



HOCHSCHULE RUHR WEST
UNIVERSITY OF APPLIED SCIENCES

International Marketing

Exercise: brand identity, digital
presentation, feedback



Atlas Copco



SHISEIDO






Exercise

Your task: develop a brand identity prism for your project

Please walk in the shoes of your project partner and develop a brand identity



-  You will find the model and an example for orientation on the following charts; additionally, an **article** is uploaded in moodle explaining the prism.
-  **Create a screencast individually** and upload it to Sciebo (please create your own team drop box)
-  Give **feedback within your group** to the digital presentation and use the guidelines for 'giving feedback' and 'receiving feedback'.

Determination of brand identity

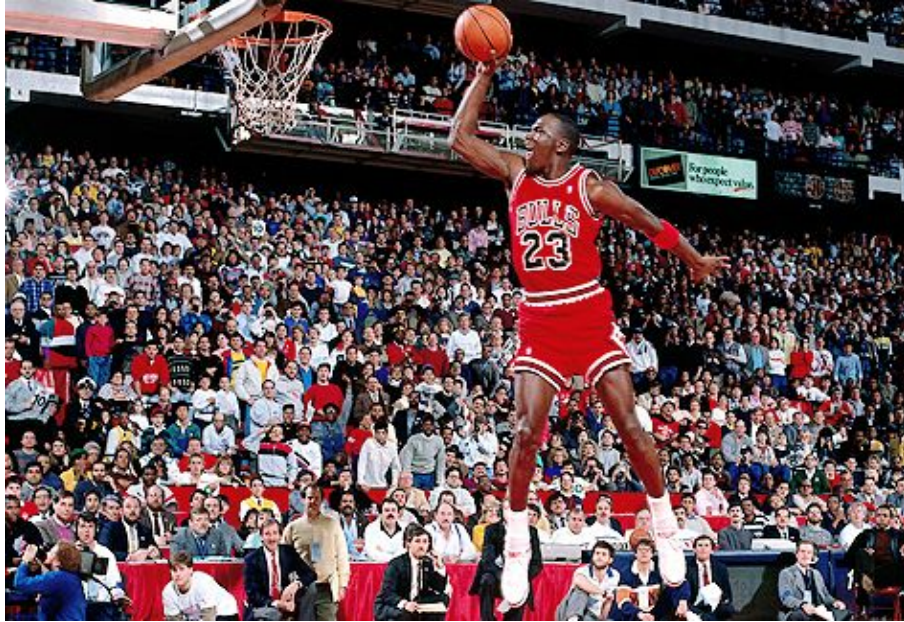
Brand identity captures the **essential characteristics** of a brand.

Brand identity: the desired self-image of the brand from the perspective of the company

