

## branding

Fifty years ago, a brand was an identity that was used as a means of recognising a product or company. Today, it is as important as its subject and is a characteristic of a consumer's lifestyle. Homes have objects scattered throughout them with recognizable brands, icons and slogans, such as Apple ipods, Dyson vacuum cleaners, Nike products with 'Just Do It' across them and food packaging with Sainsbury's 'Making life taste better' on them. During a lifetime, a consumer will develop a preference to various brands, and as familiarity grows, brand loyalty develops. {March 2012}

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**branding** {see also *authentic, lifestyle*}

