

## Chapter 10 Review

### Build It – Branding

#### Overview

As Marketing Manager of Live Athletics, your next task is to shape the organization’s brand strategy. Your goal is to increase Live Athletics’ market share within the industry by crafting how the company will appear to customers. The company has asked you to review its brand identity and recommend any changes to ensure it communicates a consistent message. After analyzing the competition and Live Athletics’ existing branding materials, you decide to revise its logo and slogan and to redesign the packaging of its shoeboxes. Thinking back to the marketing research you performed in Chapter 7, you hope the changes you recommend communicate the following brand identity about Live Athletics:

*Live Athletics provides high-quality, low-cost footwear for the amateur athlete. Live Athletics’ customers value athletic performance, and the company’s shoes and other apparel offer a way to achieve their goals.*

#### Instructions

In Part 1, analyze the brand strategy of a competitor of Live Athletics to generate ideas about designing your own logo, slogan, and packaging. In Part 2, answer the questions to record your ideas for how Live Athletics’ brand identity will communicate the desired message. Finally, in Part 3, review Live Athletics’ current branding materials and provide recommended changes.

#### Part 1: Competition Analysis

Choose a competitor of Live Athletics in the athletic footwear industry, then answer the questions below to analyze its brand strategy.

1. Describe the company’s logo. What does it convey about the company? Use adjectives such as *friendly, exciting, creative, or dependable* to describe the effect of the logo.
2. What is the company’s slogan? What message does it convey? Does it match the effect of its logo?
3. Locate an image of the company’s shoeboxes online. What marketing elements are included on the packaging, such as logos, slogans, and names of brands or product lines? What does this information convey about the company?

## Part 2: Branding Planning

Answer the questions below to begin planning the brand identity of Live Athletics. Consider what you have learned from your analysis in Part 1. Be sure that each element of the brand identity—logo, slogan, and packaging—communicates a consistent message about the company.

1. Review the brand identity stated in the Overview. How should this identity make customers feel about Live Athletics?
2. What colors and other design elements would you use in a logo to represent this brand identity?
3. What words or phrases would you consider using in a slogan for Live Athletics?
4. What elements will be important to include on the packaging of Live Athletics' shoeboxes?
5. How can you use elements of Live Athletics' packaging to convey its brand identity?

### Part 3: Logo, Slogan, and Packaging Design

Review Live Athletics’ current brand identity in the first column of the table below. In the second column, use your answers to Part 2 to explain how you would update the logo, slogan, and packaging to reflect the brand identity. Provide sketches of the updated logo and packaging and record your revised slogan.

Live Athletics’ branding	Recommended changes
<p><b>Logo:</b></p> 	
<p><b>Slogan:</b></p> <p><i>“Sports for how you LIVE”</i></p>	
<p><b>Packaging:</b></p> 	