**Level 2 First Award in Business**

**UNIT 4 Promoting a Brand**

**Learning Aim A: Explore the use of branding and the promotional mix in business**

**Assignment 4.1: Exploring Brand Marketing and Promotion**

You have been employed as a marketing assistant for a marketing agency.

Your manager has asked you to gather information on how businesses use branding and the promotional mix. Your research will be used to help develop the agency’s approach to branding and the promotional mix for their clients.

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**Task 1**

Your manager has asked you to prepare a presentation about branding and how it’s used in TWO BUSINESSES. Before you start, you must research the branding used by **two** businesses.

Using the information that you have found, produce a set of slides which will introduce people to the use of branding in the two businesses. The slides should be brief and should be accompanied by detailed speaker notes which provide a script of the information the presenter would say.

**Part A (P1)**

The first part of your presentation needs to explain how each of the **two** businesses you have selected use branding**. P1**

For each of the two business you must create slides as follows. Use the PowerPoint on GOL to help:

* Slide 1 - what the brand is
* Slide 2 - what the brand’s definition and brand personality is
* Slide 3 - the types of branding used by the business with reasons why they are used
* Slide 4 - why the use of branding is important to the business
* Slide 5 - how the businesses’ branding adds value to their business.

You need to cover the above for two businesses, so this will take a minimum of 10 slides in total.

**Part B (M1)**

In the second part of your presentation you need explain the similarities and differences between how the two businesses use brand promotion including the reasons why. Create two more slides, with explanatory notes pages at the end of your PowerPoint:   
  
The first one should explain the similarities between the two businesses

The second should explain the differences between the two businesses.

Bibliography

Keep a note of books and websites used