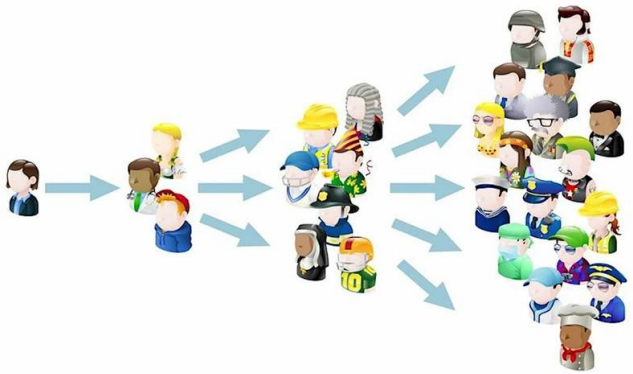
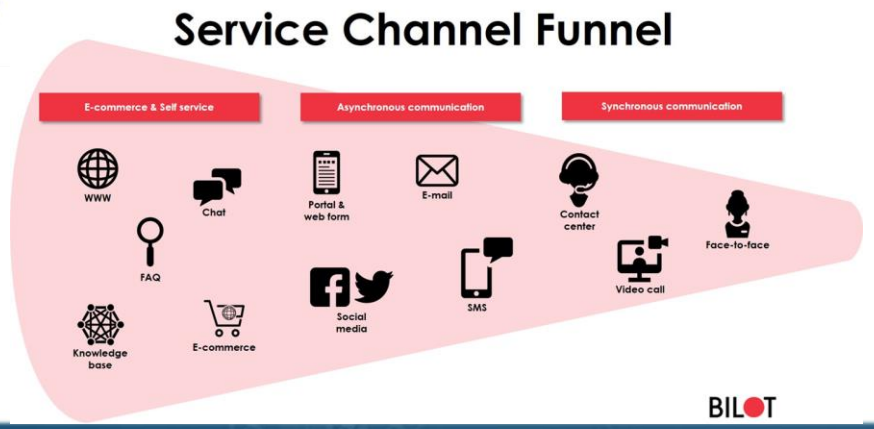
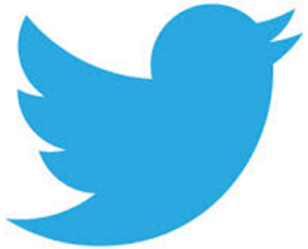
BRANDS
Supply & Demand
Week 9 draft

Recap week 7/8





BRANDS



What is a brand?

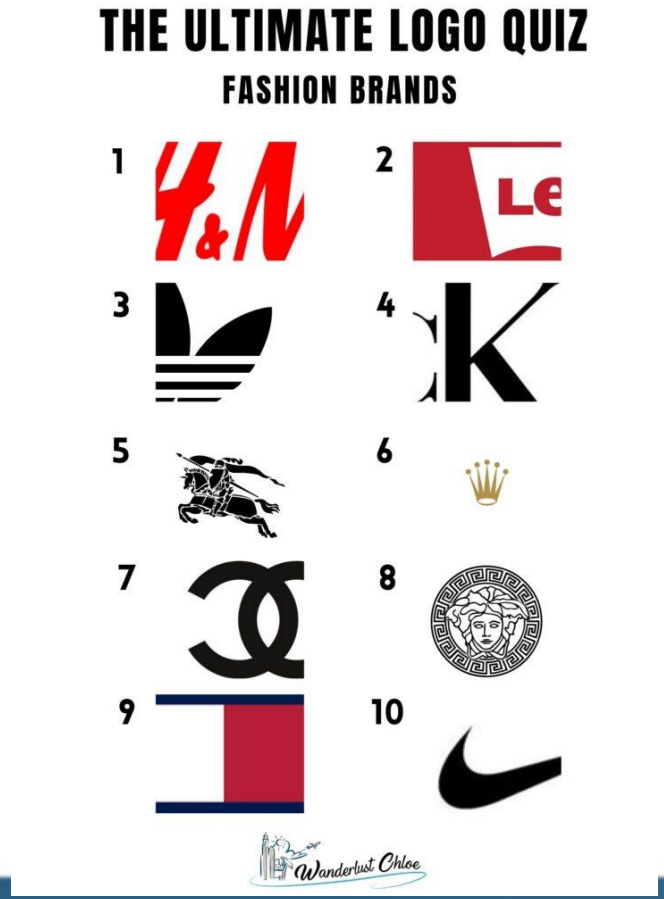
Question:

How would you define a brand?