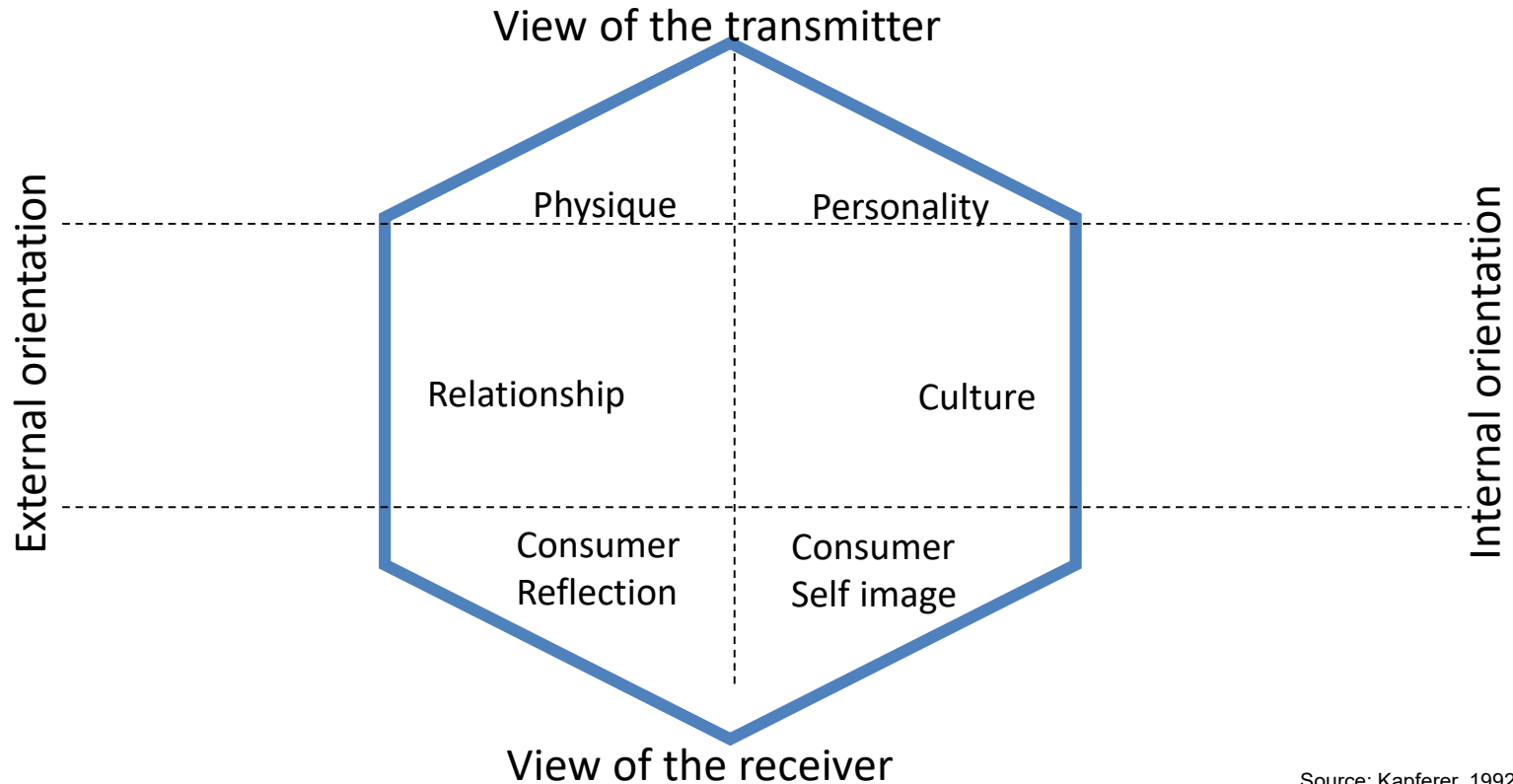
- There are different 'tools' to capture the identity of a brand.
- One such tool is the “brand identity prism of Kapferer“

Sources: Scharf, Schubert, Hehn (2015). Marketing, pp. 291, 292.

Brand Identity Nike



Brand Identity



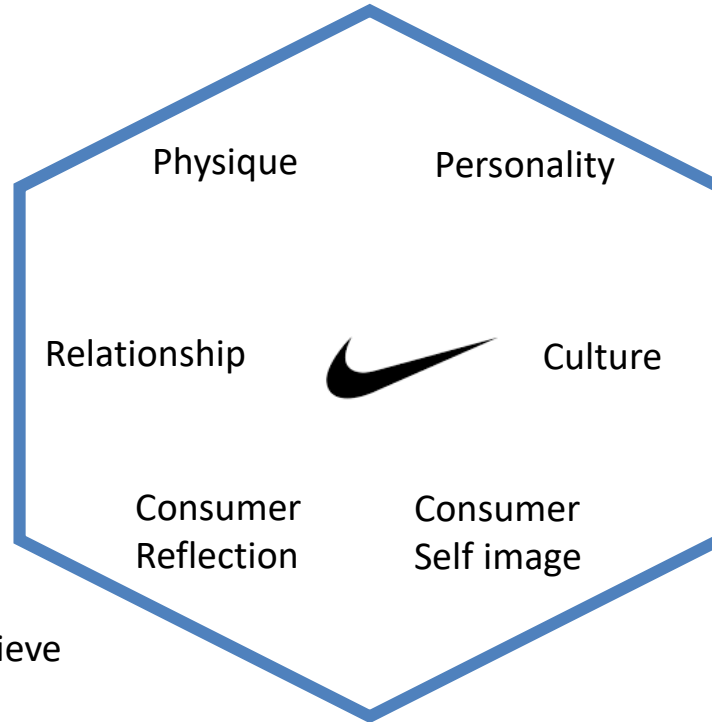
Source: Kapferer, 1992, p. 100.

Brand identity Nike

- Just do it
- Sports equipment, athletic shoes, clothes.

- Comfort and motivation: 'yesterday you said tomorrow; run the day, do not let it run you

- Dynamic lifestyle
- Full of energy to achieve
- Competitive



- Sportive and athletic
- Technology meets design
- Active shaping the future
- A partner that enhances people's athletic life style.

- I am an athlete
- I am brand conscious
- I am cool