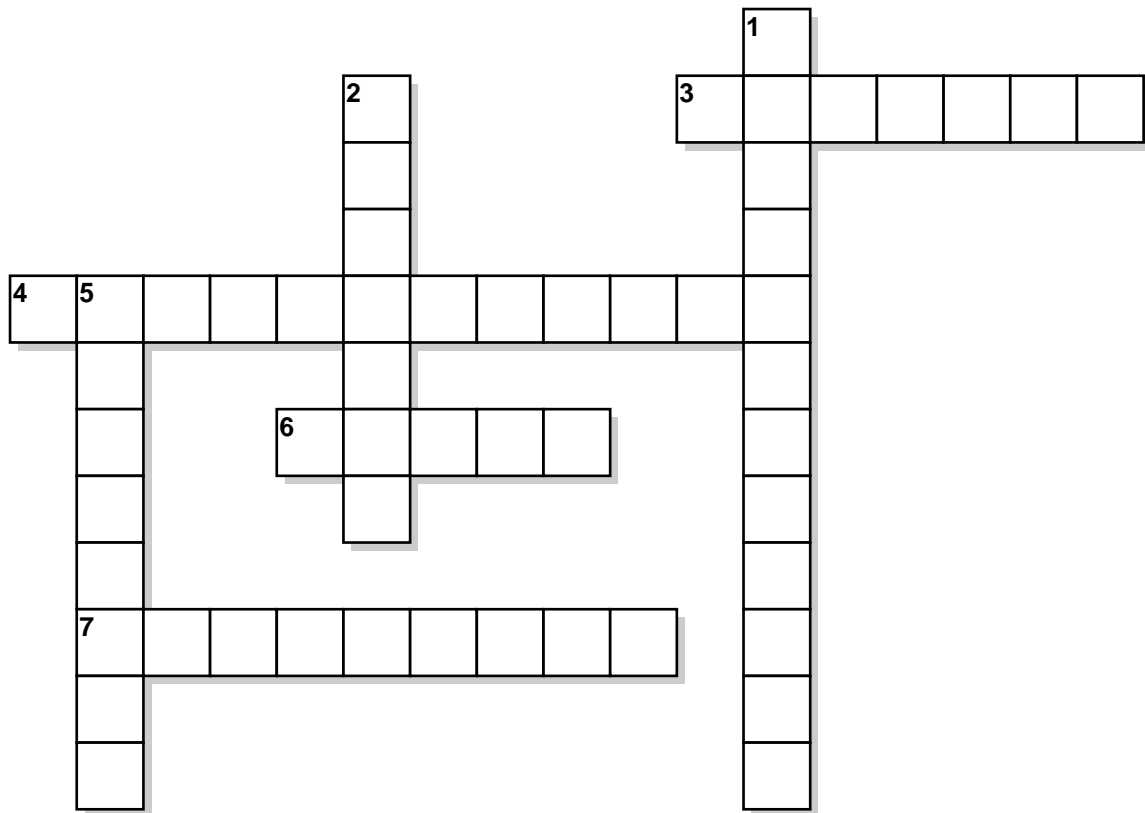


Diesel



Across

- 3 Diesel's existence is based around _____
- 4 promotion through advertising: TV, radio, internet, press etc.
- 6 a name, design or symbol that gives a product, product range or company an identity that is distinct from competitors.
- 7 methods for boosting the sales of a product e.g. point-of-sales displays, special offers, competitions.

Down

- 1 often called the 4Ps
- 2 set of assumptions, beliefs and patterns of behaviour that are characteristic of an organisation or group of people.
- 5 one of Diesel's core campaigns

Possible Answers:

Above the line, Be Stupid, Brand, Culture, Marketing mix, Passion, Promotion