



MGM, PANDORA,
Hermès & FIAT.

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Howard Dietz: American motion-picture executive and songwriter. After graduating from Columbia University in 1917, Dietz joined the Philip Goodman Advertising Agency, where he was assigned to devise a trademark for Goldwyn Pictures.



MGM was founded in 1924 when the entertainment entrepreneur Marcus Loew gained control of Metro Pictures, Goldwyn Pictures, and Louis B. Mayer Pictures.



Dietz said he decided to use a lion as the company's mascot as a tribute to his alma mater, Columbia University, whose athletic team nickname is The Lions. The first lion, called Slat, was used for the original Goldwyn Pictures design and for the first MGM version.



Brand Benefits

Brand recognition
For MGM AKA Metro-Goldwyn-Mayer productions, they are recognized by the roaring lion in the beginning of any of their movies.

MGM has conveyed entertainment magic to audiences worldwide for nearly 75 years. Today, the company's operations represent a spectrum of entertainment product, a common thread being a base of content second to none: the largest modern library, and among the most honored film libraries in the world.

Brand Recall
Films and television programs production



Brand Attributes
“Adventurous, empowering & innovative”

Ann Southern
in Metro-Goldwyn-Mayer's
"UP GOES MAISIE"

*Glamour for today
...and tomorrow*

Look your loveliest today and help keep your skin young-looking for tomorrow. You can do this with "Pan-Cake"... the glamour make-up that also safeguards the skin against sun and wind which often bring drying, aging signs tomorrow. Once you try "Pan-Cake", the original Max Factor Hollywood creation, you'll realize why it's the favored make-up with millions.

"Pan-Cake" creates a lively new complexion; it gives the skin a softer, smoother, younger look

"Pan-Cake" helps hide every complexion fault; the exclusive formula guards against drying

"Pan-Cake" makes up takes just a few seconds; and it stays on for hours without retouching

CARPENTER

Pan-Cake Make-Up
Originated by

A
Metro Goldwyn Mayer

ARS GRATIA ARTIS

TRADE MARK

CARTOON
METROCOLOR

Feelings
Warmth, excitement,
loving, fun, happy & joy.

Performance
Quality entertainment the
exceeds expectations
& always enjoyable.

Resonance
Loyalty, high
recognition &
engagement

PHOTOPLAY MAGAZINE - ADVERTISING SECTION

THEY?
RIZE

The Big Parade of Stars
in the story of
THE BIG PARADE
and BEN HUR

KING OF THEM ALL

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STARTING WITH SEPTEMBER
Your leading theatre will show these pictures:
3 LON CHANEY 1 RAMON NOVARRO 4 WILLIAM HAINES
6 THE MCGOYS 2 JOHN GILBERTS 5 MARION DAVIES
1 LILLIAN GISH 3 NORMA SHEARERS 2 JACKIE COOGANS
2 GRETA GARBO 5 COSMO POLITANS and MORE MORE
3 PAUL HENREID 4 FRED 1 AILEEN FRENCH - LEW COOY
AND GREAT SPECIALS - INCLUDING:
"The Crow" "The Ossacks" "The Garden of Allah"
"The Man" "The Queen" "The King"
"Ben-Hur" "The Old Kentucky"
"The Old Kentuckys" including
Alan M. W. Arnold features, including
M. M. Brown, Joe Elliott, and
M. M. Brown, Joe Elliott, and
M. M. Brown, Joe Elliott, and

THE
BIG
PARADE
BEN
HUR

METRO-GOLDWYN-MAY

Imagery
Magical, fun, youthful,
innovative, classic, &
family oriented.

Judgment
Very recognizable
brand image,
applicable for all ages

PANDÖRA

Pandora is among the world's most famous jewelry manufacturers. The Danish company started its history as a family-run jewelry shop in 1982. Pandora logo is an immediately recognizable word mark. Its most distinctive feature is an elegant crown over the "O" character. The crown reminds of the fact that Pandora offers a universe of high quality, genuine jewelry supposed to make its owner stand out in the crowd.

Brand recognition
if you see the Pandora's letter 'O' with its crown up ahead, before even making out the words, you'd automatically recognize it as Pandora

Brand Benefits

Why do people buy pandora's jewelry?

The sense of thrill and excitement when you walk into a Pandora store, especially after getting one's salary. The suspense of keeping a lookout for that limited edition charm. Just like counting down to that branded bag sale, shopping for Pandora charms gives everyone a great sense of satisfaction.

Brand Attributes
"Prestigious, high quality, unique & glamorous"



Performance
Commitment to quality, style & great craftsmanship.

Resonance
Only 11 respondents have purchasing experience too expensive



Imagery
Elegance, Pandora branded boxes with a rose ribbon.
True love, warmth, adventurous & nostalgia.
Luxuries & refined

Feelings
Need to enhance, fun, excitement & warmth sense of security.

Judgment
Prices and more acceptable than Tiffany & Co.
Custom jewelry, quality improved designs & Themed designs.

