**Assignment (1)**

**Question 1:** Choose one brand that represents each of the following categories and explain what are the special attributes (what distinguish this brand) of each of the brands you chose

|  |  |  |
| --- | --- | --- |
| Category | Brand | Special attributes  |
| Product (physical goods) |  |  |
| Service |  |  |
| Retailer / Distributor  |  |  |
| Online products and services |  |  |
| People and organizations |  |  |
| Sports/ Arts/ Entertainment  |  |  |
| Geographic locations  |  |  |
| Ideas and causes  |  |  |

**Question 2:** Choose any brand you like and draw a positioning map of it. You have the freedom to choose the map criteria