

Branding, Logos, Slogan etc..

Branding is the use of a well-known name or symbol that consumers connect with a product of service.



Google recently rebranded their logo. It is important for people to recognise the logo as they will recognise the service they offer.

Logo is a symbol or other small design adopted by an organization to identify its products.

How much do businesses spending on their logos?

The Nike logo sold for just \$35 in 1975, but it is now worth \$600,000.



A slogan a short and striking or memorable phrase used in advertising.

Subway's slogan is 'Eat Fresh'. This slogan makes people immediately think of Subway. This slogan also makes people feel that the food they're eating comes from a fresh and healthy source.



A USP is a **unique selling point**. It is a factor that differentiates a product from its competitors, the highest quality or the first-ever product of its kind.

An example of a **USP** is Apple's zoom in ability on the screen. They were the first business to offer this on their smartphones. This was then picked up by other companies such as Samsung.



I am brand loyal to Topshop. I like their clothing as it is good quality and good service. I am also loyal to Boots and Nandos as I like their loyalty card schemes to give me good deals.