

CREATIVE BRIEFS

These products need a name, a logo and a marketing campaign. Each product has a unique selling point (USP) that you should highlight in your campaign and that should be a key element of your messaging.

When thinking about your brand, try to decide what you want people to say about your product and how your logo and advertising will encourage the desired responses.

BRAND #1

Product: Chocolate bar

USP: This brand is low cost and high value. It offers you a huge energy boost and is good for you.

Target audience: Children ages 8-13.

BRAND #2

Product: New social media platform

USP: This brand gives you the opportunity to make lots of friends, is innovative and exciting.

Target audience: Teenagers 14-18.

BRAND #3

Product: Men's shirts

USP: This brand will make you look cool and offers you a luxurious lifestyle.

Target audience: Professional men ages 25-40.