**Brand Questions:**

What can a brand be (2 examples)?

* Name
* Symbol

Where are brands used (2 examples)?

* Business
* Advertising

Why do people buy brands (3 examples)?

* Add Value
* Provide safety
* Enable a sense of belonging

What is a negative aspect of Advertising?

* Tend to get annoying

What are two disadvantages of Brands?

* Difficult to Maintain
* Often more expensive