

HOMECOMING 2023

PEP RALLY

BRANDING HANDOUT

What does "Branding" mean?

- Branding refers to the process of creating a company name & image in the market.
 - Watch what you post, you could hurt the brand your business spent time building.
- Branding serves as a standard and provides a distinguished identity to the business. It helps them in differentiating them from others in the market.
- Better branding helps in grabbing customer attention. It should leave a long-term impression on them.
- It helps in acquiring new customers with less effort. By establishing a proper brand image, companies can invest less in promotional & advertising activities. It cuts the selling.



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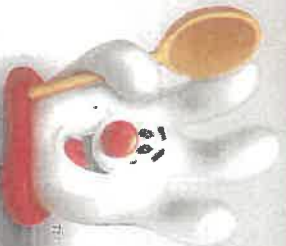
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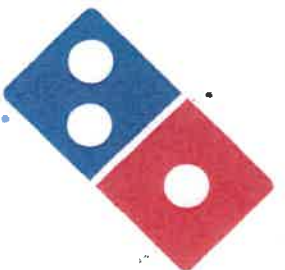
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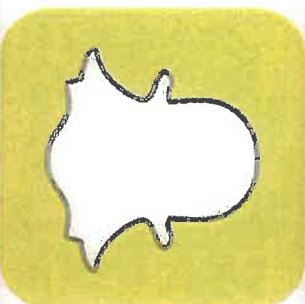
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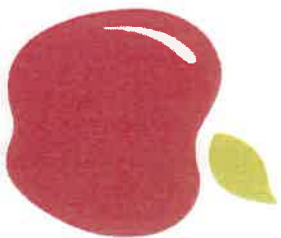
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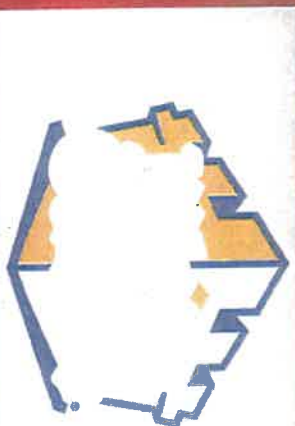
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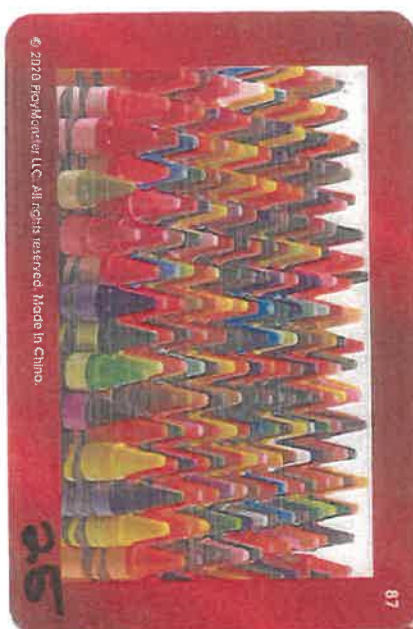
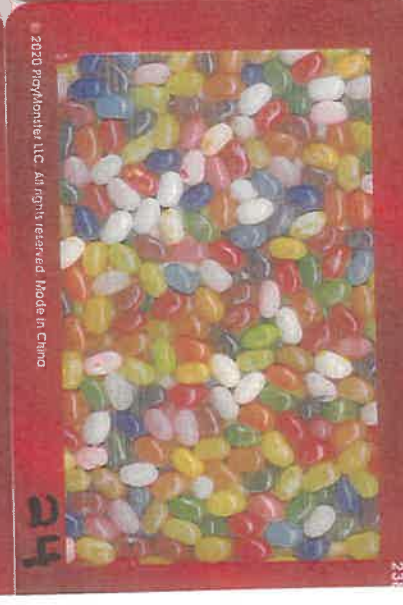
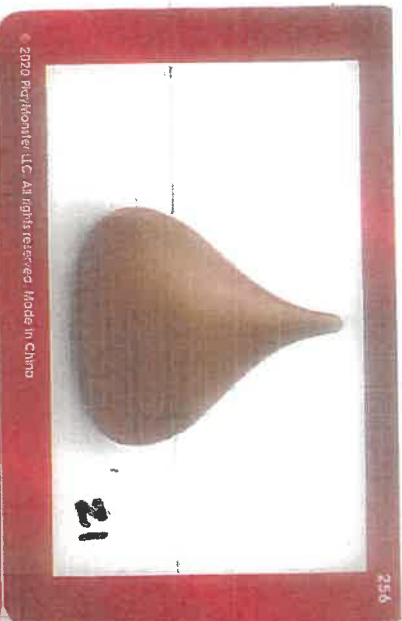
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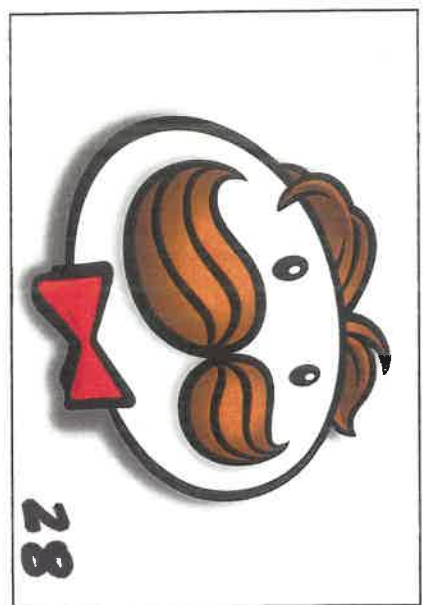
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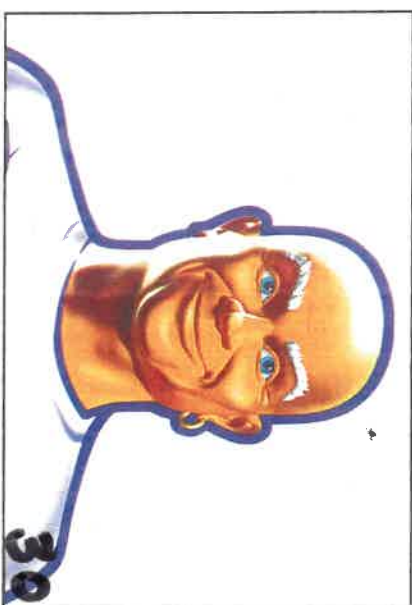
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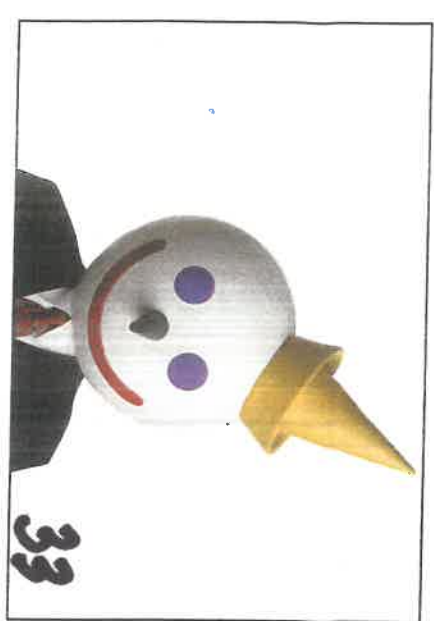
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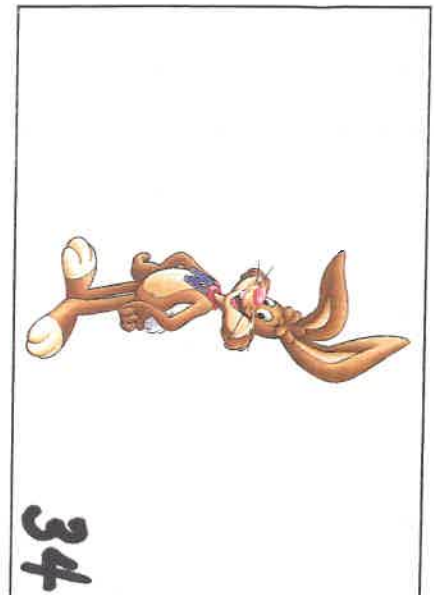
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Car Logos v2



