

# Deploying product branding at store: Brand identification

This slide provides information regarding implementation of product branding at store in terms of brand identification. It includes identifying product purpose, target audience, core beliefs, close competitor assessment.

01

## Determine Product's Purpose

- Identify product that satisfy market demands and requirements
- Assess what value it offers to customers, mission statement of product
- Add text here

02

## Assess Product's Target Audience

- Target audience refers potential direct consumer group
- Identifying relevant target audience has immense impact over selling power of product
- Focus on developing customer profile along with demographic segmentation in terms of age, gender, professional background, income status, geographical area, hobbies, habits, etc.

## Determine Core Beliefs of Product

- Cater the values products holds in context to values mentioned by potential target audience
- For ex - product targeting environment advocates must cater green or eco-friendly features
- Add text here

## Analyze Close Competitors

- Assess competitor's behaviors, plans, public appearances, by
- Tracking their social media activities
- Subscription to their newsletters
- Reading customer feedbacks

03

04

# Brand Identification Guidelines

**Keith A. Quesenberry, Michael K.  
Coolsen**



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"Code of Massachusetts regulations, 1992", 1992 Archival snapshot of entire looseleaf Code of Massachusetts Regulations held by the Social Law Library of Massachusetts as of January 2020 **Regulations No. 9 Relating to the Taxes on Oleomargarine** United States. Office of Internal Revenue, 1923 **Meat inspection law and rules and regulations of the Department of Public Health governing meat inspection in the City and county of San Francisco, California** San Francisco (Calif.). Dept. of Public Health, 1917

*Chemist & Druggist Directory and Tablet & Capsule Identification Guide*, 2003 Livestock Sanitary Laws of Montana, Also Rules and Regulations and Orders of the Montana Livestock Sanitary Board Montana, 1927 "Code of Massachusetts regulations, 2008", 2008 Archival snapshot of entire looseleaf Code of Massachusetts Regulations held by the Social Law Library of Massachusetts as of January 2020

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