

Sell your approach to psychology

Product identity:

Choose from either:

- Cognitive,
- Psychodynamic
- Biological
- Behaviourism

Give the approach a catchphrase that explains what it is

Design a quick logo

Suggest a memorable jingle or theme tune for a television advert

Content:

What is this approach?

Identify some really positive features about the approach and make it attractive to potential customers. It must be based on facts about the approach

Unique selling point:

What features of your brand make it different to what's already available?

Competition:

What features make your chosen approach better than all of the competitor brands?

Target audience:

To whom are you marketing your brand (and why)?

Marketing:

Suggest a marketing strategy to sell your approach to consumers,

Mention the therapies that will solve their problems.