**Case 1**

No formatting or page number requirements! The only requirement is to have a reference page if you use outside materials for your analysis.

Please show your knowledge from the class and elaborate your answers with concepts and theories that you have learned in the class.

Question 1: Pick any product category that is dominated by two main brands. Evaluate the positioning of each brand. Who are their target markets? What are their main points-of-parity and points-of-difference? Have they defined their positioning correctly? How might it be improved? – Please describe, explain, and elaborate your response.

Question 2: Please compare the brand equity for each of the brand pairs listed below. Please make sure to explain the concept of brand equity, its benefits and elaborate on each brand’s positioning strategy. Also, please elaborate on how well they utilize brand equity compared to their rival.

Charles Schwab vs E Trade

Frederick’s of Hollywood vs Victoria’s Secret

Maytag vs. Kenmore Washing Machines

Fedex vs. USPS Express Mail

Question 3: Please create a mental map (the concept of mental mapping and associative networks is explained in your text and in the chapter recording) for Mc Donald’s. Once you complete the mapping, please explain the brand mantra that captures the core values and attributes of the Golden Arch!

Good Luck!