

TEST REVIEW – Chapters 4-5, 4-6, and 4-7

CHAPTER 4-5 — Branding (Seth Godin)

- A logo is a graphic symbol; a brand is the emotional and psychological meaning behind it.
- A brand is a promise, creating expectations and identity.
- Strong brands earn higher prices than substitutes.
- Branding is about substance, values, and community (“people like us do things like this”).
- Nike succeeds through storytelling, celebrity endorsements, and emotional marketing.

CHAPTER 4-6 — What Marketing Really Is

- Marketing is NOT just advertising; it includes research, pricing, packaging, SEO, PR, etc.
- Marketing = communicating value to customers.
- Good marketing helps customers feel understood; bad marketing is pushy and manipulative.
- Emotional decision-making makes marketing powerful.
- The 4 Ps: Product, Price, Place, Promotion.

CHAPTER 4-7 — Packaging

Primary packaging: directly touches the product (ex: Coke bottle).

Secondary packaging: outer package used for grouping/shipping (ex: 24-pack carton).

Packaging roles: promote, inform, protect, prevent tampering, increase ease of use, appeal.

Seven Marketing Benefits of Packaging:

1. Attract attention
2. Identity (brand recognition)
3. Communication (features, benefits)
4. Color coding (influences perception)
5. Preservation and protection
6. Storage/containment
7. Transportation

Shoppers see over 30,000 products in 30 minutes—packaging must stand out.