

RESOURCE 1: PRODUCT VS BRAND

RED BULL

What are the brand attributes?	
What separates this brand from its competitors?	
What is its market niche?	

APPLE

What are the brand attributes?	
What separates this brand from its competitors?	
What is its market niche?	

YOUR BRAND

What are your brand attributes?	
What separates your brand from your competitors?	
What is your market niche?	