

**Unit 6****Lesson 6.1 – Brand Identification**

Branding & Licensing

STUDENT ACTIVITY**Instructions**

In the space below, identify as many different brands in the sports and entertainment industry as you can. Be creative by not limiting the brainstorming session to a specific industry (such as shoes). After developing your list, discuss how the companies that own and manage those brands have successfully achieved their particular level of brand identification.
