**Case 1:** *<Insert the name of the technology brand you have chosen for analysis>*

**Brand elements:**

Pick any FIVE elements and explain how these elements are designed for your chosen brand. Elements can be: picture, color, shape, name, language, icon, sound, behavior, service, tradition, ritual, and navigation.

|  |  |  |
| --- | --- | --- |
| **#** | **Element type** | **Descriptive explanation** |
| A |  |  |
| B |  |  |
| C |  |  |
| D |  |  |
| E |  |  |

**Sensory branding analysis:**

Based on the brand elements explained above and your case analysis, provide descriptions about how the brand elements are used to achieve a specific effect.

|  |  |  |
| --- | --- | --- |
| **#** | **Effect** | **Sensory analysis** |
| 1 | Unique sense of belonging |  |
| 2 | Sense of purpose |  |
| 3 | Competitive advantage |  |
| 4 | Sense of authenticity |  |
| 5 | Stability and consistency |  |
| 6 | Perfect world of control |  |
| 7 | Sensory appeal |  |
| 8 | Communal rituals |  |
| 9 | Distinct symbols |  |
| 10 | Sense of mystery |  |
| Summary | |  |

**Case 2:** *<Insert the name of the technology brand you have chosen for analysis>*

**Brand elements:**

Pick any FIVE elements and explain how these elements are designed for your chosen brand. Elements can be: picture, color, shape, name, language, icon, sound, behavior, service, tradition, ritual, and navigation.

|  |  |  |
| --- | --- | --- |
| **#** | **Element type** | **Explanation** |
| A |  |  |
| B |  |  |
| C |  |  |
| D |  |  |
| E |  |  |

**Sensory branding analysis:**

Based on the brand elements explained above and your case analysis, provide descriptions about how the brand elements are used to achieve a specific effect.

|  |  |  |
| --- | --- | --- |
| **#** | **Effect** | **Descriptive analysis** |
| 1 | Unique sense of belonging |  |
| 2 | Sense of purpose |  |
| 3 | Competitive advantage |  |
| 4 | Sense of authenticity |  |
| 5 | Stability and consistency |  |
| 6 | Perfect world of control |  |
| 7 | Sensory appeal |  |
| 8 | Communal rituals |  |
| 9 | Distinct symbols |  |
| 10 | Sense of mystery |  |
| Summary | |  |

**Case 3:** *<Insert the name of the technology brand you have chosen for analysis>*

**Brand elements:**

Pick any FIVE elements and explain how these elements are designed for your chosen brand. Elements can be: picture, color, shape, name, language, icon, sound, behavior, service, tradition, ritual, and navigation.

|  |  |  |
| --- | --- | --- |
| **#** | **Element type** | **Explanation** |
| A |  |  |
| B |  |  |
| C |  |  |
| D |  |  |
| E |  |  |

**Sensory branding analysis:**

Based on the brand elements explained above and your case analysis, provide descriptions about how the brand elements are used to achieve a specific effect.

|  |  |  |
| --- | --- | --- |
| **#** | **Effect** | **Descriptive analysis** |
| 1 | Unique sense of belonging |  |
| 2 | Sense of purpose |  |
| 3 | Competitive advantage |  |
| 4 | Sense of authenticity |  |
| 5 | Stability and consistency |  |
| 6 | Perfect world of control |  |
| 7 | Sensory appeal |  |
| 8 | Communal rituals |  |
| 9 | Distinct symbols |  |
| 10 | Sense of mystery |  |
| Summary | |  |

**Case 4:** *<Insert the name of the technology brand you have chosen for analysis>*

**Brand elements:**

Pick any FIVE elements and explain how these elements are designed for your chosen brand. Elements can be: picture, color, shape, name, language, icon, sound, behavior, service, tradition, ritual, and navigation.

|  |  |  |
| --- | --- | --- |
| **#** | **Element type** | **Explanation** |
| A |  |  |
| B |  |  |
| C |  |  |
| D |  |  |
| E |  |  |

**Sensory branding analysis:**

Based on the brand elements explained above and your case analysis, provide descriptions about how the brand elements are used to achieve a specific effect.

|  |  |  |
| --- | --- | --- |
| **#** | **Effect** | **Descriptive analysis** |
| 1 | Unique sense of belonging |  |
| 2 | Sense of purpose |  |
| 3 | Competitive advantage |  |
| 4 | Sense of authenticity |  |
| 5 | Stability and consistency |  |
| 6 | Perfect world of control |  |
| 7 | Sensory appeal |  |
| 8 | Communal rituals |  |
| 9 | Distinct symbols |  |
| 10 | Sense of mystery |  |
| Summary | |  |