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What's in a brand? Project 1

Activity 1

In pairs, take it in turns to read out the list below. What is the first brand name that your partner thinks of?

- A pair of trainers: _____
- A fizzy drink: _____
- A pair of jeans: _____
- A mobile phone: _____

Did you and your partner come up with the same ideas? Certainly, it is the case that very high profile brands dominate the market in these areas.

Activity 2

Choose one of the items (fizzy drink, jeans, trainers or mobile phone) from activity 1. Now think carefully about the branding of one of these products - that is the choices that have been made in communicating messages about them through logo, advertising, celebrity endorsement and product placement. You could look at different adverts across print and television media for your chosen product.

Some important things to consider might be:

- How has the design and marketing of this brand created a particular message or set of values?
- Is there a celebrity associated with this brand? Has this celebrity changed recently?
- What lifestyle choices and moods are associated with this brand?

Finally...in no more than 100 words, sum up what you think is important about branding.



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Vision and values. Project 2

Activity 1

In pairs or small groups, write as many connotations and associations with the idea of friendship as you can...

A large, empty rectangular box with a thin black border, intended for students to write down their connotations and associations with the idea of friendship.

- Now look at your collection of ideas. Are there two or three important ideas that seem to stand out to you? Do your ideas support a vision?
- Behind most great brands lies a vision of what values exist behind a product, person or event. Decide on three values or main ideas that you want your festival to be based around.
- Did you know that friendship is one of the seven Olympic and Paralympic Values? Find out what the others are by visiting www.london2012.com/getset/discover. You could research the Olympic motto and Paralympic creed too.

Activity 2

Now start to brainstorm a possible name and slogan for your friendship festival. The name and slogan should reflect the values that you have chosen. When you have a short list of three possibilities, think about asking a sample audience which name they prefer in your audience research (get help and tips in activities 3 and 4).



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Audience - project 2

Activity 3 - Audience research

Conduct a piece of research about your friendship festival. The target age range of your friendship festival is 16-35 years old of both genders.

1. Send a questionnaire to ten people within this age range. Try to have an even distribution of males and females in your survey.
2. Open your questionnaire with a short outline of why you are conducting the research and a record of the age and gender of the respondents. Some researchers guarantee that the responses to their questionnaires will remain confidential, although this is probably not necessary in this case.
3. Design around 10 questions to ask your sample. These questions are important as they will help to inform your branding. Think about what you need to know to make your event a success such as ticket pricing, the acts you need to book, times and venues and what friendship means to your audience. Remember to include a shortlist of names from activity 2 for your audience to evaluate.
4. Check that your questionnaire makes sense and is error free by testing it out a few times on friends.
5. Place a deadline on the return of your questionnaire so that you can start to work on the results.

Activity 4 - Working with your results.

When you have collected back the questionnaires from your respondents, analyse the findings.

■ Sorting your answers

Sort your responses by age and gender. Do you see any patterns emerging?
Sort your responses by question – can you summarise the responses clearly and succinctly?
For example, '90% of respondents were in favour of a name that included the words 'friendship' and 'International' and thought this would help to advertise the festival all over the world.

■ Presenting the results

You will have to show your findings as part of your presentation. Think about how your findings would be best presented. Some possibilities are: as a bar graph, as a pie chart, as a series of statistics, as a series of summary statements. Remember, the main aim of your audience research is to find out what your target audience wants from your friendship festival as well as to inform the development of the brand.



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Looking at logos. Project 3

Looking at logos

Look closely at the logos for the Mexico 1966 Olympic Games, EDF Energy and the Youth Sport Trust. Create a table and compare the way they use colour, images and fonts. Importantly, what do these logos make us think? What are the connotations of their logos?



Comment on the effectiveness of one logo of your choice and identify how it communicates a strong brand message.



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Exploring colour and font. Project 4

Activity 1 - colour

What associations do you make with these colours? Do they convey a particular mood or energy?



In your teams, create a colour palette of no more than four colours for your name, logo and branding. Explain why you have chosen these colours.

Activity 2 - font

Now look at these fonts. Use five words to capture the mood and connotations of each

Font number 1

Font number 2

Font number 3

Font number 4

Activity 3 - logo

Now come up with a shortlist of qualities that you want to convey in your logo - identify three possible fonts to use in your branding and explain your choices.

Sketch several ideas for logos. Think about the original values you are trying to communicate. Discuss the best ones and come up with a shortlist of three and then make a final decision.



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Presenting and evaluating. Project 5

Presenting and evaluating

Remember the brief?

Imagine you have been commissioned to produce a name, logo and brand profile for a new international festival of friendship. The festival will be a week-long event incorporating music, theatre and talks by authors and personalities.

You will have to present your findings to your peers (and your teachers) in a 10-minute presentation.

To create a really thorough presentation you should:

1. Begin by reminding the audience of your brief and explain what values and vision you are trying to communicate through your brand. Use your work from project steps 1 and 2 for this.
2. Draw on your audience research to explain some details about your festival brand such as possible musical acts or speakers that would appeal to your target audience. Consider the ticket price, venue and duration of the festival in this section. Use your work from project step 3 for this.
3. Present the name and reveal the logo for your friendship festival. Give reasons for your choice of name and show an annotated illustration of your logo. Tell the audience about your decision making process on colour, image and typography. Don't forget, it is also interesting to see those ideas that you rejected and to understand why you changed your mind. Use your work from project steps 4 and 5 for this.
4. Using all your work on this project, give an overall summary of your brand and why you feel that it communicates a strong message to your target audience.

Think in terms of around two minutes for each of these sections.



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Presenting and evaluating. Project 5

Evaluation

Now that you have presented your brand, complete this evaluation on your own.

Presentation

- What went well in your presentation?

- Can you identify specific areas that needed improvement?

- Did you feel that your audience research fed well into your final presentation? If not, are there better questions that you could have asked?

Teamwork

- Did your team or partnership work well together?

- Give an example of good teamwork reflected in your project.

Product

- Are you happy with your friendship festival brand? Give two strengths and two possible weaknesses about the brand and logo that you have produced.