Unit 337 WORKSHEET

Starting an Online Business

/ **BRANDING R&D**

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RESEARCH & DEVELOPMENT

"Research and development (**R&D**) is a valuable tool for growing and improving your **business**. **R&D** involves researching your market and your customer needs and developing new and improved products and services to fit these needs."

For this part of the unit, you will be analysing <u>two examples</u> of existing brands. At least one example should be of a personal brand e.g. Jordan.

You will research the following for each:

Pass Research criteria:
- Name Type
- Business Type
- Mission Statement/Tagline/Slogan
- Product(s) and Services(s)

Merit Research criteria:
- Target Audience
- Content Strategy
    - What
    - When
    - Why
- Colours, Image, Fonts

Distinction Research Criteria:
- Layout/composition
- Symbolism & Meaning

Business Type

Vans is an American manufacturer of skateboarding shoes and related apparel. The company also sponsors surf, snowboarding, BMX, and motocross teams. Since 1996, the company has been the primary sponsor of the annual Vans Warped Tour traveling rock festival.

Name Type
What type of brand name is this?

Example: The brand name 'Vans' is an eponymous name. An eponymous name exists when a founder/owner gives their name to a brand. I know this because when Vans begun in 1966, it was founded by brothers Paul Van Doren and Jim Van Doren.

Mission Statement/Tagline/Slogan

Vans mission statement is "to enable creative expression—and inspire youth culture —by celebrating and encouraging the Off the Wall attitude that comes from expressing your true self." In this statement, Vans demonstrates its openness and determination to go out of the way to bring out the best in the youths. It does this by encouraging creativity and inspiring sportsmanship through its products.

Products and/or Services
They produce **skate shoes**, BMX **shoes**, **snowboarding boots**, as well as a variety of other **shoes**. They provide mostly to the youth market in skateboarding, snowboarding, and surfing. Vans also sells a wide range of **apparel** like t-shirts, hoodies, socks, watches and other **accessories**.

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Business Type: Vans

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Target Audience
What age range do you think the brand would appeal to the most? E.g. ages 16-20, ages 20-25, ages 25-30 etc. What gender do you think this brand would appeal to most? Describe the psychographics and demographics of this brand.

Example: This logo would appeal to both genders equally but from research its more popular with women by 11% more than men. The target audience age for vans is more for millennials (born in 1982 and 1999). The hobbies that people could have that would lead them to vans are people who like streetwear or skateboard maybe both.The people who would be appealed to vans are younger people, people who like street wear or have the hobby of skating, because of the modern font and use of skateboard imagery. Why they used the quote "off the wall" is because its a skateboarding term of doing a trick by skating well off a wall.

Content Strategy
What kind of content does this brand publish online? What different platforms do they use? Do they use different social media handles for different products/services? How often do they publish media?

Example: Vans's online content strategy exists primarily on social media and includes and has a flurry of celebrity endorsements, street-style sightings and high-end collaborators. Research shows that 74% of the brands online mentions come from the U.S and UK. The most popular way for Vans to push content has been through WeChat in areas of Asia. The brand hosts various livestreamed events and relies heavily on influencers to help push products into areas where they aim to gain new audience.

Colours, Image, Fonts

What style of fonts have been used? What colours have been used? What imagery has been used? Explain why you think it has been done this way.

Example: The font that has been used on the vans logo is **bold** sans serif and the colors used are black and white. Why they used **bold** sans serif font in all caps is to make the logo stick out and making it the most prominent thing on the logo. Why they have used black and white for the colors is so that if they place it on a colored background. The imagery they have used is a skateboard to show their deals in skateboards.

Symbolism & Meaning

Analyse the symbolism that has been used. What do the colours represent? What does the image make the viewer think of?

The image here is of a skateboard, why they used a skateboard is because they make skateboards and skateboard related items. What the could represent how they have made a professional logo using the colours black and white (which are professional colours) and the quote "off the wall" is a quote that means doing a skateboarding trick that you do off a wall.

