



7-1 Discussion: Compelling Branding

Choose one of your favorite brands. In your initial discussion post, explain what about the brand makes it compelling to you. How does the company use marketing to communicate the brand? Identify at least one way that the company could improve its brand communications. What should the company consider to avoid unethical marketing? How could unethical marketing affect its brand?

In your responses to classmates, compare the brand that you chose with the brands that your classmates chose. How are they similar? Could the marketing professionals for the person, place, or thing learn from one another's strategies or issues with brand identity?

To complete this assignment, review the [Discussion Rubric](#) document.

Rubrics

 [Discussion Rubric: Undergraduate](#)

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7-1 Compelling Brands

Brittany Randolph posted Oct 15, 2019 12:03 AM

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I was stumped at a first with this discussion as I'm not really into "brands" but as I was thinking I went to the kitchen to get a snack and saw that I had 3 jars of Hope Hummus, which isn't out of the ordinary for my fridge so clearly it's a favorite of mine! Their tagline is "Hope for the day, it's ok not to be ok". It's a hummus that uses the freshest, local and honest ingredients without preservatives. They are partnered with Hope For the Day to support awareness about mental health.

The company uses a blog on their website to share recipes, ideas and giveaways. I've also seen them use coupons on the products in the store. I love the fact that they aren't only promoting their delicious product but also mental health awareness. I would like to see them have a stronger online presence. The only way I've ever seen them is because they are at my local health food store otherwise I would have never known about them.

Hope Hummus should share how they support mental health awareness perhaps by creating or going to events, or showing their financial donations just so they aren't saying that it's part of their brand without proving it to avoid criticism. Unethical marketing could affect them like every other company which is in a negative light. It seems these days

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Last post **yesterday at 10:53 AM** by Ladonna Fernandes

Adidas

Jennifer Simpson posted Oct 15, 2019 12:30 PM

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Hello,

One of my favorite brands from shoes to apparel is Adidas. I have been rocking the "three stripe life" since I was a kid. Though they continue to introduce new shoes, apparel and sports equipment, they also offer the classics. Which are what I love. One of their slogans "Three Strip Life" - its not just a sport, but a lifestyle resonates with me because its not just about sports, its about rocking the classic style of Adidas that we all know so well.

Adidas, though not as popular as Nike here in America, has a huge following in Europe. Adidas focuses more on soccer and golf, so it makes sense where in Europe, soccer is our Football, they have the biggest market share. However they are still a fierce competitor in the global market. To increase profits and expand brand loyalty, Adidas recently decided to target six large metropolitan markets; New York, Shanghai, Paris, Tokyo, Los Angeles and London.

Adidas uses a deep connection with sport for their marketing strategy. The central focus of their advertising strategy is the energy of sports. To unleash it, you need something more than physical energy, Adidas will take you to that next level.

One way Adidas could improve its brand communications is to interact more with the customer via social media and other outlets. They utilize many sports stars, which makes sense, but I don't play sports yet I still love adidas. It wouldn't be a terrible idea if they branched out to more of just life style clothing, which they have but I think consumers would buy more apparel for casual wear if so.

Adidas must be careful about claims made about their products and enhancing performance. Without transparency of what the products

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Last post **yesterday at 11:01 AM** by Ladonna Fernandes

Favorite Brand

Ladonna Fernandes posted Oct 14, 2019 10:28 AM

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I would say my favorite brand is Good American. It's denim company by Khloe Kardarsian a reality tv star. I love how they have made denim fashionable for all body sizes and races. Typical advertising of clothing is geared towards those people who essentially look "perfect." In the Good American Brand, you will see plus sized models, average shaped women and petite women. The diversity stands out to me the most. They utilize standard shopping websites, social media platforms (Ig being the most popular) and she also indirectly promotes on their long running reality series. Being that she is a reality star, I would love it to see ,if she had the option of speaking, with customers and thanking them for their purchases on a live chat. The customers would feel even more personally attached to the brand.

Since she is best known for being a reality tv some potential buyers will show personal bias. They dislike her or her family so they do not purchase merchandise. They feel these people are already so they do not give the product a shot. For that I would encourage her to stand apart from her familv as far as branding to keep it authentic for all

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Last post **yesterday at 4:49 PM** by Timothy Ashton

7-1 Branding

Amanda Booth posted Oct 16, 2019 7:12 PM

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One of my favorite brands is Deer Park water. I have been traveling a lot lately, and I drink it when I'm away from home and the local water is different. The company promotes their water by emphasizing that it is all natural. They have pictures of forests and rivers and other nature on their social media accounts and their website. I think that the company can avoid unethical marketing by being more transparent about how where their natural springs are located, which is how they get the water they sell. Unethical marketing could harm the brand if consumers find out that their water is not naturally sourced.

