

QUAKER OATS BRAND IDENTITY CHALLENGE

If you were the Brand Strategists called in to advise the Quaker Oats Company about how to (or not to) evolve their brand identity, what would you recommend?



1. Answer these questions:

- What is the history, brand equity and promises that should be retained?
- What changes to the brand identity should be considered to communicate Quaker's current and future relevance?
- What keywords should be factored in when considering how to evolve the brand identity?

2. Create a Brand Pyramid for Quaker:



3. Read the following:

- Read this article about the evolution of the Google identity about a similar challenge:
<https://design.google.com/articles/evolving-the-google-identity/>
- View this article to look at visual examples of some major brand identity evolutions:
<http://themachine.com/20-examples-of-branding-evolution/>

4. Each team must develop a Strategy Presentation to be presented in class Week 9 (11/4). This will be peer reviewed and graded.