

BABY YOU CAN DRIVE MY CAR OR CAN YOU?

Barbara Ross Wooldridge





QUICK EXERCISE

- Take out a scrap of paper and pencil.
- Answer the question with the first car that comes to mind!!

DON'T THINK



BRANDING

- Discuss branding.
- Give examples of strong brands with consistent message.
- But do we drive the point home?



IN CLASS

- Discuss branding research done by American Airlines
- Discuss mission statements and differing view points
- Do the car exercise for the university

WHAT CAR DID YOU DRIVE?

