**Brand Management**

**June 2023 Examination**

**Mr. Sharma is planning to launch a new health and wellness app that will provide users with a customized workout and nutrition plans based on their individual needs and preferences. As the brand manager, you have been tasked with developing a brand identity for the app.**

**1. What are the various types of brand elements that you would suggest for the health and wellness app? (10 Marks)**

**Ans:**

**Introduction**

According to human life, sports are usually considered adequate and included in exploring fitness and well-being. But, because of pew research and facilities, more than 21% of Americans centered on health and smart watch trackers. Moreover, in latest reputation, fitness, and health, different apps have skyrocketed and been developed by people or professionals. The reason is to mitigate the troubles and crisis of covid pandemic. Diverse companies, along with Google and Apple, also released the fitness first offerings that help build other Apple watches related to adding more than ten It is only half solved

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**2. What are the criteria for selecting appropriate brand elements that will resonate with the target audience and communicate the app's key benefits?** **(10 Marks)**

**Ans:**

**Introduction**

A strong brand is one of the practical reasons behind selecting logo elements for apps and devices. Different users and people think about brilliant innovations and ideas for growing their services and products. Still, locating the excellent answer for an effective market can be challenging. The leading problem developers face to the best name and picture of the brand associated with offering the products. A strong brand allows driving powerful recall and popularity to develop imagery and focus. A powerful brand has more than symbols, slogans,

**3. M/s Man Machine Company is a new player in the market that deals in high-quality men's grooming products, including shaving kits, beard oils, and aftershaves. The company is committed to using natural ingredients in its products to ensure that its customers are getting the best quality grooming experience. However, they need help to differentiate themselves from established competitors in the market.**

**a. As a consultant, explain four steps to develop a strong brand for Man Machine Company**. **(5 Marks)**

**Ans:**

**Introduction**

Consultation is more critical while discussing the career and excellent expert service. Building a brand is quite a disturbing perspective or business evaluation. The organization's consultants are focused on the brand, story, and marketing campaign to attract global customers. This section will discover and explain the development of the different steps of a

**b. also, cover various positioning processes for guy machine corporation and propose the one that fits the brand (5 Marks)**

**Ans:**

**Introduction**

Emblem positioning is evaluated as the specific emblem values to give to the customers. But, the managers and representative employees are the usages of the marketing strategy to create a quality emblem identity in the market. This section will explore the different brand