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Compelling Brand

Patrica Jackson posted Oct 16, 2019 8:36 PM

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Hello,

The brand that I chose was Chick-Fil-A. I like their brand the red box and a pic with the chick, which is fitting since Chick-Fil-A is all things chicken. Their brand is cute and creative, and so is their billboard and commercial ads. I love the pictures of cows writing "Eat Mor Chikin", that's classic. I'm not sure if Chick-Fil-A could improve their brand, it seems to be working well for them. Unethical marketing could affect their brand and affect sales but I could not find anything unethical in their marketing strategy or brand. In reference to what the company could consider to avoid unethical marketing, I believe that if the company continues with their integrity and values that they show for their customers, employee's, and their communities, they will continue to be extremely successful. Of course the great food helps Chick-Fil-A remain successful as well.

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Compelling brands

Kristin Marquis posted Oct 16, 2019 8:58 PM

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One of my favorite brands is Aerie. It is American Eagles line of undergarments. They market their undergarments to all different body types and abilities and that is what I love about them so much! They are promoting inclusion while selling a great product. They have a large online presence on social media and use powerful photos to catch people's attention. For example, they use women of different sizes, colostomy bags, wheelchairs, and down syndrome in their photos. They do a great job of setting themselves apart from the crowd since most other brands tend to use the typical model.

One way that Aerie could improve their brand communications is to potentially have more television presence. They have nailed their online marketing but I don't see much of them on TV. I would love to see more of the fashion industry using all different body types on TV too!

To avoid unethical marketing I believe the company is doing a great job of representing every customer in their ads and continuing with their theme of inclusion. If they continue with these values then they shouldn't encounter any negative backlash from consumers that could affect their sales and reputation.

Here is a link to their website

<https://www.ae.com/us/en/c/aerie/bras/cat4840012?pagetype=plp>

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Compelling Branding

Fronette Hammond posted Oct 17, 2019 7:31 AM [☆ Subscribe](#)

I don't have a favorite brand but I'm all ways looking at Disney movies and Disney toys for my son. What makes the company compelling to me is the intro to all the movies I feel like it catches the kids attain. A way the company uses marketing to communication there brand is by the charters they create and promote them are the movies that are coming out at the time. Disney to is all ways on top of there brand communications because they cater to child. A way avoid unethical marketing is not to demeaning references to peoples races, age, sex or religion. Unethical marking could effect sale and people not wanting to work for the companv.

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You asked for it....You got it

Greggory Nuovo posted Oct 17, 2019 8:48 AM [☆ Subscribe](#)

Hi All,

The brand I chose is Toyota. Many people develop a taste for a specific make of vehicle, and will consistently buy that type over and over again. For me, that's Toyota. I have owned several of them over the course of my adulthood, including a Corolla, a Prius, a Rav4 and a Yaris. Partially, I think this is because my father was always a "Toyota guy" when I was

growing up, and so I modeled my car choices after his. However, I also have been satisfied with the cars I have owned and developed brand loyalty in my own right. Toyota markets their brand in several ways, including television commercials that compare Toyota to similar vehicles of other makes, magazine advertisements and with annual promotions such as "employee pricing" sales and "year-end events". One way that Toyota could improve its marketing campaign would be to expand their social media presence and devote more effort to regional focus. Of the Toyota social media pages I found, most were national and did not have the same "hometown" feel that I saw when researching Hannaford for the social media discussion. I think if they made a more personalized presence, they could better market to individual Toyota owners in different regions. For instance, here in Vermont, winter is a reality for about 11 months of the year (just kidding, kinda), so dependability and safety features are key. By marketing specifically to those needs, Toyota could create a better experience for winter drivers. However, they would have to be careful not to engage in unethical marketing by over exaggerating those safety and reliability features. If the cars were not going to provide the level of security that customers were expecting, it could create dangerous situations. Toyota should be careful not to promote anything that their vehicles can not be reasonably expected to perform. Nobody wants to regret a buying decision while they are sitting in a broken-down car on the side of the road in freezing temperatures. Failing to ethically market their vehicles could compromise Toyota's reputation for quality and lead to a reduction in

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Discussion 7-1

Raven Lewis posted Oct 17, 2019 9:23 AM

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One of my favorite brands is called BuffBunny. BuffBunny is an athletic wear company online. I really like this brand for one because I have followed Heidi Somers all throughout my weigh loss journey, and she owns the brand. This brand doesn't target just small women like so many other athletic brands do. They have sizes that not only fit most body types, but they actually look good on multiple body types. I found this company through Heidi and Instagram, which I would say is their primary way of marketing. They post often, do giveaways, as well as collab with other companies. They also have ambassadors and models to help get their name out there more. I think the way they handle their marketing is really smart. Instagram is very big in the fitness world so what better way to get the attention from your target audience than Instagram. I think it would be really cool for them to do a popup store in Texas, which is where they are located. From what I know, everything is done online. They keep everything in a warehouse. so they don't have a

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Activity Details

Task: Reply to this topic

Starts Oct 12, 2019 11:59 PM

Assessment



Discussion

Rubric:

Undergraduate