You are
LOVED

NEW
VALENTINE'S
DAY
JEWELRY

SHOP NOW

PANDORA

STYLE EVERY
ADVENTURE YOU TAKE

EXPLORE NOW





HERMÈS

PARIS

Hermès is a French high fashion luxury goods manufacturer established in 1837. It specializes in leather, lifestyle accessories, home furnishings, perfumery, jewellery, watches and ready-to-wear



Thierry Hermès founded the company in 1837 as a harness workshop in Paris. Originally, his intent was to serve the needs of European noblemen by providing saddles, bridles and other leather riding gear

Brand Benefits

Hermès has been the market leader in (really) expensive designer bags for many years now. There are tons of reasons that explain why this is, but we wanted to share the 7 most significant reasons! You already know that a Hermès's products is an investment of a lifetime. But there are so many things that contribute to the high price.

Hermès values tradition.

Endless choices.

Hermès bags come as close to perfection as a handbag can get.

Hermès is known for its incredible use of colors.

The value of Hermès bags never fluctuates.

Hermès doesn't give away their bags to anyone, not even celebrities.

Brand Recall

High fashion

luxury

Brand recognition

For the people appreciates fashion, the carriage and the horse and the man in the logo with the color orange is very recognizable for all the people who know Hermès

Brand Attributes

“loving life, good taste, high status & in love with beautiful things”



Performance

Modern Production Processes,
Consistent Quality, Product
Serviceability & Service
Effectiveness.

Imagery

Classic image, Elite
luxury image &
classic French
Heritage.

Resonance

Strong, loyal following
high repeat purchase
rate.

Sense of elite
community, known as
the Hermès world.

Judgment

Respected French Fashion Brand.

Established reputation for its high quality.

Symbolic Bags and a classic French style.

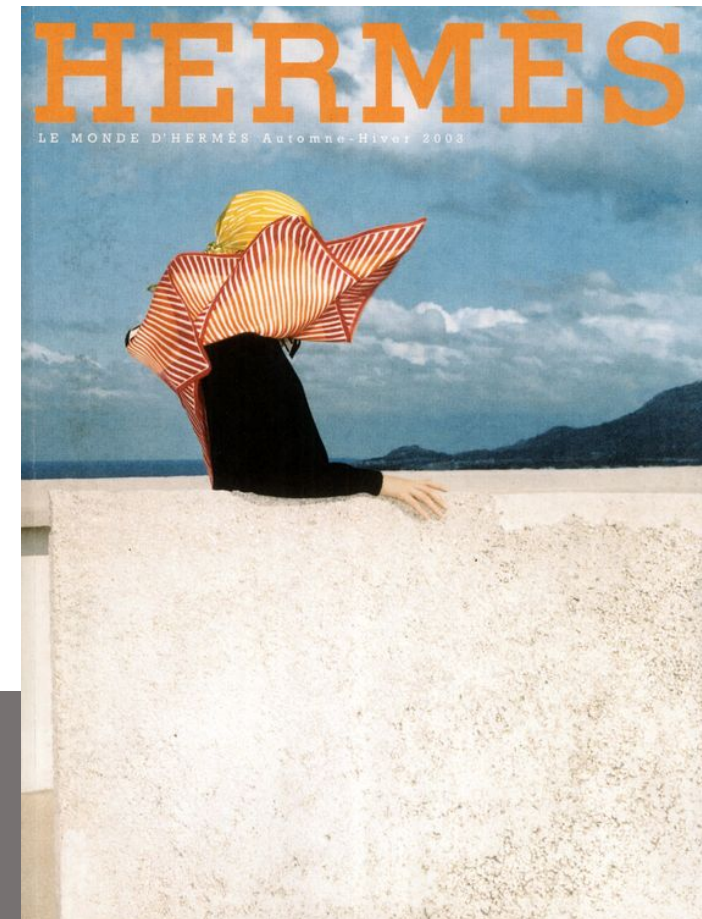
However, Hermès is seen as boring and too
expensive by the younger customers.

