**Brand case study analysis**

**Assessment brief**

**Description of task**

To demonstrate your understanding of brand concepts, you are required write a case study based around a competitive brand analysis that you will be conducting for the client *Ballroom Fit*. You will be briefed about the client in Week 2.

The case study will require you to gather and evaluation information pertaining to the brand and its competing brands, as well as the industry that the brand competes in.

To assist you in your write-up, the assignment is divided into three different parts:

1. Industry review

* Identify current or future/emerging trends that that brands in the industry are or will likely be facing
* Identify current or future risks/issues/challenges that brands in the industry are or will be likely be facing

1. Competitive review

* Consider the competitive dynamics within the chosen industry
* Choose as least 2 direct competitors of the brand to analyse. It is important that you justify your selection
* Compare the competitors you have chosen based on their POP (Points of Parity) and POD (Points of Difference). Consider the *strength, favourability and uniqueness* of the associations each brand has.

1. Consumer review

* Provide a description of the consumer that the brand is competing for
* Discuss what their needs and desired benefits are

1. Conclusion

* Summarize and conclude your case study
* Provide at least 3 recommendations on how the brand can strengthen its brand equity

**Guidelines**

* Maximum 1500 words (excluding references and appendices).
* Brand management concepts and theories will need to be incorporated into the report to support and justify your discussion.
* You must include a minimum of TEN academic references. \**Please clarify with your respective tutor/instructor if you are not clear on what an academic reference is*
* Outside of academic sources, you are expected to use other information from industry reports, business publications, news and magazine articles, statistics etc. to support your work.
* Use of visuals such as tables, graphs and diagrams are strongly encouraged.