



new26 should use Brand Marketing effectively as the strategic promotion for identity, products, and services across all channels to create loyalty among consumers.


Issue/Gap: new26's current brand marketing efforts might not be reaching their full potential. A comprehensive analysis of brand messaging, target audience engagement across channels, and content strategy could reveal opportunities to optimize new26's marketing approach for greater reach and impact.

Examples:

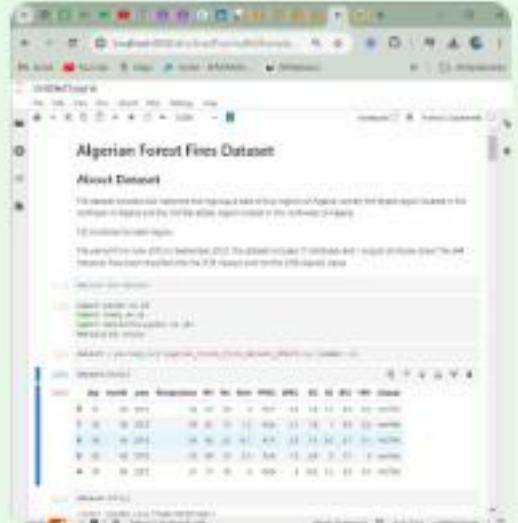


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Drawbacks in Current Brand Marketing

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How Banao Technologies Can Help

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Case Study:

Coca-Cola Brand Marketing using its iconic red color?

Coca-Cola uses its iconic red color, Spencerian script font, and "Open Happiness" slogan across all platforms, from its website to its social media pages to its countless physical advertisements.

