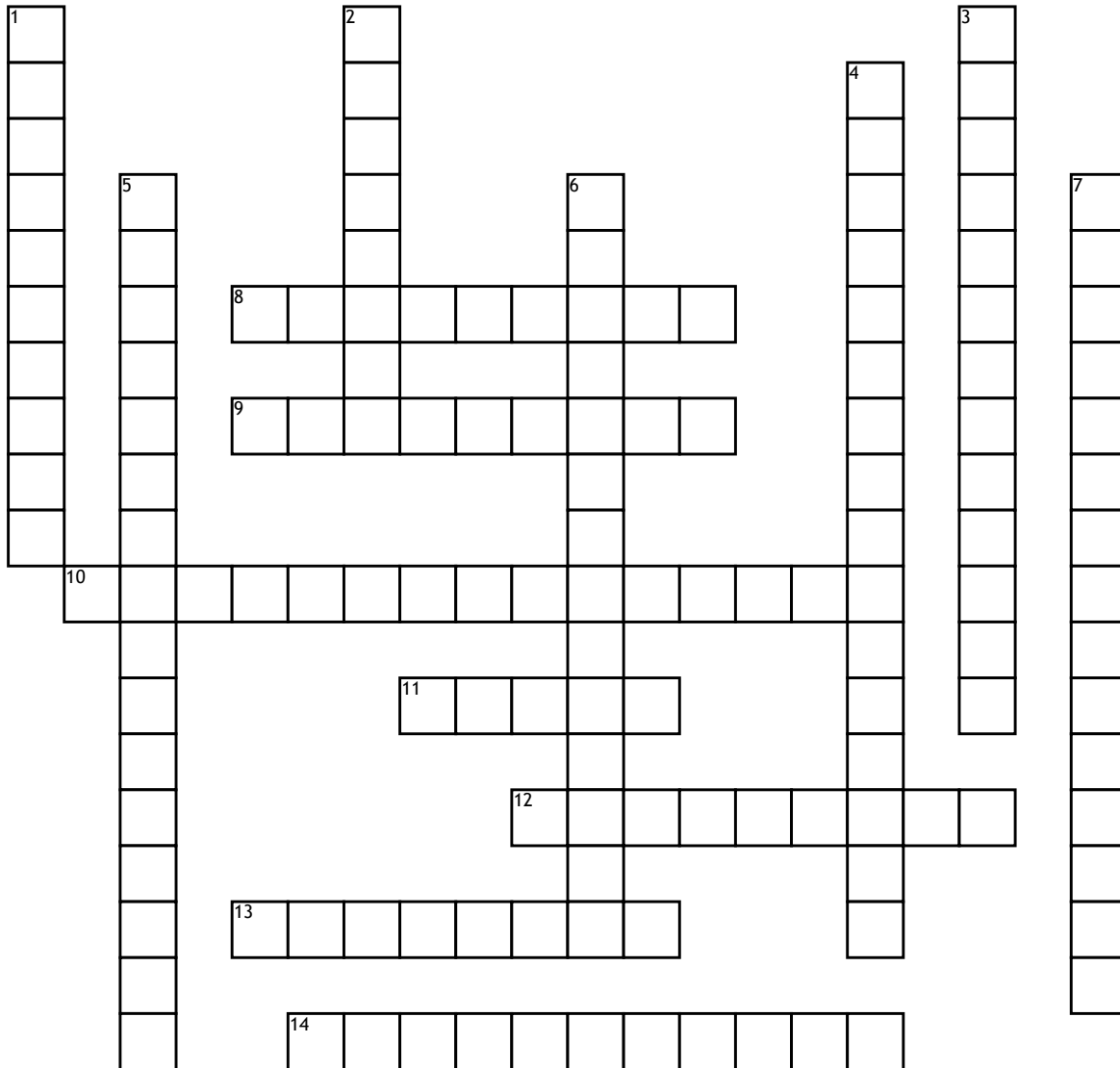


Branding Vocabulary



Across

8. legal protection for an identifying word, phrase or image

9. a marketing model consisting of four phases which marketers use to lead potential customers to a purchase; steps consist of A: awareness, I: interest, D: desire, A: action

10. any word, phrase, symbol or image which identifies a brand

11. a business, product or service which is identifiable through names, symbols, phrases and/or qualities

12. the practice of authorizing a third party to use a brand's name and/or identifiers for a specified use

13. the process through which a business differentiates itself from its competitors and manages consumer perceptions concerning its identity and value

14. the value of a brand based on consumer knowledge of, perception of, and loyalty to the brand; strong brand equity allows for loyal customers, higher prices and growth opportunities

Down

1. the practice of two or more brands forming an alliance and producing a product which includes both brand names

2. a distinct brand name given to a product which is under a larger, often more broad, institutional brand

3. a new variation of an existing product using an established brand name

4. the process by which people differentiate themselves and communicate their unique value in order to market themselves to others

5. the set of human characteristics associated with a brand

6. a new product launched using an established brand name

7. the process through which a company makes decisions regarding its brand; consists of these five steps: review company, determine unique perspective, create branding plan, consistently implement, monitor brand