



BUS 104: Introduction to Business
MAR 100: Introduction to Marketing
Professor Brielle Buckler

Hidden Messages in Marketing

Logos come in all shapes, sizes, and colors, all representing brands or products a company wants to make memorable. Many of these logos have hidden messages! You may already know how some brands have been designed to incorporate additional symbolism, but before participating in this discussion, watch [this video](#) on YouTube from Be Amazed and find out more.

Then:

1. Search for a logo you're familiar with or have encountered in your daily life that contains a hidden message (not a logo included in the video you just watched). Include the logo or a link to the logo here.
 2. Explain the hidden message and what it represents. Did you know this hidden message existed, or did you just learn about it?
 3. How do you think the brand is attempting to position its product in the marketplace? Do you think it's working?
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In order to receive full credit for this assignment, all components of this assignment are **due by 11:59pm ET on Sunday, October 17, 2021**. You should first contribute a thoughtful post of your own before viewing/commenting on the posts of others.

Once you submit your post, you must respond meaningfully to at least two other classmates' threads. This assignment is worth a total of ten (10) points — 6 possible points for your original post, and up to 2 points for each of the two responses to your classmates' posts.

Please reference our [Discussion Rubric](#) for more information, and to [this guide from MSSU](#) to learn more about what it means to respond meaningfully to a classmates' post. Remember to reference our [Netiquette Guidelines](#) for more options for an overview of what is expected in our discussions.

Source:

[BE AMAZED](#) via YouTube: *8 Logos You Don't Know the Hidden Meanings Of*.
<https://www.youtube.com/watch?v=dWVxzhourSo>