**Business**

**Week 12: Branding and Positioning**

* **Objective:** Learn how to develop a brand and position it in the market.
* Topics: Brand identity, brand positioning strategies.

**Branding and Positioning - Lesson 1: Brand Identity**

**Objective:**

* Understand what brand identity is and how to create a strong brand for a business.

**1. What is Brand Identity (品牌形象)?**

Brand identity is the combination of elements that make a business’s brand unique and recognizable to customers. It’s what sets the brand apart and gives it personality.

**Key Elements of Brand Identity:**

* **Logo (标志):** The visual symbol of the brand.
* **Color Scheme (颜色方案):** The main colors that represent the brand.
* **Tagline (口号):** A short phrase that sums up what the brand stands for.
* **Brand Voice (品牌声音):** The tone and style used in all communication, like friendly, professional, or fun.

**2. Creating a Strong Brand Identity**

**Steps to Create a Brand Identity:**

1. **Define the Brand’s Purpose (品牌的目标):**  
   Decide what the brand stands for and what it wants to achieve.  
   *Example: A clothing brand focused on sustainability.*
2. **Understand the Target Audience (目标受众):**  
   Know who the customers are and what they like.  
   *Example: Eco-conscious young adults.*
3. **Choose Brand Elements:**  
   Design a logo, pick colors, and create a tagline that reflects the brand’s personality.
4. **Use Consistent Messaging:**  
   Keep the same voice and style in all brand materials, like ads, social media posts, and packaging.

**Example:**  
A coffee shop focused on relaxation might use calm colors like brown and green, have a soft and friendly voice, and a tagline like “Take a Moment.”  
  
  
  
**Task:**  
Write a paragraph describing the brand identity of a well-known company. Mention the logo, colors, tagline, and brand voice, and explain why these elements are effective.

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**3. Activity: Create a Brand Identity**

**Task:**  
In small groups, work on your business idea and decide on:

* The brand’s purpose.  
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* The target audience.  
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* A color scheme and logo idea.  
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* A tagline that sums up the brand.  
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**Branding and Positioning - Lesson 2: Brand Positioning Strategies**

**Objective:**

* Learn how to position a brand in the market to stand out from competitors.

**1. What is Brand Positioning (品牌定位)?**

Brand positioning is the strategy of making a brand unique in the minds of customers. It involves deciding where the brand fits in the market compared to competitors.

**Why Brand Positioning is Important:**

* Helps customers understand the brand’s value.
* Sets the brand apart from similar products or services.
* Builds customer loyalty (忠诚) by creating a strong brand image.

**2. Brand Positioning Strategies**

**Common Brand Positioning Strategies:**

1. **Quality (质量):** Focusing on high-quality products or services.  
   *Example: A luxury watch brand known for its quality materials.*
2. **Price (价格):** Positioning based on being affordable or premium.  
   *Example: A discount clothing store versus a high-end fashion brand.*
3. **Benefits (利益):** Highlighting a unique benefit the brand offers.  
   *Example: A skincare brand focused on natural, chemical-free ingredients.*
4. **Customer Service (客户服务):** Being known for excellent customer support.  
   *Example: An online store that offers 24/7 customer assistance.*
5. **Innovation (创新):** Known for new and exciting products.  
   *Example: A tech company that always launches cutting-edge devices.*

**3. Activity: Choose a Brand Positioning Strategy**

**Task:**  
In groups, think of your product idea and decide on a positioning strategy for it. Answer the following questions:

* What makes the product different from competitors?

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* Why would customers choose this brand?

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* Which positioning strategy best matches the product (e.g., quality, price, benefits)?

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**4. Homework:**

**Task:**  
Choose a brand you admire and write a paragraph about its positioning strategy. Describe how the brand stands out from its competitors and why this strategy is effective.

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