

# [Logos at unilever – assignment](https://assignbuster.com/logos-at-unilever-assignment/)

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Since there are a number of products produced at Unilever with each belonging to a certain category, there are enough logos to fit each of them. This implies that the logos are categorized further into several sections to fit the different products produced. The logos help in marketing as a means of attracting customers who feel that they are going to receive the pleasure shown on the logo after using the product. At Best Essay Forum, we provide the best term papers, case study and marketing essays for our clients, which are 100% Plagiarism free as our professional writers write them. Term papers, case study and marketing essays are written by qualified degree holders of Bachelors, Masters and PhD. They produce your academic assignments with much attention, fulfilling the requirements.

There are several logos at Unilever, which are applied to different products. Some of these logos are:

The sun symbolizing vitality
Hand symbolizing sensitivity
Bee symbolizing creation and hard work
DNA symbolizing bio-science and life
Hair symbolizing beauty
Palm tree symbolizing paradise
Spreads or sources symbolizing stirring or mixing
Bowl symbolizing delicious smelling food
Spoon symbolizing cooking, tasting and nutrition
Spice and flavors symbolizing fresh ingredients
Fish symbolizing fresh water and food
Sparkle symbolizing energy and healthy
Bird symbolizing freedom
Tea symbolizing farming and growing
Lips symbolizing taste and beauty
Ice cream symbolizing enjoyment and pleasure
Recycle symbolizing commitment to sustainability
Particles symbolizing science
Frozen symbolizing transformation symbol
Container symbolizing packaging
Heart symbolizing heath, care and love
Clothes symbolizing fresh laundry
Wave and liquid symbolizing freshness and cleanliness

Unilever wants to sell not only more different products with the Slim-Fast logo, but also try out new distribution channels. The Slim-Fast snack to be available everywhere, possible at any kiosk. Neil Beckerman, Chief of Unilever Bestfoods North America, does not rule out that Unilever could thereby use its joint venture with Pepsi Cola, with which the company already markets several cold drinks for the brand Lipton. Of the analysts, the food business is Unilever in contrast to the soap and detergent division considered more critical. The growth rates were not as high as the competitors in the past Nestle . However, Unilever exceeded expectations in the third quarter and gained at its top food brands 6%. Critics, however, the mainly imputed to that Unilever has driven less advertising. A reproach of Anthony Burgmans rejects. In the US, you might at least have expanded the advertising for the top brands.

The review of the investment bank Credit Suisse First Boston, Bestfoods had inflated its revenues just before the takeover by promotions artificially rejects Bestfoods boss Beckerman. Beckerman recognizes that many customers have again restocked in the previous month due to the forthcoming price increases in July 2000 however, that would have the numbers do not significantly affected.