**Social Media / Branding Assignment**

**Marketing**

**Twitter**

Based on your understanding of branding; tweet your brand in the space below.

Tweet: (\*140 characters or less)

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Explain what your tweet means in the space below.

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**Take an existing celebrity (Athlete, entertainer, politician, musician, actor, etc…) that struggles with their image and rebrand them.**

**Ideas:** Justin Bieber, Taylor Swift, Alex Rodriguez, Anthony Weiner, Amanda Bynes, Miley Cyrus, Tim Tebow, President Obama, Kobe Bryant, Rex Ryan, Lamar Odom, Kayne West, Monte Te’o, etc…

* Choose a celebrity and write a paragraph that provides background information on them.
* List all the ways in which they use social media
* Define what their current image & brand is
* Explain what you would do to alter the way people perceive them
  + Change their name
  + Create or Alter their logo
  + Use or do away with social media
  + Change their actions, interests, habits so that they are perceived more positively or popularly

Create a visual aid that depicts both your information and the celebrity you have chosen. You can do a slideshow, Prezi, Flickr, poster, etc…

Assignment will be due **Friday, October 4, 2013**