**Marketing Mix: product and price**

**Starter activity:**

|  |  |
| --- | --- |
| **Key terms** | **Definition** |
| Brand image |  |
| brand name |  |
| brand loyalty |  |
| packaging |  |

**Development activity:**

**Graphical user interface, text, application, email

Description automatically generated**

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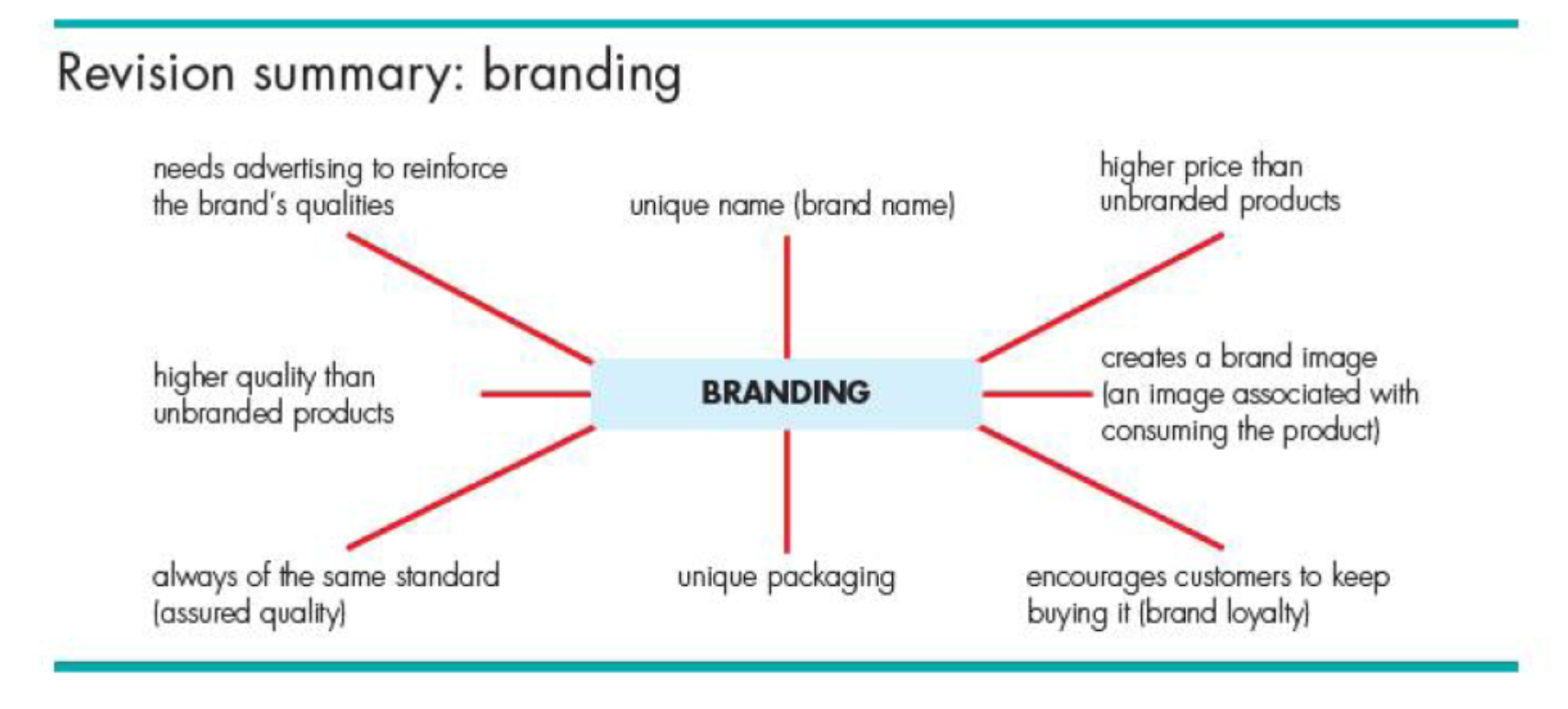
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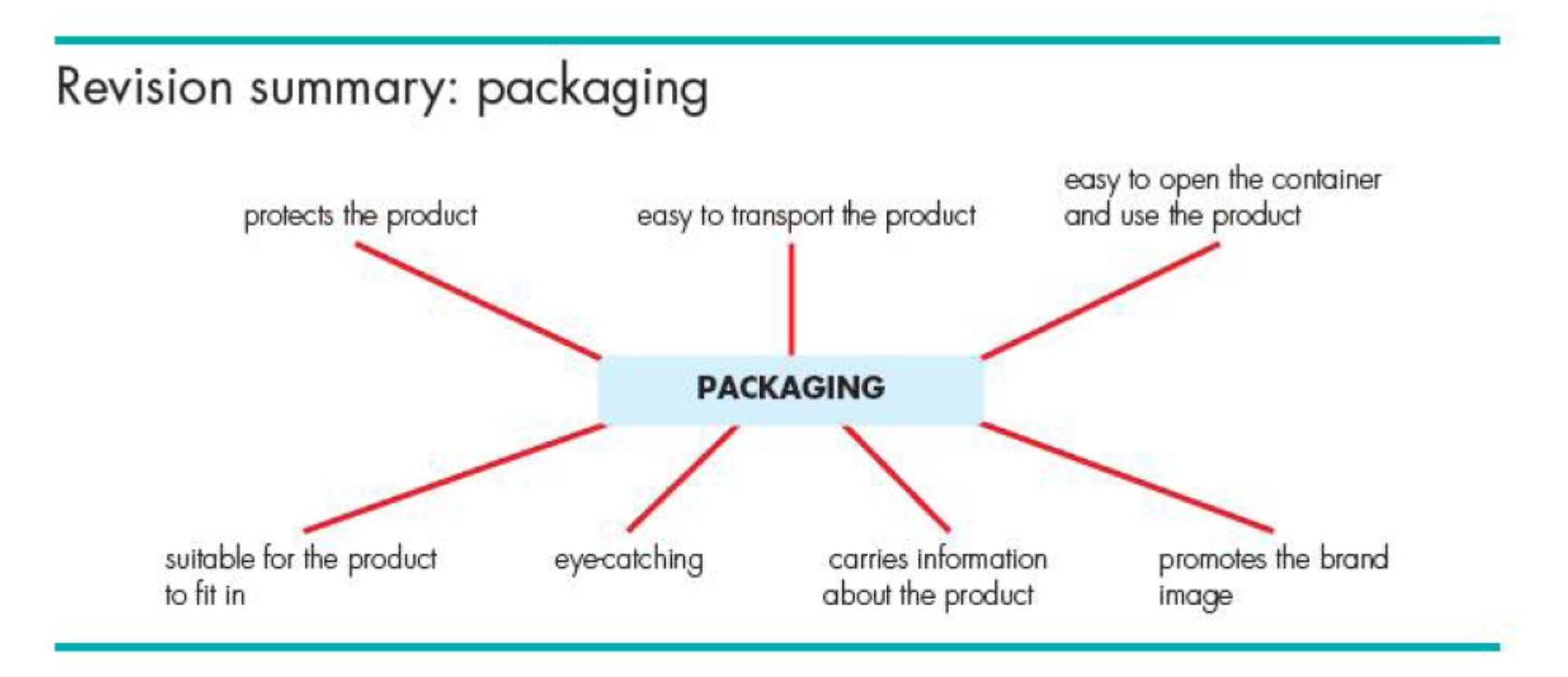
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**Support notes:**

