



# LESSON 2: BRANDING

## GRANT INGRAM

### OBJECTIVES

- > Students will define business name
- > Students will discuss and identify a mission statement
- > Students will learn about logo branding (color, design, etc.)

### MATERIALS & SET-UP

- > Writing utensil
- > Participant Guide

**Branding:** the process involved in creating a unique name and image for a product in the consumers' mind. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. This is mainly achieved through advertising campaigns with a consistent theme.

- \* Prompt students to locate page 6 in their Student Guide. Allow each team a few minutes to discuss and call on teams to review answers as a group.

### BUSINESS NAME AND MISSION STATEMENT:

- \* Explain the importance of business name selection and mission statement and the effect each has on long term vision, teamwork, productivity and morale.
- \* Mission Statement: A written declaration of a company's core purposes and focus.
- \* Brand Strategy: The how, what, where, when and to whom you plan on communicating your brand messages.

- \* Encourage students to ask questions and engage in discussion.
  - > What are some examples of good/bad mission statements?
  - > Call on students and engage as a group activity to discuss popular mission statements.
  - > Prompt students to locate the "Team Work" section of their Student Guide. Allow teams to work together and discuss as a group, calling on teams to share their answers.

### LOGOS:

- \* Review the importance of design when creating a business logo.
  - > Color/Design
- \* Encourage students to ask questions and engage in discussion.
  - > What does a logo communicate?
  - > What are examples of recognizable logos that lead to business generation? (Nike, McDonald's, What else?)



**BRANDING: THE PROCESS INVOLVED IN CREATING A UNIQUE NAME AND IMAGE FOR A PRODUCT IN THE CONSUMERS MIND.**

### TEAM WORK

1) Who are we? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2) What do we want to be? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3) How do we want people to perceive us? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**MISSION STATEMENT: A WRITTEN DECLARATION OF A COMPANY'S CORE PURPOSE AND FOCUS.**

### TEAM WORK

1) What qualities do you want customers to associate with your brand? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2) What are the benefits of features of your product? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3) Based on your answers from above, draft your company's Mission Statement: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# HANDOUT - PG6

## HOT CHOCOLICIOUS LESSON 2: BRANDING



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NAME OF YOUR BUSINESS

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DESCRIPTION OF YOUR PRODUCT

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MISSION STATEMENT

**IN THE SPACE BELOW SKETCH OUT YOUR LOGO OR THEME**