**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 1: Activity 14**

**HOMEWORK ACTIVITY**

**Mini essay on a brand**

Research and write a mini-essay on a brand that epitomises one or more of the following characteristics, critically assessing how it achieves this:

* High levels of trust and commitment
* Customer bonding (advocacy)
* High levels of empathy with the customer
* Reciprocity
* Shared values
* High levels of customer engagement.