

National Video Case Competition

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# Submission Sheet:

| This document must be completed and submitted by November 12, 2021 to be considered for the competition. Winners will be announced the first week of December. This competition is only open to students currently using the Video Case Studies resource from Stukent. It can be done individually or as a team.   | **Official Submission Information**: | | | --- | --- | | Name(s): |  | | Email Address: |  | | Name of Instructor: |  | | Name of Institution: |  | | Question(s) you’d like the band to answer during the Q&A that will take place after submissions are graded: |  | | | |
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| **Case Question**: How do we develop a consistent brand image for our band? | | |

| **Part 1: Current Brand Image Analysis**  Look through everything you can find about Nightingale (social media, website, etc.) to find their current brand image. | |
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| Consistency  How consistently and clearly is Nightingale communicating their brand / brand image? Explain with specific examples. |  |
| Current Image  What brand words (associations/ descriptors) are being portrayed online—What words would be on their brand map? Explain with specific examples. |  |

| **Part 2: Consistent Branding Strategy Development**  Nightingale said they would like to be known as a band that brings **nostalgia, a unique and blended sound, and a natural, spontaneous flow at concerts.** What can they do to develop that *consistent brand image*? | | |
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| Overall Strategy    What are two things Nightingale can do overall to develop more *consistency* in their branding? | |  |
| Choosing Consistent Branding Colors  Go to the website <http://colorpalettes.net/>  Scroll through the pages and choose a color palette that you think appropriately fits Nightingale’s desired brand image. Paste an image or screenshot of the color palette in the box to the right (to paste an image, right-click the image, save it, and insert it). | |  |
| Reasoning    Why did you choose these colors? | |  |
| **Branding at Specific Touchpoints**  How can Nightingale strategically use the following specific touchpoints to differentiate and/or more consistently brand? **Touchpoint definition:** *A touchpoint is any time a potential customer or customer comes in contact with your brand–before, during, or after they purchase something from you.* | | |
| **Touchpoint** | **Brand Words or Concepts to Reinforce** | **Strategy to Implement** |
| *Example:*  *Website* | *Example:*  *Unique Sound, Natural flow* | *Example: The band could show concert video clips on their website. This would help communicate the image of both their unique sound and their natural flow at concerts.* |
| Concert |  |  |
| Website |  |  |
| Youtube |  |  |
| Social Media Platform: Instagram |  |  |
| Social Media Platform: Facebook |  |  |
| Other (required): |  |  |
|  |  |  |
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| **Part 3: Brand Execution**  Add any other elements to support your branding strategy below, such as: Logo mockup or description, other mockups of items listed in your report, further branding guidelines, etc. | |
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| Mockups  Copy and paste pictures of your mockups, or provide public links to your mockups here. Also describe your strategy here.  Summary of strategy: |  |