



**Business Virtual Learning**

# **HS/Marketing**

**Topic: Brand Strategy**

**May 6, 2020**



## Lesson Topic: Brand Strategy

### **Lesson Objectives:**

1. Understand branding
2. Understand brand strategy for a business.
3. Analyze a brand strategy for Doner

### **Lesson Instructions:**

1. Read the information about brand strategy.
2. Watch the video found @: <https://youtu.be/CZG3-9IPJLs>
3. Do the activity on the final slide.



## Lesson Topic: Brand Strategy

### Introducing - Brand Strategy

*By definition, **brand strategy** is a long-term plan for the development of a successful **brand** in order to achieve specific goals. A well-defined and executed **brand strategy** affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments.*

Go to the following link: <http://www.marketingmo.com/strategic-planning/brand-strategy/> and read about brand strategy.



## Lesson Topic: Brand Strategy

**Watch the following  
youtube video:**

<https://www.youtube.com/watch?v=CZG3-9IPJLs#action=share>





## Lesson Topic: Brand Strategy

“People are looking for truth, authenticity and human connection from brands more than ever,” Bagley said.

Motor City can pull at the heartstrings, too. On March 31, the Doner ad agency released “[When the Motor Stops](#),” a black-and-white spot featuring the eerie, empty streets and desolate landmarks of Detroit. “Here, we don’t stop in the name of fear,” the narrator says. “Here, we stop in the name of love.”

“The idea for this film came from a young brand strategist ... who said, ‘We can’t make ventilators or masks — that’s not in our skillset — but we can make content,’” Jimmy Kollin, Doner’s executive vice president of business development and communications, told HuffPost.

From there, Zeke Anders, director of content production, built a camera rig for his car and shot the deserted streets of Detroit before editing the footage on his at-home system. Copywriter Olivia Hill recorded the voiceover in her closet before an audio engineer mixed it from home. “None of the content was pre-shot,” Kollin said. “And everyone worked separately to bring a powerful film together.”

\*Above information is from MBA Research



## Lesson Topic: Brand Strategy

### Lesson Activity:

*What would you video/film to communicate this same message only making it relevant in your geographic location at this time in your life?*

*How would your message look? What words would you use?*