

Chapter 31 Branding, Packaging, and Labeling

Discovery Project Worksheet

Directions Companies develop branding strategies to meet sales and company objectives. Read the definitions of four branding strategies. Then read the examples and decide which branding strategy was used for each. Write your responses in the spaces provided.

| Branding Strategy | Definition |
|------------------------|--|
| Brand extension | A branding strategy that uses an existing brand name to promote a new or improved product in a company's product line. |
| Brand licensing | Authorization for other organizations to use the brand, brand mark, or trade character of a company. It is a legal licensing agreement for which the licensing company receives a fee in return for the authorization. |
| Mixed brand | A combination of manufacturer, private distributor, and generic brands. |
| Co-branding | A combination of one or more brands in the manufacture of a product or in the delivery of a service. |

- Elizabeth Arden[®] manufactures its own brand of skin care products as well as skin care products sold exclusively at Walmart stores under the brand name of SkinSimple.
Branding strategy used: _____
- JELL-O[®], maker of classic gelatin desserts, added pudding, no-bake pies, and gelatin molds to its product line.
Branding strategy used: _____
- Betty Crocker[®] Ultimate Fudge Supreme Brownie Mix is made with Hershey's[®] chocolate syrup.
Branding strategy used: _____
- The Eddie Bauer[®] brand name added to certain editions of the Ford Expedition and Explorer increases consumer perceptions about the vehicles' class and sophistication.
Branding strategy used: _____
- Produce marketer Chiquita[®], known for its bananas, added frozen smoothies and the Just Fruit in a Bottle[™] drinks to its product line.
Branding strategy used: _____
- In 2000, KFC[®] and A&W[®] restaurants successfully merged because each had a strong signature product: KFC's fried chicken and A&W's root beer floats.
Branding strategy used: _____