- 1 14
- 2 15
- 3 16
- 4 17
- 5 18
- 6 19
- 7 20
- 8 21
- 9 22
- 10 23
- 11 24
- 12 25
- 13 26

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Branding - Logo Answer Key

- 1 Pillsbury
- 2 Folgers
- 3 Hamburger Helper
- 4 Oceanspray
- 5 Popsicle
- 6 Energizer
- 7 Dairy Queen
- 8 Sketchers
- 9 Dominoes
- 10 Old El Paso
- 11 Pop Tarts
- 12 Orville Redenbacher
- 13 Snapchat
- 14 Welch's
- 15 Applebee's
- 16 White Castle
- 17 Lipton
- 18 Tabasco
- 19 General Mills
- 20 Yelp
- 21 Hershey's
- 22 Klondike
- 23 Honey Nut Cheerios
- 24 Jelly Belly
- 25 Crayola
- 26 Kellogg's
- 27 Taco Bell
- 28 Pringles
- 29 Sun Maid Raisins
- 30 Mr Clean
- 31 Ore-Ida
- 32 Kentucky Fried Chicken
- 33 Jack in the Box
- 34 Nestle Quick

Car Logos v2 - Answers

- 1 Alfa Romeo
- 2 Citroën
- 3 Subaru
- 4 Peugeot
- 5 Cadillac
- 6 Jaguar
- 7 Saab
- 8 Maserati
- 9 Hyundai
- 10 Honda
- 11 Opel
- 12 Mercedes
- 13 Dodge
- 14 Volkswagen
- 15 Renault
- 16 Infiniti
- 17 Volvo
- 18 Ferrari
- 19 Lamborghini
- 20 Porsche
- 21 Mitsubishi
- 22 Chrysler
- 23 Audi
- 24 Lincoln
- 25 Chevrolet
- 26 Mazda
- 27 Toyota
- 28 BMW
- 29 Lexus
- 30 Acura