

Watch the top documentary (Fashion) and one of the other documentaries (If you are interested). You will be able to identify all of the following aspects of marketing & brand identity.

1. The Importance Of Marketing And Brand Identity

1	Customer Identification	Tailoring marketing and sales efforts to specifically reach the segment of population that will most likely buy your product. It is critical that you first determine or clearly identify your primary market. If you don't know who your customers are, how will you be able to assess whether you are meeting their needs?
2	Labelling	Labeling is also an important part of the brand of the product and the company. It helps the product stand out in the market, and identifies it as a part of a particular brand. This is important in the era of high and intense competition.
3	Packaging	A great deal of research is spent on motivational research, colour testing, psychological manipulation, and so forth, in order to ascertain how the majority of consumers will react to a new package. A common use of packaging is marketing . The packaging and labels can be used by marketers to encourage potential buyers to purchase the product.
4	Corporate Identification	Corporate identity makes up the physical look of a brand, it is a combination of colour schemes, graphic and verbal techniques, designs, words and other elements that an organisation employs to make a visual statement and communicate a single image and values of a company.
5	Concept Of Global Marketing	The Promotion And Advertisement Of Products Including The Use Of New Technologies, Eg Social Media, Viral Marketing - Viral Marketing is that which is able to generate interest and the potential sale of a brand or product through messages that spread like a virus, in other words, quickly, and from person to person . The idea is for it to be the users themselves that choose to share the content .

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6	Product Costing And Profit	Price is important to marketers because it represents marketers' assessment of the value customers see in the product or service and are willing to pay for a product or service. Both a price that is too high and one that is too low can limit growth. The wrong price can also negatively influence sales and cash flow.
7	Awareness Of The Role Of Entrepreneurs.	An entrepreneur is an individual who sets up and grows a business.

[BBC Three - Secrets of the Superbrands \(Fashion\)](#)
[BBC Three - Secrets of the Superbrands \(Technology\)](#)
[BBC Three - Secrets of the Superbrands \(Food\)](#)

2. Collaborative Working Of Designers In The Development Of New And Innovative Products

1	Virtual Collaborative Working Systems. Virtual collaboration include instant messaging, chat rooms, and video or audio conferencing. E mail, zoom, remote desktop file sharing.
2	Face-to-face Collaborative Working Systems. Face-to-face teams tend to be more creative than virtual teams, but there are some who find virtual teams more creative than face-to-face team. It is suggested that virtual teams provided an opportunity to link up more resources geographically and that allows for more flow and application of new ideas. It is also suggested that a lack of face-to-face reduces age/experience related inhibitions among junior members, and they express themselves more freely.