
BEM2033 – BRANDS & BRANDING INDIVIDUAL ASSIGNMENT GUIDELINES

ASSIGNMENT TOPIC

Choose a brand and critically evaluate its current branding strategies. Applying appropriate brand concepts and theories covered in the course, discuss its future development”.

Word limit: no more than 2,500 words

Contribution to Module Mark: 50%

Deadline: 27th April 2020 at 3pm – online submission

1. STRUCTURE

A recommended structure for your assignment is as follows:

Introduction (around 250 words):

In this first part you should provide a brief introduction of the brand and its market context. If you have chosen a foreign brand that you think the examiners might be unfamiliar with, you might choose to provide further clarification either in the assignment or as an appendix.

Brand Audit (around 700 words):

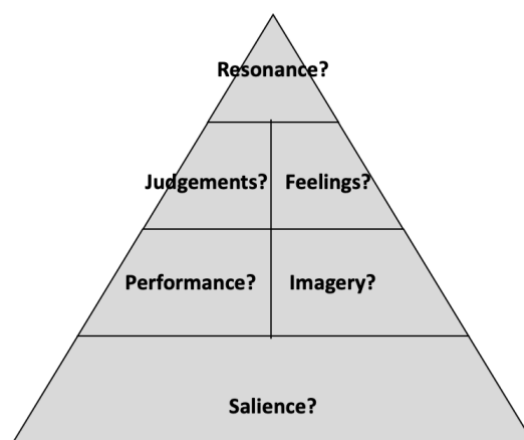
In this part, you should provide a critical evaluation of the brand and its current branding strategies. You are expected to apply relevant theories / frameworks into practice and in a manner suitable to the brand of your choice and its context. You should conduct both parts of brand audit: brand inventory and a brand exploratory.

With regards to brand inventory, you should – verbally and visually – profile the product(s) and/or service(s) of your chosen organisation explaining how they are marketed and branded. When it comes to the brand exploratory, your evaluation should be based on secondary research data gathered from publicly available sources which should be appropriately referenced.

In light of lack of available secondary data or in order to provide additional evidence to support your arguments (in the next part), you might choose to conduct your own primary research to understand the brand’s current performance with its target customers. Primary research data collection

techniques you might want to employ could be for example a simple questionnaire or a focus group (or both) depending on the type of data you seek to gather. Please note that conducting your own primary research is **NOT** a requirement as long as you provide sufficient secondary data as evidence to support your arguments. If you do choose to conduct your own primary research, you should include a paragraph in which you explain the methodology followed, and briefly outline details such as sample selection and data analysis techniques.

At the end of this section you should state clearly what is the problem that the brand faces, and/or the opportunity that the brand should capitalise on. It is important to 'place' this problem and/or opportunity on the Brand Equity Pyramid Model in order to provide solid foundation for the next part.



Brand Development & Strategy (around 1,000 words):

This is the most important part of your assignment. In this part, you should apply one (or more – depends on you) suitable concept(s) / framework(s) covered in the module in order to take the brand forward. This will depend on the problem and/or opportunity that you have identified in the previous section. Based on market, competitive and company conditions, you are free to use appropriate concepts / frameworks in order to develop a brand development strategy. Be innovative and creative while of course explaining your recommendations in conjunction with the previous sections. You do **NOT** have to use everything covered in the module, only the concept(s) / framework(s) you think appropriate and suitable to your case and in relation to the strategy you recommend. Please note that an emphasis should be given on quality and depth of analysis instead of quantity and breadth of coverage of concepts / frameworks.

Brand Performance & Metrics (around 400 words):

In this part, you should identify metrics that should be used to evaluate the effectiveness of your proposed brand development rationale and strategy in the future, i.e. determine how you plan to evaluate, in the future, whether or not your strategy has achieved your brand development objectives.

Conclusion (around 150 words):

In this final part, you should summarise your recommended strategy for the brand's future development.

2. STYLE OF PRESENTATION

You should follow a report style, i.e. you should use appropriate headings and subheadings. Please avoid using first-person writing. Bearing in mind that it is a 2,500 assignment, you are encouraged to incorporate diagrams, visuals, appendices to support your thoughts. This will enhance the articulation of your creative and strategic ideas.

You should reference every source of information you use (with no exception!) using the APA style of referencing (please refer to relevant information on School ELE pages).

Good luck!