

exercise 1 - personal branding timeline

objective Track brand consumption and loyalty across a consumer's (your) lifespan by examining your personal experience as you have matured. Then consider how you think this will change in the future. Students will then compare notes and discuss multiple aspects in regards to brand consumption.

step 1 *If you are younger than 24:*

Using a piece of tabloid paper, create a map that moves across your life at 3-year increments, beginning with 10 and ending with one's current age. The last increment might be less than a 3-year gap. For each 3-year stage, generate a list of 5 brands associated with that time of your life.

For example, if you are 22 years old, you will have the following categories:

- 10 years old (5 brands, 2 explanations each)
- 13 years old (5 brands, 2 explanations each)
- 15 years old (5 brands, 2 explanations each)
- 18 years old (5 brands, 2 explanations each)
- 21 years old (5 brands, 2 explanations each)

Then do the 10 year increments (5 brands each, no explanation) from there.

If you are older than 24:

Using a piece of tabloid paper, create a map that moves across your life at 5-year increments, beginning with 10 and ending with one's current age. The last increment might be less than a 5-year gap. For each 5-year stage, generate a list of 5 brands associated with that time of your life.

For example, if you are 35 years old, you will have the following categories:

- 10 years old (5 brands, 2 explanations each)
- 15 years old (5 brands, 2 explanations each)
- 20 years old (5 brands, 2 explanations each)
- 25 years old (5 brands, 2 explanations each)
- 30 years old (5 brands, 2 explanations each)

Then do the 10 year increments (5 brands each, no explanation) from there.

step 2 **Do this on the computer and place images of logos for the brand.** You can repeat brands, but no more than 3. (For example, you could put Apple, Starbucks, and Target for every 3 years if that were true.) Consider all aspects of your life.

step 3 You may type exactly what you used under this brand if it is better explained this way. A brand is neither a logo, nor a product; however, the former is the prime visual identification of a brand and a product is an expression of a brand. Many times, consumers will unconsciously choose a certain brand over another in order to form his/her personal identity. (Don't be too confused, as this will be further explained throughout the semester).

step 4 After each brand, write 2 statements:

- What that brand meant to you then ("THEN:").
- What that brand means to you now ("NOW:").

step 5 Now extend your map forward by 10-year increments: 30, 40, 50, 60, 70, and 80. List five brands that you think will be relevant to you then. You obviously do not need to repeat step 2.

schedule **DUE Mon Jan 22nd, 8am.** Upload the PDF to shared Google Drive folder. Also print the file to hang on the classroom wall as we discuss the following points:

- Discuss factors influencing your choices: familiarity, aspiration, current usage, personal or family associations, trends, and so forth.
- See if there are any brands that were constant over a long period of time. Discuss what makes those brands have traction over time. What inherited qualities and brand message enable brand loyalty and why?