



ST FRANCIS DE SALES COLLEGE

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Report on Marketing Quiz - Logo and Tagline of the famous company

Date of Event(s)	:	26-05-2021
Department / Association	:	Commerce / ACME
Venue	:	Zoom-online
Number of Participants	:	
Target Audience	:	II Semester B.com
Resource Person(s) Name with Qualification	:	Asst. Prof. Anusha Bhatt

Objectives

- ✓ To make students understand the logic behind each logo and tagline
- ✓ To make students understand how important are logo and tagline to capture the minds of the customers.
- ✓ To improve their thinking level.
- ✓ To make the subject understand practically.

Introduction

A logo is a visual symbol used to instantly identify a company, organization, product, or brand. Logos may show an entity's name spelled out with letters or they may be abstract designs, such as the Nike stripe. Some logos contain hidden messaging, for example, keen observers will notice how the FedEx logo contains a white arrow shape, in the negative space between the letters E and X, to symbolize delivery accuracy.

- Logos are an important part of a brand's identity, and instantly recognizable logos are valuable property to a company.
- Logos are intellectual property protected under trademark law.
- Some companies with the most famous logos are Coca-Cola, McDonald's, Nike, Starbucks, Apple, and Mercedes-Benz.

- A Tagline is a phrase that says about the company or what the company does. It is very

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important.

Companies have slogans for the same reason they have logos: advertising. While logos are visual representations of a brand, slogans are audible representations of a brand. Both formats grab consumers' attention more readily than the name of a company or product might. Plus, they're simpler to understand and remember.

Because it grabs attention, makes a strong first impression, is the foundation of your brand identity, is memorable, separates you from the competition, fosters brand loyalty, and is expected by your audience.

The activity was conducted by dividing into two in a group, five groups have participated in the quiz competition 6 rounds was consisting of three rounds based on Logos of famous companies and three rounds based on the tagline of the company students actively participated in the competitions. There were able to identify the logos and taglines.

Outcome of the Activity

The audience was given chance if the participants failed to answers. Overall, it was an informative and fulfilled session. Students asked for such activities in the future.

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