Brands Quiz

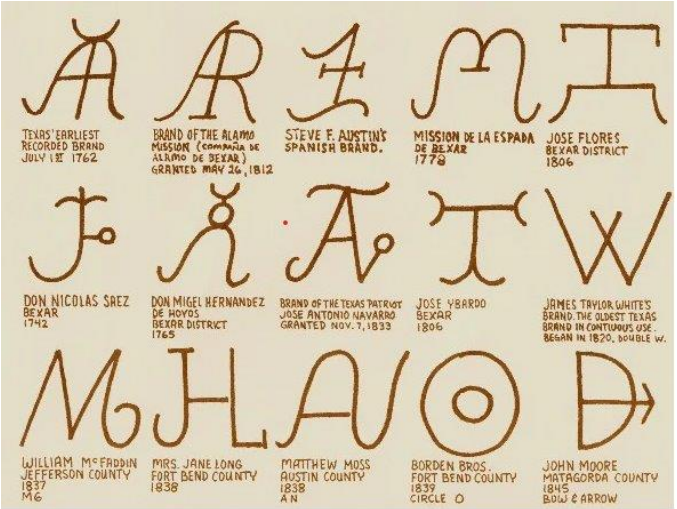
THE ULTIMATE LOGO QUIZ
FOOD BRANDS
1
2
3
4
5
6
7
8
9
10
Wanderlust Chloe

THE ULTIMATE LOGO QUIZ
DRINKS BRANDS
1
2
3
4
5
6
7
8
9
10
Wanderlust Chloe


THE ULTIMATE LOGO QUIZ
FASHION BRANDS
1
2
3
4
5
6
7
8
9
10
Wanderlust Chloe

BRANDS: A BRIEF HISTORY

In Ancient Norse, a Scandanavian language, the word “brandr” means “to burn.



A diagram of ancient cattle brands via Texas State Historical Association

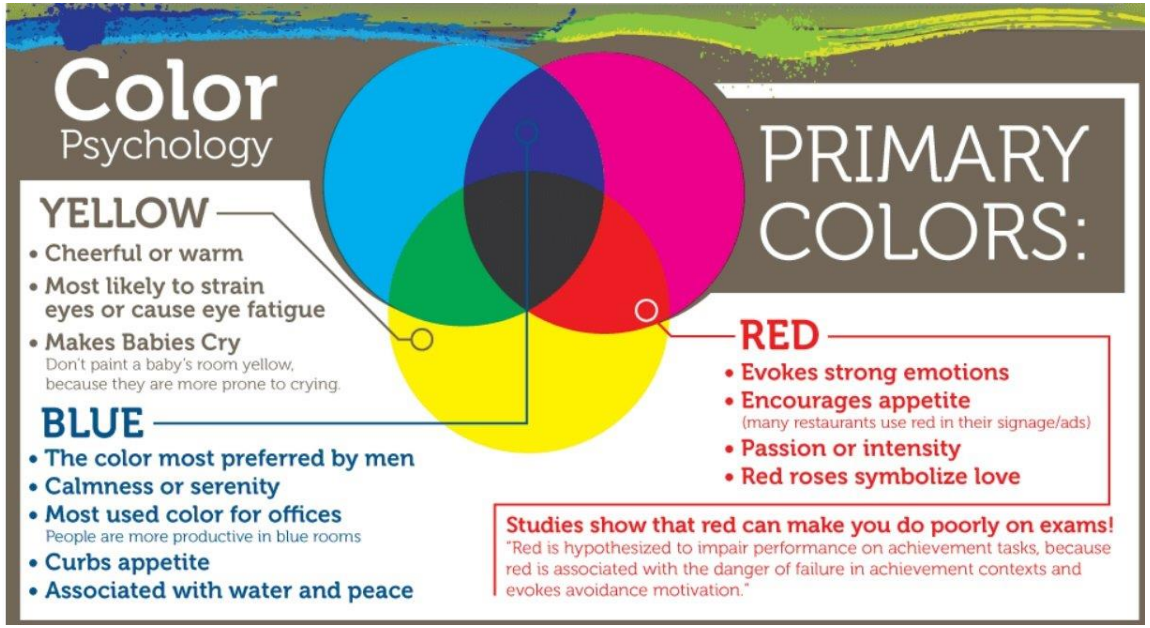
This cattle branding made a transition with the emergence of mass production and soon brands were burned into wooden crates to show authenticity and quality (much like the cattle brands of the 1700/1800’s).

