**Celebrity Rebrand Assignment**

**Branding Terms:**

**Brand:** all of the impressions and experiences consumers associate with a company, a product, or a service. Brands relate to customers on an emotional and rational level.

* Uses names, symbols, characters, logos, sounds, etc.. to create an identity & differentiate them from competitors

**Brand Personality:** How a brand behaves in an effort to form an emotional connection with customers.

**Brand Promise:** What your brand consistently delivers to your customers.

**Brand Touch Points:** Ways in which a business interacts with customers either through personal contact or advertising.

**Assignment**

**Working individually or with a partner; take an existing celebrity (Athlete, entertainer, politician, musician, actor, etc…) that has image issues and create a rebranding plan for them to gain popularity.**

**Ideas:** Justin Bieber, Taylor Swift, Alex Rodriguez, Anthony Weiner, Amanda Bynes, Miley Cyrus, Tim Tebow, President Obama, Bruce Jenner, Alec Baldwin, Jim Harbaugh, Richard Sherman, Lance Armstrong, Paula Deen, Lyndsey Lohan, Lamar Odom, Kayne West, John Mayer, Shia Labeouf, Tiger Woods, Duck Dynasty Crew, Lady Gaga, Charlie Sheen, Chris Brown, Rob Kardashian, Gucci Mane, etc…

* Choose a celebrity that needs to be rebranded
  + Define what their current image & brand is by explaining their brand personality, promise, & touch points
* Describe your celebrities Brand Personality
  + What is their current image?
  + What image/perception do they have amongst the public?
* Describe your celebrities Brand Promise
  + What do people expect from this artist?
* List Methods in which your celebrity uses touch points with people
  + How they use social media
  + Concerts, Televisions appearances, Celebrity Endorsements, Books, Magazine articles, etc…
* 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: Thursday, March 20, 2014**

**Celebrity Rebrand:**

**Visual Aid: \_\_\_\_ / 10 pts**

* Contains all necessary information
  + Title, Celebrity Background, Social Media Presence, Current Branding Issues, & Rebrand Strategies
* Easy to read font & clear pictures are well placed and contribute to presentation not deter

**Presentation \_\_\_\_\_/5 pts**

* Presenter speaks confidently, loudly, and slow enough so that information can be facilitated and understood
* Knowledgeable: Able to answer questions regarding celebrity & strategies used

**Project**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Exceeds**  **Expectations**  **13-15 Points** | **Meets Expectations**  **8-12 Points** | **Falls Below Expectations**  **0 - 7 Point(s)** |
| **Background Information** | Clearly Stated, Background information on celebrity is given so that audience understands who celebrity is & what made them famous. At least 5 facts are provided. | Celebrity is introduced but minimal biographical background is given with only 3-4 facts provided. | Celebrity is introduced with 2 or less facts regarding their background provided. |
| **Touch Points** | Celebrity ‘s method(s) of interacting with the public are clearly stated. This includes current job, tour, book signings, etc..  Social media presence is clearly defined with examples & facts from Facebook, Instagram, Twitter, YouTube, &/or other websites presented.  Any celebrity appearances or promotional events are referenced. | Celebrity’s interaction with the public is touched upon but no statistical evidence is given to support their following. | Social Media presence is not identified and/or is made up. |
| **Current Image**  **(Personality & Promise)** | Celebrity’s current image is clearly depicted. From information given we understand what the celebrity did to create their current “brand”. At least 3 supporting facts of their image are stated. | Celebrity’s current image is described but lacks detail. From information given we understand what the celebrity did to create their current “brand” but only 2 facts or incidents are stated. | Celebrity’s current image is either not stated (0 points) or only 1 facts or incident is given to support their need for a rebrand. |
| **Rebrand Strategies** | At least three well designed, creative strategies are given to alter the current perception of the celebrity in question. | At least two well designed, creative strategies are given to alter the current perception of the celebrity in question. | One or less well designed, creative strategies are given to alter the current perception of the celebrity in question. |
| **Total Grade:** | | |  |

|  |  |  |
| --- | --- | --- |
| **Student Name** | **Celebrity** | **Rebrand Strategy** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |