Exercise

# 12. Branding through press releases – Part I

Read the statements below about branding through press releases and decide which branding strategy each belongs to. (Do not fill the yellow boxes.)

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| - States how the company and its products will fit in the changing future environment  - Communicates non-verbally  - Indicate how the company is going to deliver its vision  - Describes business values such as honesty and prioritizing customers  - States how the brand is going to make the world a better place  - Should be included in every press release  - Reflect whether the company has achieved what it set out to do  - Aim to influence customers’ perception of product quality  - Use business and performance reports  - Declares the company’s beliefs about how business should be conducted  - Should reflect professionalism  - Manipulate factors such as the pricing and warranty of a product  - Familiarity with it increases liking | | | |
| Logo/Image | Marketing  Campaigns | Vision | Internal Operations |
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