**Name:**

***Instructions:*** *Use the provided prompts to elaborate on your thorough, well thought out responses. Do not write your answer in bold or italic. Be sure to include references for all of your findings.*

*This week you will be exploring Branding and Business Identity. It is important to understand what they encompass in order to be well prepared to successfully manage them within a digital environment.*

1. Define Brand Identity.
2. Define Business or Corporate Identity.
3. How are they similar? How are they different?
4. What is the significance of each and how do they relate to the digital environment? Provide me with a variety of examples/approaches.
5. Provide me with at least three (distinctly different) examples of *successful* brands and business/corporate identities. Consider brands with which you may or may not be familiar.
   1. Of these examples who seems to have done the best job managing their brand/business identity. Please thoroughly justify your opinion.
   2. Are there any digital platforms that have played a significant part in the success of these businesses? Please elaborate.
6. Provide me with at least three (distinctly different) examples of *unsuccessful* brands and business/corporate identities. These could have been successful at one time but have since lost their positive image as a brand / business.
   1. Is there anything that could have/should have been done to prevent these businesses from losing their formerly successful brand / business identity? Please thoroughly elaborate on your opinion.
   2. Are there any digital platforms that have played a significant part in the failure of these businesses? Please elaborate.