Chapter 5
Branding Strategies

1. Go to the website of Abercrombie & Fitch ([www.abercrombie.com](http://www.abercrombie.com)). Find examples of a specific brand personality for the brand. How does the company reinforce this brand personality?
2. Go to the Chinese company Lenovo’s website (<https://www.lenovo.com>). Draw out what you see as its brand wheel (see Figure 5.6).