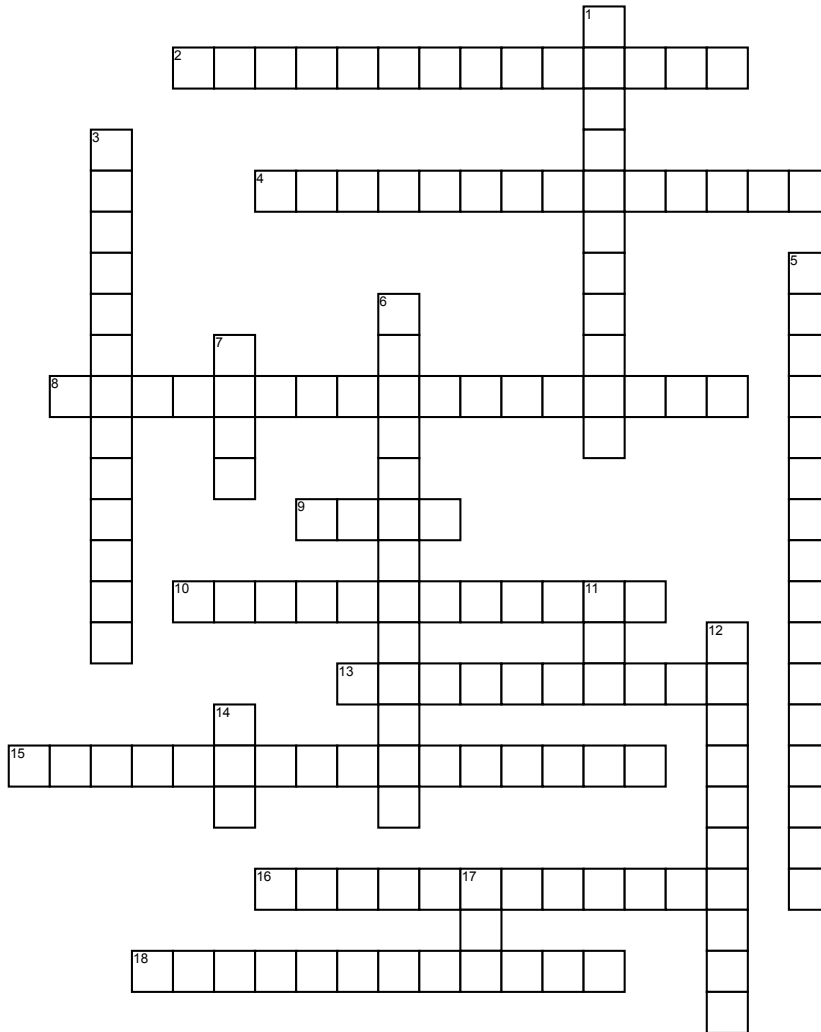


Branding Terminology



Across

- 2. The order of importance of individual brands within the architecture of a company's larger entity or parent brand.
- 4. Who the brand is for
- 8. How the brand is different from the competition
- 9. A transaction or business conducted between one business and another, such as a wholesaler and retailer.
- 10. How the company will make the audience's life better
- 13. A comprehensive document or rulebook affirming the principles of a brand and providing guidance for understanding its legacy, vision, mission, personality and attributes.
- 15. Also known as brand strategy, it's how a company chooses to position itself within a given industry to help it stand apart from the competition.

- 16. A brand that is centered on people and customer interactions, rather than products. Examples: Starbucks, Southwest Airlines.
- 18. An individual responsible for the performance of a product, brand, or portfolio of brands. Oversees the use of brand assets and the reputation / differentiation of the brand.

Down

- 1. The internal attributes that establish a brand's unique philosophy, purpose and behaviors; it's what steers a brand toward its "true north."
- 3. A term coined by P&G for the moment when a customer/user interacts with a brand, product or service to form an opinion or change an impression about it.
- 5. The attribution of human traits (seriousness, warmth, imagination, etc.) to drive brand differentiation and customer connection.

- 6. How the brand is similar to the competition
- 7. The process of selling products and services directly between a business and consumers who are the end-users of its products or services.
- 11. Short for stock keeping unit, this is a unique code consisting of letters and numbers a used by retailers to identify and track its inventory.
- 12. The act of updating or revising a brand. The decision often follows a merger, acquisition, or realization that the company has evolved and its brand is no longer compatible with its identity.
- 14. An acronym for Consumer Packaged Goods used to describe items that are consumed every day by the average consumer like foods, cleaning products and toiletries.
- 17. A desired response or action that a marketer wants the consumer to take; it should be included in all marketing communications.

Word Bank

- | | | | | |
|--------------|---------------------|-----------------|-----------------|-------------------|
| brand values | brand promise | moment of truth | brand hierarchy | brand positioning |
| B to B | brand personality | target audience | service brand | brand guide |
| rebranding | B to C | brand manager | SKU | CTA |
| CPG | point of difference | point of parity | | |