**Branding Project**

You and a partner will create a fictitious business or chose one from the Shark Tank episodes that you watch. You will need to develop/explain the following for this business:

1. **Name of business** you have chosen
2. **Brand Identity**
   1. Briefly explain the company in terms of how it wants to be **positioned** within the marketplace
      1. In relation to your competition
      2. In relation to a(n) attribute
      3. In relation to your target market
      4. Price & Quality
3. Create a **brand mark** that represents the company chosen
   1. Create a logo (may already be done) that reflects the image and personality of company
   2. Pay attention to color and design. Be able to justify both.
4. Develop a **slogan** to advertise your company
   1. Slogan should be short, catchy, and synonymous with product/company
5. Create a **trade character** that represents the personality of your company
   1. Trade characters can be animals, people, or objects that have human characteristics & are associated with the product being advertised.
   2. Create the Trade character and explain how it represents the company & product
6. Use one **branding strategy** to improve the product line you are promoting
   1. Ingredient Branding, Cooperative Branding, Complementary Branding
   2. List the branding strategy and explain how it will be accomplished
7. **Packaging**
   1. Develop a package for the product being promoted
   2. List the function of packaging you are utilizing and why you chose it
8. **Label**
   1. Create a brand label that is persuasive or informative
   2. Explain why you chose the labeling approach that you did

**Project is due on Thursday, April 10, 2014. You will present your project to the class using a sales pitch approach.**

You will need to create a visual aid for your promotion. This can be done through a PowerPoint, Poster, or combination of both. If done by hand; be neat. You will receive a grade for your visual aid.

**Each aspect of your grade is worth 5 formal points. This assignment equals 50 formal points & 20 informal points for presentation, visual aid, & classroom participation/behavior grade.**

* **Each aspect is 5 points total** 
  + **2 .5 points allocated to the image / decision**
  + **2.5 points allocated to the rationale**