

**Name:** Damien Pressley

**Course name and number:** GIT 402/502: New Media Int Tech (2023 Spring - B)

**Due Date:** March 26, 2023

**Assignment name:** CeraVe Brand Audit & Content Strategy

- The main body of the Audit will follow:

I examine product offers, market presence, design components, target market, advertising techniques, and social media presence in this CeraVe brand audit. In order to better align marketing initiatives with the brand's core values and messaging, I suggest adopting influencer collaborations, customizing campaigns, and focusing on younger audiences. By making these changes, I hope to appeal to a wider population and generate brand awareness, consumer engagement, and loyalty.