Brand Logos Assignment

Name: Rasolosoa Jimmy

First, complete the [Can you name the corporate logos?](https://www.sporcle.com/games/g/corplogos)quiz.

Correct Answers: 20 Incorrect Answers: 16 **Score** 56%

What are some common themes between the brands that you could accurately identify and ones that were unknown to you (Fill in the two sections below)?

Known:

I knew most of the brands that are known worldwide including Shell, Nike, Playboy, Pepsi, McDonald’s, Audi, Facebook, Apple, windows, and so forth. These brands have a huge place within European culture.

In addition, these brands are quite known to young people. We are immersed within a social media culture and buying products.

Unknown:

However, I the brands that had less international value or are not anchored within French society I did not find them. This includes Marriott International, Deere and Company, Hilton hotels Corp, and Guinness.

These brands are very known in America however, I have never heard of Deere and the company for example. I am guessing that they are targeting more of an American demographic segment.

What do you think makes a brand most identifiable?

I think that what makes a brand most identifiable is its presence within a specific geographical localization. In addition, the advertising and word of mouth, and experience we previously had with that brand help in this way too.

In fact, the segment target of each of the brands is quite broad, but there are brands that I as a young adult would not know much about since they I haven’t been targeting that much of them. I am thinking for example of Mariott’s business.