

Scenario

You've just started a new position as a Brand Strategist at an innovative marketing agency. To get you immersed in your role, your manager has asked you to refine your brand identity skills by selecting a brand to analyse, developing a unique story for that brand, and preparing a product launch plan. This exercise is designed to enhance your understanding of how brand identity connects with storytelling and resonates with audiences.

Instructions

- Read the example brand scenarios and answer the questions.
 - Your answers should not exceed a paragraph of more than 100-200 words.
 - Your file upload should be in PDF format and use the following naming convention:
 - Name_Surname_M6_Assignment
 - Example: Jamie_Jones_M6_Assignment
 - Upload your assignment as a PDF file to the **Module 6 folder** in GitHub.
- This is a graded assessment and makes up 10% of your total score for the course.

Example Scenarios

Example 1

Brand: Patagonia

Check them out here: [Patagonia](#)

Brand Story:

"At Patagonia, we believe that every action we take impacts the world around us. From the mountains to the oceans, our mission is to protect and preserve the natural world for future generations. Our new line of recycled outerwear embodies this mission, turning discarded materials into high-performance gear.

Whether you're scaling a peak or hiking through your local park, our products are designed to keep you connected to the earth while minimising your footprint. Join us in our journey to create a more sustainable future, one adventure at a time."

Example 2

Brand: Apple

Check them out here: [Apple Watch Series 10](#)

Product Launch:

"Introducing the Apple Watch Series 10. More than just a timepiece, it's your gateway to a healthier, more connected life. At Apple, we've always believed in the power of technology to improve lives, and the Series 10 is no exception. With advanced health monitoring features and seamless integration with your iPhone, this watch doesn't just tell time, it tells your story.

Whether you're tracking your workout or staying in touch with loved ones, the Apple Watch Series 10 keeps you connected to what matters most."

Example 3

Brand: Lush

Check them out here: [Our Company - We are Lush](#)

Reflection on brand mission and connection with audiences:

Lush's mission to fight animal testing and reduce plastic waste is central to the EcoCleanse launch, reinforcing the brand's vision of sustainability. The product emotionally connects with customers who value eco-friendly choices and ethical beauty, speaking to their desire to make a difference through conscious consumption.

Questions

1. **Choose a Brand:** Select a brand you admire or feel connected to, this could be a globally recognised brand like Apple or a smaller, inspiring brand you believe has strong storytelling potential. Provide a brief introduction of the brand and outline what it offers.
2. **Develop a Brand Story:** Based on the brand you've chosen, create a short narrative that embodies its identity, mission, vision, and values. Think about how you can convey the essence of the brand in a way that would engage and resonate with its audience.
3. **Product Launch:** Imagine the brand is launching a new product or service. This could be a fresh offering, or an existing one that you're reintroducing to a broader market. Your task is to creatively introduce this product/service, showcasing how it aligns with the brand's identity and addresses a specific problem or need. Your story should:
 - Introduce the new product or service.
 - Emphasise how it reflects the brand's values.
 - Engage the emotions and aspirations of the target audience.
4. **Reflect on the Brand:** Finally, consider the connection between the brand's mission, vision, and the story you crafted. How does this narrative reflect the brand's core elements, and how does it appeal to the emotional needs and values of its audience?

For this activity, you will apply the concepts learned in this module by creating a concise, compelling digital story that reflects the brand identity of a chosen company. This activity is designed to help you understand the importance of storytelling in shaping brand identity and connecting with the audience.

Grading

The following assessment criteria will be used to grade your submission:

- 0 - Failed to submit
- 1 - Limited
- 2 - Basic
- 3 - Proficient
- 4 - Advanced
- 5 - Exceptional

The following assessment criteria will be used to grade your submission:

- Effort
- Application
- Examples
- Digital Marketing insight

Please see the rubric below for detailed explanations of each criteria and the accompanying score.

Rubric

The task total will be a score out of 20

Criteria	1	2	3	4	5
	Limited	Basic	Proficient	Advanced	Exceptional
Effort	Minimal effort apparent, with little attention to detail or engagement with the task.	Shows some effort, but responses may lack polish or thoroughness.	Demonstrates a solid effort, with responses showing attention to detail and engagement with the task.	Displays a strong effort, with responses exhibiting thoroughness, coherence, and depth.	Exemplifies an outstanding effort, with responses displaying exceptional clarity, insight, and completeness.
Application	Fails to apply learned information effectively to the scenario.	Demonstrates basic application of learned information to the scenario, but lacks depth or coherence.	Applies learned information to the scenario with clarity and coherence, demonstrating a solid understanding of its relevance.	Applies learned information skillfully to the scenario, offering insightful analysis and connections.	Applies learned information in a highly sophisticated manner, integrating multiple perspectives and drawing nuanced conclusions.
Examples	Few or no examples provided. Demonstrates limited understanding or application of concepts.	Provides some examples, but they may be simplistic or lack depth. Demonstrates basic understanding of concepts.	Offers several relevant examples demonstrating understanding of concepts. Examples are well-integrated into the response.	Presents numerous detailed examples that vividly illustrate concepts and their applications.	Presents numerous detailed examples that vividly illustrate concepts and their applications.
Digital Marketing Insight	Shows little understanding of the principles of digital marketing and fails to connect theories to the scenario.	Displays basic understanding of digital marketing; makes simple, expected connections to the scenario.	Demonstrates a clear understanding of digital marketing and; makes relevant connections to the scenario, reflecting solid insight.	Exhibits deep understanding of digital marketing concepts; offers thoughtful, original insights that enhance the scenario analysis.	Demonstrates an understanding of Digital Marketing while; integrating sophisticated insights that significantly enrich the scenario, reflecting a high level of critical thinking.