

BRANDS

1. Big brand

You are a marketing manager.

Think of a famous brand you admire, preferably outside your company's industry. It could be a celebrity, sports franchise, smartphone, anything. Explain why you chose a particular brand.

Now imagine that famous brand took over your company. Write down at least 3 changes your favorite brand might make.

For example, Apple might revamp your packaging, Google might simplify your product's user experience, and Zappos might inject some fun into your customer support experience.

2. Front page news

You are a project manager.

Picture this: 10 years from now, your brand is on the front page news for achieving greatness.

What does the headline say? Have you cured a problem? Grown to be the biggest? Changed the way people do something? What does success look like?

3. Best moments

You are a marketing manager.

Talk about specific moments your company was at its best. Your answers get to the core of your brand's mission and values.

For example, maybe it was solving a complex business challenge for a client or surprising a customer with an unexpectedly high level of service.

4. Rebranding

Think of a company that has successfully changed its brand identity. Give the reasons for its rebranding.

5. Customer loyalty

Make a list of things a company can do to make sure its customers stay loyal to the brand. Prepare a set of guidelines with your ideas.

6. Brand protection.

Discuss how companies can protect their brands against piracy when expanding globally.