



What is: brand identity.

Connect the logo with the adjective seems the most suitable.



Family,
Entertainment,
Dream

Performance
Quality
Success

Luxury
Classic
Beauty

Family
Fun
Cheap

Quality
Performance
design

Watch this video:

Describe the action, what are they doing? (Use connecting words to show the chronology)

What are the emotions that this brand tries to convey (transmettre)?

Watch this video:

What does this ad inspire you to do?

In your opinion, is it a good ad? Justify your answer.