Business Type:

Vans is an American manufacturer of skateboarding shoes and related apparel. The company also sponsors surf, snowboarding, BMX, and motocross teams. Since 1996, the company has been the primary sponsor of the annual Vans Warped Tour traveling rock festival.

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Layout/composition

What principles of layout/composition have been used in this design? E.g minimalism, hierarchy, alignment, angles, symmetry, asymmetrical, static, dynamic, negative space.

Why has it been done like this? What aspects of the logo are noticed first by the viewer?

Use text boxes and arrows to identify the different principles

Hierarchy - The top hierarchy for this logo is the words because they are in the middle of the image and are bigger and more important.

Alignment - This logo is on an angle to make it dynamic.

Minimalist - The logo uses a small amount of negative space because of the wheels and the the line that makes the logo looks slightly 3D.

Symmetry – It has symmetry but its not perfect but the sides of the skateboard are similar this makes it easier to look at.

Contrast - The colours are contrasting to make the words more visible to read.

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Name Type
Jordan is an eponymous name type. I know this because it is Michael Jordan's last name and he has used it as his business name.

Mission Statement/Tagline/Slogan
The mission statement of Jordan's is "To bring inspiration and innovation to every Athlete in the World. If you have a body, you are an Athlete."
This gives hope to everyone, that they can do anything as they are the same as everyone else.

Business Type

Air Jordan is an American brand of basketball shoes, athletic, casual, and style clothing produced by Nike. The original Air Jordan sneakers were produced exclusively for Michael Jordan in late 1984, and released to the public on April 1, 1985.

Products and/or Services

The primary product that Jordan's produce are foot wear for sports/running. They export their products globally and have stores globally as well.

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Target Audience

While this seems like they service a broad market, their main target market is males ages 15-25. This is because people in this segment are usually involved in high school sports and possibly college as well. In regards to their social media, the brand needs to be more consistent across their various accounts.

Business Type

Air Jordan is an American brand of basketball shoes, athletic, casual, and style clothing produced by Nike. The original Air Jordan sneakers were produced exclusively for Michael Jordan in late 1984, and released to the public on April 1, 1985.
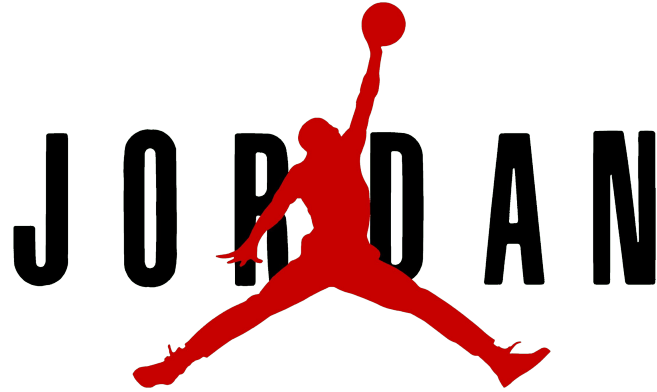
Content Strategy

Michael Jordan does have social media, and he posts quite frequently but not all posts are related to his business. He does have a website for his business however and he would probably post about it when there is a promotion, say around a holiday.

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Colours, Image, Fonts

There is no writing on the logo and it is all black. The logo is just MJ with a basketball in his hand, reaching for the hoop. However, the logo does change like the one on this slide. This one is different as there is Writing, saying the brand name in black and the iconic logo over it in red. The reason it is in red is so people can still see the writing in the back as if the logo was also black it would be hard to see and not visually appealing.

Business Type

Air Jordan is an American brand of basketball shoes, athletic, casual, and style clothing produced by Nike. The original Air Jordan sneakers were produced exclusively for Michael Jordan in late 1984, and released to the public on April 1, 1985.