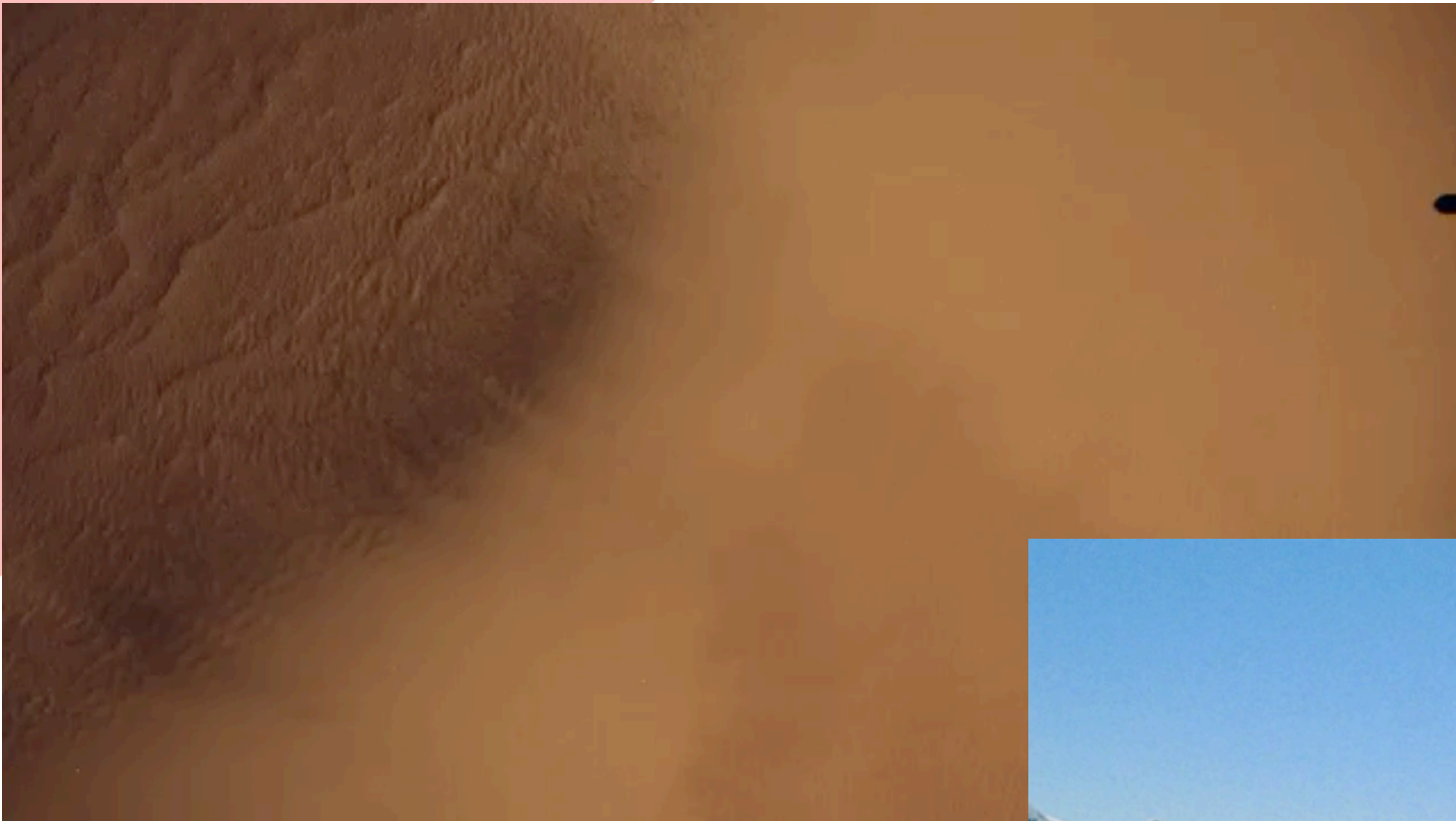
Feelings

Feelings of high social status and
sophistication due to the classic French
style.

Beauty, Elegance & simplicity.

Social approval in the elite and fashion-
conscious circle.







Brand recognition
As for FIAT, FIAT's logo colors is pretty perfect for their brand recognition the color silver and color red in the background its pretty recognizable for consumers

The name of Fiat, the Italian car company, is an acronym, not only a nod to this powerful word. Its name originally stood for “Fabbrica Italiana Automobili Torino”, meaning loosely “Italian automobile factory of Turin,” the region in which the country was founded.



Brand Benefits

Outstanding gas mileage on the highway and in the city.

Room for up-to four people.

Manual transmission.

Top-of-the-line tires.

Excellent weight distribution.

High ground clearance.

Multi-air engines.

Brand Recall

Tiny city-friendly
vehicles



SQUEEZE ME

Put some zing into spring with the new Fiat 500, and you'll end up with a smile as wide as that front grille. The chic-ly designed, cheekily angled headlights will show you the way. Want to let the music play? Stream your favourite tunes through handsfree Bluetooth, and stay connected to your social networks with the 5" touchscreen Uconnect® Radio Live*. Let the juice loose!

FRESH 500

FIAT

fiat.co.uk

Fuel consumption figures for the new Fiat 500 range in mpg (l/100km): Urban 51.4 (5.5) – 68.9 (4.1); Extra Urban 65.7 (4.3) – 94.2 (3.0); Combined 60.1 (4.7) – 83.1 (3.4). CO₂ emissions 110 – 88 g/km. * Fuel consumption and CO₂ figures based on standard EU tests for comparative purposes and may not reflect real driving results. Model shown is the Fiat 500 Lounge with optional wheels, side-reading and speed-activated Uconnect® Radio Live. Uconnect® Radio Live is standard on Lounge versions and available as an option on other versions. Uconnect® Live services, where available, require a data-enabled smartphone to use.

Brand Attributes

“Strong, unique,
friendly & easy”

Performance

High quality, powerful,
advanced technology,
innovative design

Resonance

Users are loyal to the brand,
there's a good chance they will
buy other Fiat in the future,
making it one of the best eco
friendly cars and also for its ease
of use .

Feelings

Fun, excitement, social
approval & ease of use.

Judgment

Respectable & unique brand.

It holds guaranteed place n the consumers set of
choices thanks to its worldwide popularity and
success.

Imagery

Coolness, Fun
designs & Friendly
Vehicle.



Thank you.