When we walk down the high street or browse the web, you will likely recognise some or all of the brand images presented to you, but what influences you to make choices?

Choose a brand in the next three sectors and make some notes as to what would influence you to purchase the product.

- **Fast Food?**
- **Shoes?**
- **Holiday destination?**

Using Colours in Brands and Promotions



More to brands than just a logo…

Rebranding…

GAME THEORY

- Game theory is a theoretical framework for conceiving social situations among competing players. In some respects, game theory is the science of strategy, or at least the optimal decision-making of independent and competing actors in a strategic setting.

- Game theory is used in various fields to lay out various situations and predict their most likely outcomes. Businesses may use it, for example, to set prices, decide whether to acquire another firm, and determine how to handle a lawsuit. Game Theory (investopedia.com)

GAME THEORY

Coca-Cola and Pepsi both selling at £1.00

- An an example, what could Coca-Cola do if Pepsi increased their price to £2.00?

1.They could keep their price at £1.00

2.They could increase their price to meet Pepsi at £2.00

3.They could increase their price to £3.00

*What to do can depend on what your competitor does

*Perceived value

*"Better" to be "friends" and charge the same price (collusion/monopoly)

GAME THEORY SHORT VIDEO

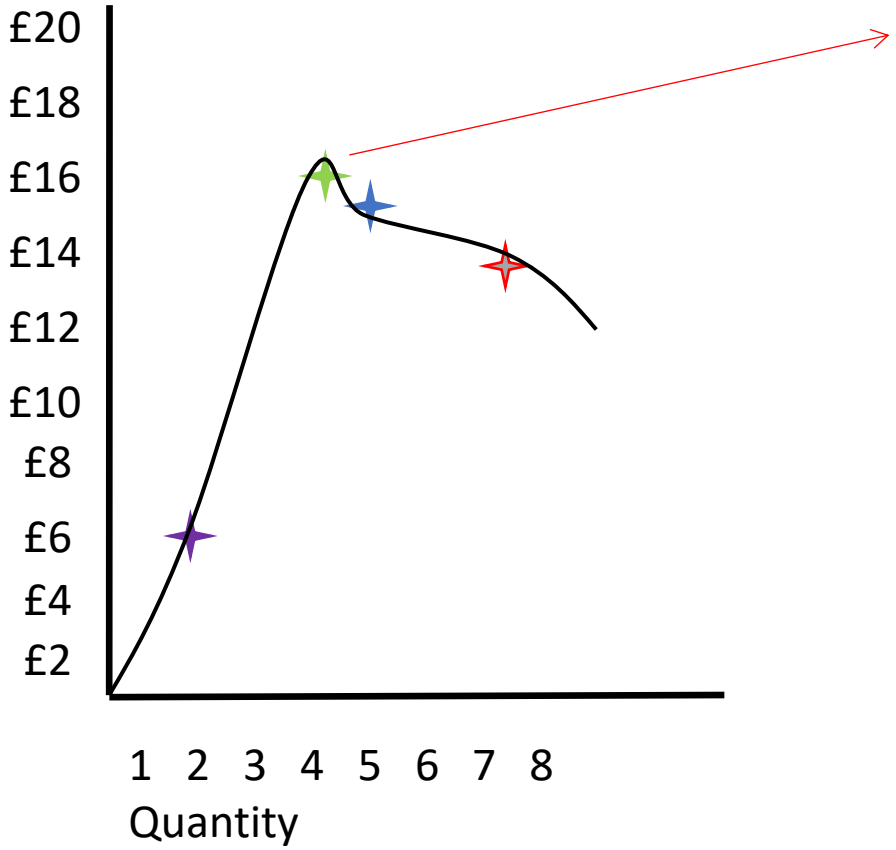
Supply and Demand

SUPPLY AND
DEMAND
BACK TO BASICS

DEMAND CURVE: Diminishing returns

PRICE	QUANTITY PURCHASED (units)	REVENUE
£4.00 x	10	£40.00
£6.50 x	9	£58.50
£8.50 x	8	£68.00
£10.00 x	7	£70.00
£10.50 x	7	£73.50
£12.50 x	6	****£75.00**
£14.00 x	5	*£70.00
£15.00 x	4	*£60.00

TOTAL REVENUE HILL



Best price

Total revenue hill
(TR Hill)

ELASTIC AND INELASTIC DEMAND

- **Elasticity of demand** refers to the change in demand when there's a change in price.

- **Elastic demand** means consumer demand for a product changes proportionately when the price of the good or service changes.
- **Inelastic demand** means that consumer demand for a product does not change proportionately with a fall or rise in its price.

ELASTIC AND INELASTIC EXAMPLES

- **Elastic demand:** Occurs when a minor price change has a significant effect on demand (there are often many substitutes available).