Symbolism & Meaning

The "Jumpman" logo is owned by Nike to promote the Air Jordan brand of basketball sneakers and other sportswear. It is the silhouette of former NBA player Michael Jordan. Like his mission statement, this logo shows people that they can do anything as they have the same opportunities as anybody else.

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Hierarchy -
The Hierarchy of this logo is the iconic jumpman logo with the writing in the back

Alignment -
The logo is aligned in the middle as it is the most important part

Layout/composition

What principles of layout/composition have been used in this design? E.g minimalism, hierarchy, alignment, angles, symmetry, asymmetrical, static, dynamic, negative space.

Why has it been done like this? What aspects of the logo are noticed first by the viewer?
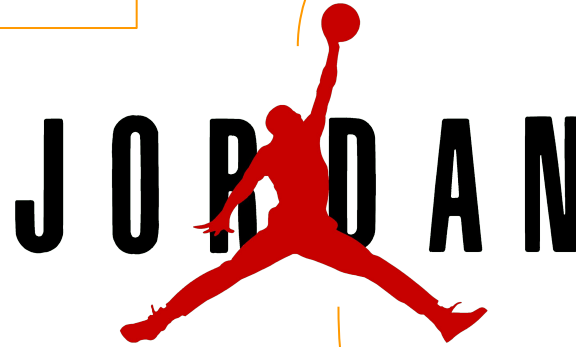
Use text boxes and arrows to identify the different principles

Minimalist -
There is no negative space in this logo.

Symmetry –
Each letter in Jordan is spread equally and the logo is perfectly in the middle

Contrast -
The contrast between the red and black is good as you can see the logo whilst still being able to read the text

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Name Type
The name type of Walt Disney is eponymous as it is his name. Eponymous name type is when you use your name as your business name.

Business Type

The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.

Mission Statement/Tagline/Slogan
The slogan is also being changed! The old sign said, "Walt Disney World Where Dreams Come True". The new sign will now say, "Walt Disney World The Most Magical Place on Earth".

Products and/or Services
Disney's global consumer products operations include the world's leading licensing business across toys, apparel, home goods, digital games and apps; the world's largest children's print publisher; Disney store locations around the world; and the shopDisney e-commerce platform.

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Target Audience

Disney's target market may appear to be just children, but the fact of the matter is that their main focus is on the whole family. Disney's target market varies from children, to tweens, to teenagers and even adults - practically anyone who is young at heart.

Business Type

The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.

Content Strategy

Disney has been a dominating force across various social media networks since 2010 and has made a name for themselves as one of the most powerful brands both online and offline. With more than 1,000 social media accounts across Facebook, Twitter and YouTube they have a 24/7 online presence.

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Colours, Image, Fonts

The style of font that has been used makes it seem fancy and magical which link with the whole Walt Disney business strategy of "Making dreams come true" and "The most magical place on Earth". The castle in the back also helps with this meaning and the beam of light that arcs over it.

The colours used on the castle and background contrast well together to make it seem like it is distant .

Business Type

The mission of The Walt Disney Company is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.

Symbolism & Meaning

Again with the magical symbolism in that the logo and everything on it makes it feel magical and the colours used help with perspective as well as the contrast from light blue to dark blue makes it seem like the castle is further than it actually is.

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Layout/composition

What principles of layout/composition have been used in this design? E.g minimalism, hierarchy, alignment, angles, symmetry, asymmetrical, static, dynamic, negative space.

Why has it been done like this? What aspects of the logo are noticed first by the viewer?

Use text boxes and arrows to identify the different principles

Hierarchy -
The main part of the logo is the Walt Disney Pictures text as it is at the front, but the trademark it the castle, as you see it everywhere

Alignment -
The text is at the front to make the castle logo seem far away

Minimalist -
There is negative space in the lines of the castle but that is there for effect to make it look like a reflection.

Symmetry –
The whole logo is in the middle and has slight symmetry

Contrast -
The contrast from dark to light blue in the castle makes it seem far away

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WHAT?
WHY?
HOW?