Topic 9 – Innovation and markets

**Use your own words where possible**

**9.5 Branding**

What is product branding?

Define brand identity.

How does customer loyalty effect a brand?

List and explain two examples of multi-segment marketing strategies.

Sketch the trademark and registered design symbols.

What are the two important functions that trademarks perform?

What are the advantages gained by registering a trademark?

What must be provided to register a trademark and why?

What are the implications of negative publicity on a brand image?

What does branding have the capacity to do?

How do clever marketing strategies benefit the company?

Why is packaging important for a product?

Define globalisation.

What is are the advantages associated with globalisation?

Describe an example of a market leading global brand. Talk about the difficulties it faced.