

# BUILDING BRAND LOYALTY

GENRE

**CAREER**

CAREER CLUSTER

**MARKETING**

INSTRUCTIONAL AREA(S)

**PROMOTION**

## PERFORMANCE INDICATORS

- Assess personal behavior and values (EI:126) (PQ)
- Identify company's brand promise (CR:001) (CS)
- Explain the nature of product/service branding (PM:021) (SP)
- Explain the nature of buzz-marketing (PR:317) (SP)
- Set up cross-promotions (PR:235) (SP)
- Explain the role of business websites in digital marketing (PR:364) (SP)

## DISCUSSION GUIDE: PART ONE

1. Complete the chart below.

	Why do you enjoy these things?	Are there unique and marketable skills involved? Why or why not?	In what ways can you monetize this as a business?
<b>What makes you happy?</b>			
<b>What are your hobbies?</b>			
<b>What else are you good at?</b>			

2. What work or volunteer experience have you gained? How has this helped you determine things that you like or do not like to do?
3. Describe a personal or professional failure. What have you learned from that experience? How can you turn it into a positive?

## DISCUSSION GUIDE: PART TWO

1. What are the three brands that you are loyal to? What is it about those brands that keeps you dedicated and coming back for more?
  
2. What are three brands that your parents are loyal to? What is it about those brands that keeps them dedicated and coming back for more?
  
3. What are at least two examples of cross promotions between Johnny Cupcakes and other brands that are showcased in the video?
  
4. What are some benefits of cross promotion between brands?
  
5. Visit [johnnycupcakes.com](http://johnnycupcakes.com) and list four ways that the website helps to build the Johnny Cupcakes brand.
  
6. What are four examples of experiential branding events from the Johnny Cupcakes presentation?

## DECA CONNECTION

If this presentation was of interest to you, look into these additional DECA programs.

- Apparel and Accessories Series Event
- Buying and Merchandising Team Decision Making Event
- Buying and Merchandising Operations Research Event
- Integrated Marketing Campaign Events
- Marketing Communications Series Event
- Retail Merchandising Series Event
- Start-up Business Plan

## CAREER CONNECTION

If this presentation was of interest to you, explore these careers.

- Brand Manager
- Creative Director
- Digital Marketing Manager
- Entrepreneur/Business Owner
- Visual Merchandise Manager