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1) The Article



Lamborghini
VX2

**Lambo
without
wheels**

MOST of us will probably never be able to afford an exotic Italian sports car – but we can at least buy licensed merchandise (it is the closest most of us will ever get).

Which really isn't a problem since the Asus Lamborghini VX2 is a nice alternative to spending upwards of RM1mil and does look rather like the actual cars themselves. Except that it hasn't got wheels.

Clad in either a glossy yellow magnesium alloy or a black carbon fibre skin, the VX2 looks like it came off Lamborghini's production line in Bologna.

The VX2 even has leather-bound palm rests with yellow stitching that mimics the interior of the actual car.

Unfortunately, we have no idea how much the Asus Lamborghini VX2 costs nor what sort

of specs it'll have – Asus hasn't confirmed them yet.

What we do know is that it'll come with Windows Vista and it'll use the latest Intel Core 2 Duo processors and will have all the benefits of the Centrino Duo platform (i.e. built-in WiFi and efficient power management).

Expect more details to pop up within the next couple of months.

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<http://my.asus.com>

(The real newspaper copy is attached at the appendix section of this assignment)

Article adopted from : InTech (The Star newspaper's IT section)

Article in page : IT2

Article published date : Thursday, 25 January 2007

Article related to industry : Information Technology

Business related theory : Corporate Branding in Marketing

2) Summary of Article

The article is mainly about Asus's new notebook series that named as VX2 together with the branding of Lamborghini. Lamborghini brand is not owned by Asus but it is belonging to a famous sport car manufacturer. The notebook comes in either a glossy yellow magnesium alloy or a black carbon fibred skin. The notebook is said to be brought into the market with Windows Vista operating system and Intel Centrino Duo-Core processor. The product is predicted will be in market within few months. The article also mentioned that Asus still have not announced the notebook price and the notebook specification in term of its hardware and software.

(Word count: 107 words)

3) Related Theory

The article mainly highlighted the brand Lamborghini and this is the theory. Branding is yet another major part that each of the marketing firm should focus on. When a product is introduced to the market, the public will not recognize the product but they will be conscious and alert of the branding. This is the branding awareness that each of every one of us care about. The Asus who is manufacturer of computer motherboard had stepped into this notebook market last year and now they took the advantage to create branding awareness by highlighting another's products brand into their product name. Branding has several categories which are; corporate-dominant branding, product-dominant branding, and hybrid branding. In this article, Asus is adopting Hybrid which means combination of corporate identity and product identity. Asus named the notebook as Lamborghini which is brand owned by a famous sport car manufacturer. By adding in the Lamborghini brand into their new product which is notebook VX2 has made every one got excited and aware of the notebook. This awareness is not because of 'Asus' but its because of 'Lamborghini'. The product is also predicted to be in high cost as the brand Lamborghini brings in the luxury look to the notebook and definitely Asus need to pay some amount to Lamborghini as royalty for using their branding into this notebook product. This branding situation is not similar to co-branding situation because Lamborghini do not play any role in term of manufacturing the product and only allowing Asus notebook to carry their name. Lamborghini brand had made the product to be widely accepted and many parties are excited for the product launching. This is an advantage for Asus to market their products with confident as their branding are now promising to be accepted under Lamborghini name.

(Word count: 299 words)

4) Appendix or Reference attachments

i) Binary Lecturer, Dr. Roland's International Business lecturing notes which is mentioning about Hybrid branding.

ii) Original copy of the article

ii) Presentation Slides