- **Elastic demand example:** if the cost of one detergent brand goes up, consumers are likely to switch brands. In this case, demand goes down for that product. *Examples are: coffee, clothes, internet providers.*

- **Inelastic demand:** Occurs when a minor price change does not have a significant effect on demand (there are not often many substitutes).
- **Inelastic demand example:** If consumers buy the same amount of a product even after significant changes in price, economists describe that product as having inelastic demand. This means that demand for this product does not stretch or change easily (buyers are insensitive to price). *Examples are: concert tickets, alcohol, electricity, petrol.*

WORLD ECONOMIC FORUM

Join us

INDUSTRIES IN DEPTH

How climate change impacts food supply chains, and what this means for consumers

Jan 18, 2024

Open this QR code, read the article and summarise the key elements – ready to discuss in the lecture.

Worksheet example

Name: _____

Supply and Demand

Supply is the amount of goods available at a given time. If there is a lot of something available for sale, the supply is high. If there isn't enough of something available for sale, there is a **scarcity**.

Demand is how many people want the goods that are available. If many people want the goods available, there is **high demand**. If there aren't many people who want the goods available, there is a **low demand**.

Jim and Kate own a farm. They have twenty hens that produce eggs. Jim and Kate sell the eggs to supermarkets across the state.

1. In April, many people wanted to buy eggs for Easter. Was the demand for eggs higher or lower than normal? 1. _____

2. In June, six of Jim and Kate's hens were sick and could not lay eggs. Was the supply of eggs higher or lower than normal? 2. _____

3. In August, Jim and Kate bought ten more hens. Did this cause the supply of eggs to go up or down? 3. _____

4. October was national pancake month. Because of this, many people stopped buying eggs. Did this cause the demand to go up or down? 4. _____

5. Do you think Jim and Kate like the demand for eggs to be high or low? Explain.

_____

_____

6. If most of the hens stop laying and eggs become scarce, what will probably happen to the price of eggs? Explain.

_____

_____

Super Teacher Worksheets - www.superteacherworksheets.com

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