

## Brand Investigation

Instructions:

You have to select a brand that you are familiar with and research the below questions, this can be done on Word, PowerPoint or on paper. Please put any information you find into your own words and do not just copy and paste information.

Once completed email to myself [kirsty.horn@whec.edin.sch.uk](mailto:kirsty.horn@whec.edin.sch.uk).

This will be your cover for your investigation. It must include the following:

- An appropriate title
- Your name and class
- Border
- An appropriate picture/graphics

The brand I have chosen to investigate is .....

I have chosen this brand because.....

The brand slogan is.....

The brand logo is

Interesting facts about your brand

Include all your brand background information here. Make full use of the page and include appropriate pictures/graphics.

- Who created the brand?
- Why did they create it?
- In what year was the brand created?
- Where was the brand created?
- How did it become so successful?

Make full use of the page and include pictures/graphics. Make use of the snipping tool, copy & paste function, word-art or hyperlinks.

Product/service information:

- Examples of products/services they sell, include a description and pictures/graphics
- Prices
- Who are their products aimed towards?
- Which countries the products are sold in?

Advertising:

- Where they advertise
- Examples of advertisements – make use of the snipping tool/hyperlinks
- Celebrities
- Sponsorship