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**Practice Activity:**

Write a short summary to explain the benefits of branding to a company.

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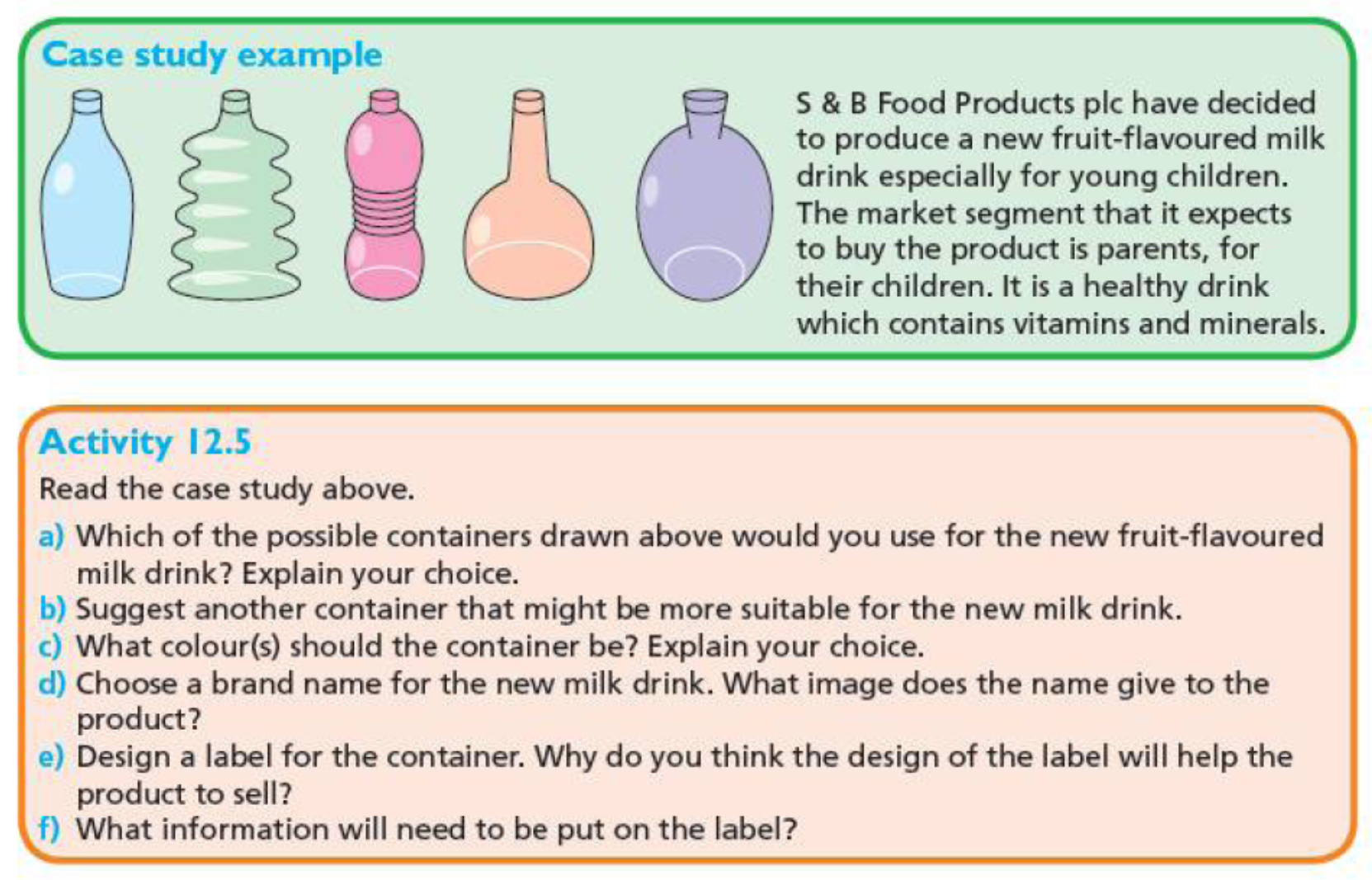
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