



# The right formula

Taking driving into the classroom

## Communications – Theme 13: What is a brand?

### Activity 13b

#### Examining a brand

Choose one of the companies you used in Activity 13a and carry out a detailed examination of the brand. You will find information about the company on its website, from annual reports as well as from advertising and publicity material.

- Try to establish if the company's brand values, as you see them, match with how the company describes itself and with the image they are trying to project through their communications.
- Use **Template 13b: Brand Survey** to carry out a survey on how various people see this brand. Does age, gender or economic background affect peoples perception of the brand?
- Try to identify which communication elements reinforce the brand. For example, does the company logo portray the right image? Do they use strap lines in advertising and publicity? How does advertising reinforce the brand?

#### Class organisation

Individual work or  
in pairs

#### Resources

Template 13b:  
Brand Survey