

Assignment 1

Brand Management
Course Code: MKT416

Submitted by

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Mix & Match of Brand Element

Choice Criteria Brand Element	Meaningfulness	Memorability	Acceptability	Transferability	Protectibility
Name	Y	Y	Y	Y	Y
Colour	Y	Y	Y	Y	
Sign/Symbol/Logo	Y	Y	Y	Y	Y
Slogan	Y	Y	Y	Y	
Jingle/Tune/Music					
Character					
Packaging					

Product

PHILIPS

On a print advertisement published in

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