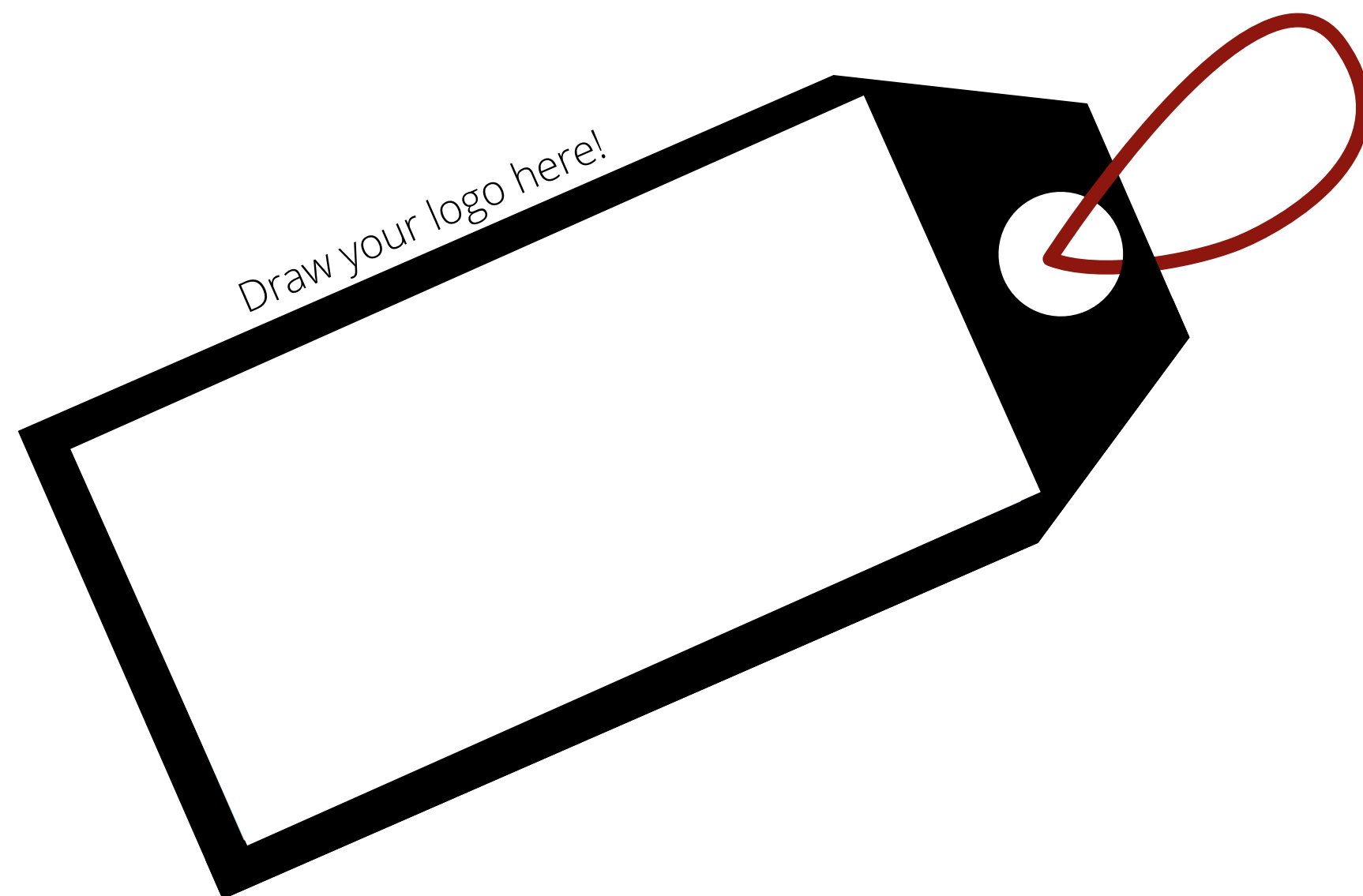


How to Brand a Product



01

Research your target audience

Talk with people, seek out what your potential customers are interested in and what they look for before purchasing a product.

02

Pick your focus

Think of certain words that will be associated with it. Think of a mission statement. Think of your products' purpose?

03

Choose your business name

You can make up a name for your product such as Pepsi or Sprite. You can associate a word with an unrelated meaning such as Apple, like the technological company, etc.

04

Write your slogan

You can write a rhyme, or describe the company. You can also state your claim, such as, "The world's best coffee!" etc.

05

Choose the design

Think about the colors and fonts that will be associated with your company. Think of the logo and how it will represent your company.

06

Create a brand story

What made you want to start this business? What is the story of your company that you would want the customers to know?