaging and Labeling
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.