



a. a slogan | **b. brand identity** | **c. a buzzword**
d. a brand narrative | **e. a unique selling proposition**

- 1** a storytelling strategy a brand uses to resonate with a target audience
- 2** a visual and verbal expression of a brand's values, mission, and image
- 3** a statement about the key differentiators that make a brand stand out
- 4** a trendy or popular term used to generate attention, interest, or engagement
- 5** a catchy or memorable phrase used to capture the essence of a brand

<https://app.fluentize.com/outline/lesson/branding>

Describe the study done at Duke University using the images below. What were the results of this study?

0:25



PART 2

Write the missing word in each sentence from the video below. (1:24 - 2:49)
Check whether you had the same or similar answers in **Preview, Part 3**.

1:24 **1** When you make choices about different brands, you're choosing to create an

1:30 **2** When you put certain clothing on, someone is going to form an about what you're about.

2:00 **3** Once you identify with a brand, it can shape the way you

2:36 **4** We relate to brands in the same way we relate to

PART 3

Answer the questions below about the study involving the brains of iPhone users and Samsung Galaxy users. (2:57 - 3:44)

- 1** How did Apple users respond to Apple news?
- 2** How did Samsung users respond to any kind of Samsung news?
- 3** How did Samsung users respond to positive Apple news?
- 4** What does this data suggest about why Samsung users buy Samsung?

LET'S TALK!

Rank the logos below and explain your choice.

Rank the logos below and explain your choice.

- Apple
- Nike
- Instagram
- McDonald's
- TikTok
- Coca-Cola
- BMW

Tagline
logo
brand voice
colors and design
customer experience