At-home Individual Written Assignment
Due: **March 28, by 7pm on Moodle**

Guidelines

- Upload your written assignment to Moodle in the corresponding assignment task as a PDF document. Make sure to click "submit" to upload the final version.

- Your document may not exceed 3 pages (excluding cover page and references/appendixes; Minimum font size 12 / Minimum line spacing 1.5 / all margins 2.54 cm) and must be in PDF. If exceeding the page limit, 1 grade point will be deducted.

- Please note that this assignment should be completed **individually.** In case of plagiarism, use of others' ideas, or academic dishonesty, this individual assignment will not be assessed, and all implicated students will be given the grade of 0/20 to this part of the Course Evaluation.

- Your analysis should be based on secondary research and referenced appropriately using APA style. This includes any content provided by ChatGPT queries. For more info on how to cite ChatGPT, please check out: https://apastyle.apa.org/blog/how-to-cite-chatgpt. Missing or incorrect referencing of sources will result in a 1-point deduction.

Questions

1. Evaluate the current performance of the car brand Jaguar on Resonance using the Resonance brand building block through its four components from Keller's Customer Based Brand Equity (CBBE) Model. [12 points]

2. Jaguar changed its positioning in late 2024 (https://www.newsweek.com/jaguar-brand-reimagined-revealed-1987587). Given the new positioning, what would you do as the Jaguar Brand Manager to build each one of the four loyalty components described in the Resonance model for the new target, while keeping in mind the impact on its existing customer base? Your answer should address each one of the 4 elements of Resonance [8 points]

- You must use external sources for information on Jaguar to justify your assessment of each component. Provide clear data and examples to back up all your arguments, and reference them correctly.

- The analysis should focus strictly on the Resonance building block. Mention and/or analysis of the previous building blocks is not necessary and will not give you any extra points.

Campus de Carcavelos
Rua da Holanda,1
2775-405 Carcavelos

+351 213 801 600

novasbe.pt

Accredited by

AACSB ACCREDITED   EQUIS   AMBA ASSOCIATION

Member of

CEMS   gbsn Global Business School Network   PRME   P M

1