

1. Can you think of a brand which appeals to you? What do you like about it?
2. What is involved in creating a successful brand?
3. Why do companies spend so much money promoting their brand?
4. How important is a good name to a brand?
5. How important is an attractive logo to a brand?
6. In what way can a brand be damaged?
7. How would you calculate the value of a brand?
8. What would you say is the most successful brand in the world?
9. What would you say is the world's oldest brand?
10. Can you think of a brand which has been unsuccessful?
11. Is it possible to mislead your customers with your brand?
12. Have you any idea what a concept brand is?