TOPIC: Brand elements and secondary associations. The paper should critically discuss the importance of the visual elements of the brand Adidas, such as the brand name, the logo, the packaging, any celebrity endorsements associated with the brand, and the criteria for developing effective brand elements. A brand's elements have great importance also in the design and implementation of branding strategies. Brand associations may themselves be linked to other entities, creating secondary associations: Company (through branding strategies) Country of Origin (through identification of product origin) Channels of Distribution (through channels strategy) Other Brands (through co-branding) Characters (through licensing) Celebrity Spokesperson (through endorsement advertising. Events (through sponsorship) Other third party sources (through awards & reviews) The purpose of the Individual Research Paper is to enable you to demonstrate a critical understanding of the academic theory relating to your topic, and how the theory could be applied to a focal brand, Adidas. Drawing on academic research articles (TWO MUST USE PAPERS ATTACHED) relating to your topic, your Individual Research Paper should demonstrate a critical understanding of the main theory/ frameworks that prevail within that topic area and how the selected theory/ frameworks could be applied in the case of Adidas. You should use example(s) of marketing activity you have observed within Adidas to highlight how the theory/ frameworks can be applied in practice. MARK SCHEME: Reference to relevant academic journal articles - 20% An absolute minimum of 15 academic journal articles must be used to support the application of marketing theory/frameworks to your chosen brand/company/ organisation. The articles should be relevant to your discussion and cited at the appropriate points of your paper. Analysis of practical example - 35% Supported by evidence from the marketing/ business practitioner press, newspapers, relevant websites etc., provide an analysis of how the marketing theory/frameworks identified in the academic journal articles apply in the case of your chosen brand/company/organisation. Discussion should focus on your own evaluation and examples of good or bad practice by the brand/company/organisation in relation to the identified key theory/frameworks. Cohesiveness of the critical evaluation of referenced material - 35% Grounded upon your selected academic journal articles, present a clear and coherent line of argument and a logical flow through your work, where there is clear linkage between points/paragraphs. Quality of conclusions - 10% A concluding paragraph should bring together theory and practice for your chosen topic in relation to the chosen brand/company/organisation and identify the main ‘take away point(s)’. Referencing style and professional presentation of the paper - 10% Accurate Harvard style referencing must be used throughout. A reference list MUST be provided at the end of your work. You are expected to present your work in a professional manner.