**STRATEGIC MARKETING**

**Learning Outcome 2: Activity 8**

**PAIRS ACTIVITY**

**Branding and positioning**

Individually, in class or as homework, choose a brand you are interested in and write a short essay on their strategic branding and positioning.  
  
Include an assessment of how effective you think it is, particularly when compared to competitors.

Finally, consider some options for a repositioning exercise based on the approaches.

Use the Study Guide and your own research online to aid your essay.

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