

Logos at unilever – assignment

Business



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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 health, 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.