



MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY

INSTRUCTIONS

In the space below, describe the image you associate with each listed brand. Is the brand fun? Family oriented? Environmentally friendly? Describe how you think consumers feel about each brand.

1. H&M
 2. Target
 3. Under Armour
 4. Abercrombie & Fitch
 5. IKEA
 6. Snickers
 7. Jones Soda
 8. Disney
 9. Tesla
 10. Old Spice
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