**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

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| --- | --- | --- |
| 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