

1. One of my favorite brands is not on the list at all, which really surprised me. I thought for sure that the brands I use and are familiar with would be on the list. I think it surprised me as well that not even my favorite brands, but I only recognized a handful of brands on that whole list. I think some of my favorite brands should be on this list. Two brands I use and like a lot are Porsche and Audi, two great German car companies. I was surprised to see General Motors only really on there. I can understand why some brands I like, and use are not on here because of the average person it reaches out to and the target market they reach. I did not see a lot or any high-end car brands or watch brands, just some nicer clothing and technology brands. I do think there should be brands on this list that can easily substitute what is on there. For example, General Motors was on there for electric cars and their "evolution " of them and the future. The electric car market is shrinking and diminishing. The product does not work and Ford, Chrysler, some GM plants and a lot of other car companies are done with EV and not having them on their product line as much because they are unreliable, and no one wants the inconvenience of them.

2. In the digital age branding and marketing has completely changed. It is very easy to promote and get a brand out there, at least on a platform. It has revolutionized the target market and the volume of people who are able to see your brand and are able to see a particular brand. It does promote the challenge of money and big business will be able to control even more and the huge social media platforms and corporations will have a big say in what and how something is promoted. It is harder now for small businesses with little capital to start up and even be seen because of how much advertising and money is used by these huge corporations on social media and the internet.

5. Startups and small businesses can compete with larger brands with the write advertising. What is hard for these companies is staying afloat once they make it because you will see larger companies continue to raise their prices until smaller companies are unable to compete and end up losing the store and business because they cannot take the loss of revenue like major companies can. What they can do is move quickly have patents down and be able to market themselves well. If a company is starting up in the right location and the right state where business is they will be able to succeed. With social media in place as well they can get their brand at least known and out there enough before coming into the competitive market. The strategies they can use are more personal and push the edge of having authentic products in a place that is not major corporation owned. Nowadays promoting a place that is not owned by a huge company is very attractive to people who do not like huge assembly line corporations taking over.

6. Consumers impact this form of marketing so greatly especially coming into play nowadays. People are not liking the massive corporations having all this power and control over what is put in our food and

what the price for a product is because a monopoly is shorting forming with these massive companies. The consumers impact marketing a lot by making these companies improve their products and change or they will take business somewhere else. The people want something transparent that does not have, for example food a laundry list of ingredients in it and just have something that isn't harmful. As well for products people like unique things not something made 1000 times a day on an assembly line. Companies have to market and prove their product line and service is great, and they have their priorities and interests in place for the consumer.