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Analyze a successful brand

Lately, you have focused on brands and why they are valuable for digital marketing. You learned that a brand is the foundation of a digital marketing strategy and guides all of a company's marketing and sales efforts. Brand success is essential to the success of a company.

Consider what you have learned about brands, and then analyze a brand you consider successful. The brand may be one you learned about in this course or one that you find online.

For this discussion prompt, write one to two paragraphs (100–200 words) about:

- Which brand you selected
- Why you chose this brand
- What makes the brand equity positive
- How you would describe the brand's value system
- The key characteristics that make this brand successful

Then, visit the discussion forums to check out what others shared, and choose two posts to comment on and discuss.

Participation is optional

