

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

In the space below, write down any thoughts you have about each brand's updated logo. Why do you think the brand chose to rebrand? What message are they trying to communicate to consumers? How might the new logo influence brand image?

1. General Motors
2. Planters Peanuts
3. Burger King
4. Volvo
5. Campbell's
6. Papa Johns
7. ABC
8. GoDaddy
9. Popeyes
10. BMW

Which brand update did you like best? Why?
