

Key Term

BRAND



JA
Nova Scotia

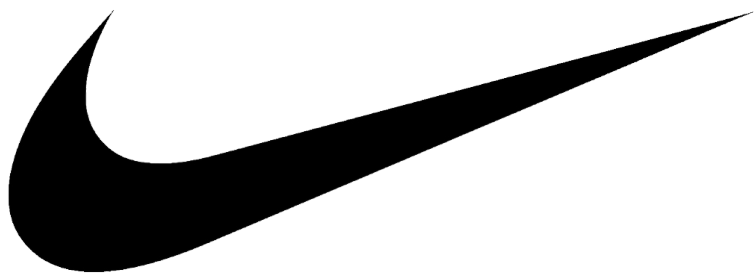
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JA It's My Future

Definition:

A company's brand is its promise that customers will have a good experience when using its product or service. A brand can be shown with **pictures, words, or designs.**







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Nike

Just Do It.



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i'm lovin' it



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McDonald's

I'm Lovin' It.



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Starbucks

Bring On The Day.



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Apple
Think Different.



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TikTok

Real People. Real Videos.



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N

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Netflix

See More.



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Lululemon Athletica

We Live a Life We Love.



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Google

Do The Right Thing.



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Amazon

Work hard, have fun, make
history.



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