

Assignment 2

Brand Management
Course Code: MKT416

Submitted by

S. M. Benzir Ahmed

Department of Business Administration
East West University, Dhaka

Submitted to

Nayeema Ahmed

Course Instructor
MKT416

Department of Business Administration
East West University, Dhaka

Submission Date: 16 July 2008

Product

TechnoTv

The brand idea for individual assignment

Which is a TV channel focusing on IT related product, service, idea, news and information.

Value Creation

The value going to be created on the product is it will be provide most recent and updated information on technology that will be a big support on businessmen, students and technology loving people.

Mix & Match of Brand Element

Choice Criteria	Meaningfulness	Memorability	Acceptability	Transferability	Protectibility
Brand Element					
Name (TechnoTv)	Yes	Yes	Yes	Yes	Yes
Colour (red)	Yes	Yes	Yes	Yes	Yes
Sign/Symbol/Logo	Yes	Yes	Yes	Yes	Yes
Slogan	Yes	Yes	Yes	Yes	Yes
Jingle/Tune/Music	Yes	Yes	Yes	Yes	Yes
Character	Yes	Yes	Yes	Yes	Yes
Packaging	N/A	N/A	N/A	N/A	N/A