English 50

Reaction Paper #4

In Naomi Klein’s *No Logo*, she uncovers the power and influence of branding. She argues that “the products that will flourish in the future will be the ones presented not as ‘commodities’ but as concepts: the brand as experience, as lifestyle” (21). For this assignment, you will spend some time researching a company that has successfully used branding to build its image and its profits.

GUIDELINES:

Choose a company that you associate with a brand and spend some time looking at their ads and the other means through which they build brand recognition and customer loyalty. Choose one or two brand-centered ads (from any media the company uses: print, online, billboards, commercials, etc.) from the company and write a minimum 5 paragraph essay that examines how the ad supports Klein’s theory that companies sell brands rather than products. The paper should contain:

1. Background information on the company and its branding/business success.
2. A thorough description of the ad(s) being discussed. These should be vivid and visual. Your reader should be able to picture the ad from your description of it.
3. A thorough analysis of the ad(s) that analyzes it using theories from Klein’s book. Some questions you could address include: How does the ad focus on the brand rather than the product? What methods does the company use to make its brand quickly and easily recognizable and how are these represented in the ad? How does the ad support the idea of the brand “as lifestyle”? Who is the target audience of the product and/or brand?
4. Properly cited, introduced, integrated and analyzed direct evidence from Klein’s book in the form of direct quotation and/or paraphrase.
5. Finally, your conclusion should address the efficacy of the ad. How does it use the techniques outlined by Klein’s work to effectively sell its product or brand? You should also react to the ad and the techniques that were used to produce it. Some questions to consider addressing in your conclusion include: What do you think the fate of branding will be? Will there ever be an end? Is that end in sight? Is there anything wrong with branding as it currently exists? Why or why not?