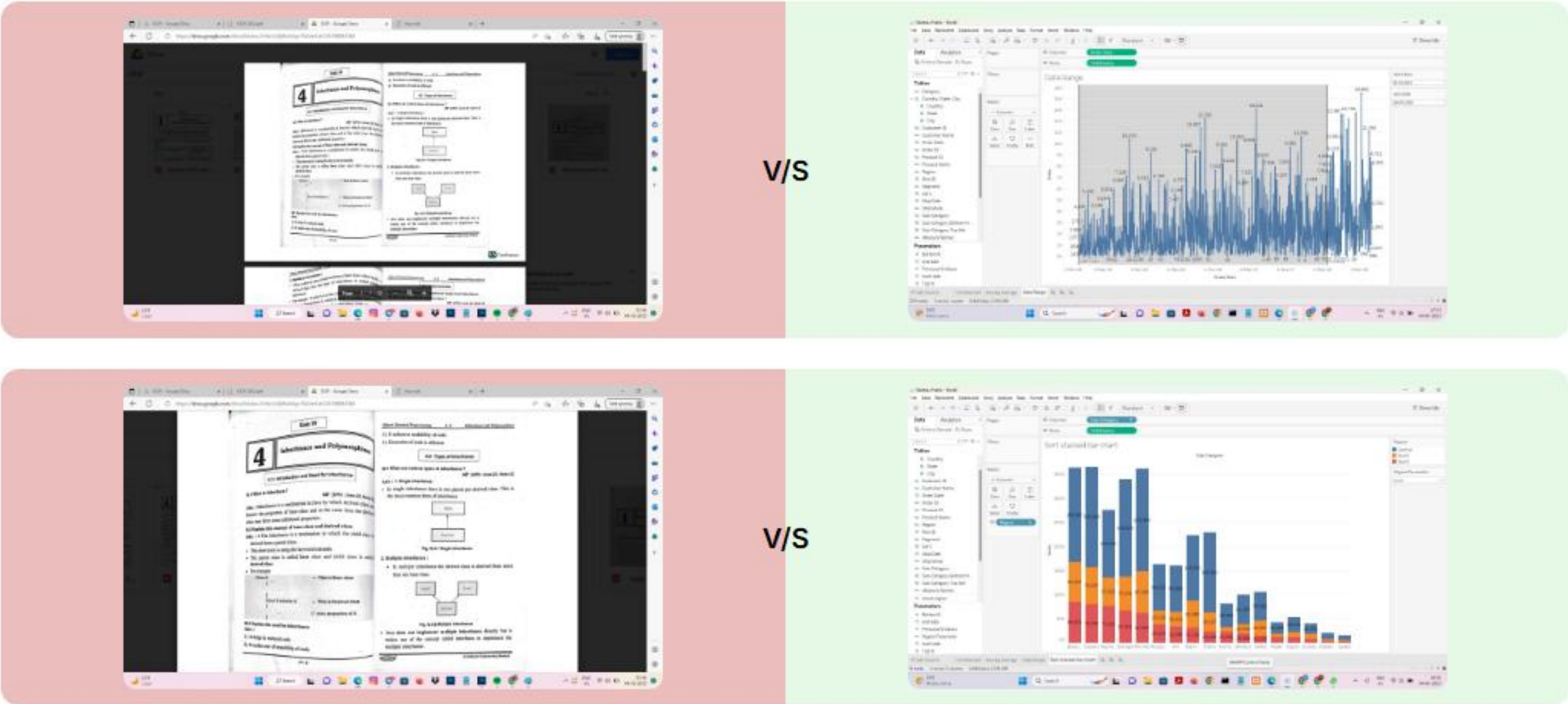


MMM12 should use Brand Marketing effectively as the strategic promotion for identity, products, and services across all channels to create loyalty among consumers.

**Issue/Gap:** MMM12'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 MMM12's marketing approach for greater reach and impact.

Examples:



### Drawbacks in Current Brand Marketing

- Dont underestimate logo clarity and size
- Dont allow brand color deviations to occur
- Dont use inconsistent fonts or typography
- Dont neglect distinct brand identity elements
- Dont clutter visuals; prioritize clean flow
- Dont keep messaging vague or misaligned
- Dont rely on overly subtle branding
- Dont limit creativity in design variations

### How Banao Technologies Can Help

- Prioritize logo clarity with size
- Avoid variations in brand colors
- Maintain a consistent typography
- Emphasize unique brand components
- Opt for clean flowing visuals
- Ensure aligned clear messaging
- Adopt unambiguous brand representation
- Foster creative design variations

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.

