

**Exam in Contemporary Branding, advanced level**

**Course code: 23047**

Date 15.6.2018

Examiner: Anne Rindell

Duration: 4 hours

Help aids: -----

**Instructions!**

1. Fill in your name, matriculation number and course number on **each sheet**.
2. **One question / paper, please!**
3. **Please, read the questions carefully and make good use of the indicated articles**

Each question will be awarded 0-10 points, thus the maximum number of points is 40. Twenty (20) points is required to pass.

1. Define and discuss *Corporate Heritage* and *Corporate Image Heritage* based on the lectures and proposed articles. Exemplify by using your case company. (max 10)
2. Define and discuss *brand experience* based on the articles Pine and Gilmore (1998) and Brakus et al. (2009). Exemplify with your case company in assignment 2 on customer experiences about the company. (max 10p)
3. *Brand architecture* based on Dahlén et al. ( 2010: 224-227). (max 10p)
4. Elaborate on the importance of understanding different degrees of *customers' ethical awareness* (Rindell et al, 2014, Ethical consumers' brand avoidance) in relation to corporate brand strategy and green washing, pink washing and red washing. Give examples. (max 10p)

**GOOD LUCK!**