**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 3: ACTIVITY 1**

**Group Activity**

**The power of the brand**



Brands are powerful persuaders; consumers love some and hate others, whilst many are never even remembered. Being able to build an iconic, valuable brand is the aim for many marketers and with good reason when we consider that Apple and Google brands combined are worth of more than US$270 billion.

**Your challenge**

But what does it take to create and build an iconic brand?

As a group, research two of the following brands and explain why you believe they are so successful. What makes them loved; respected; memorable and so on?

Compare and contrast the brands to highlight the differences between them.

* **Facebook**
* **Coca-Cola**
* **Amazon**
* **Disney**
* **Toyota**

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|  | **Critical success factors** |
| **Brand 1** |  |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |
| **Brand 2** |  |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |