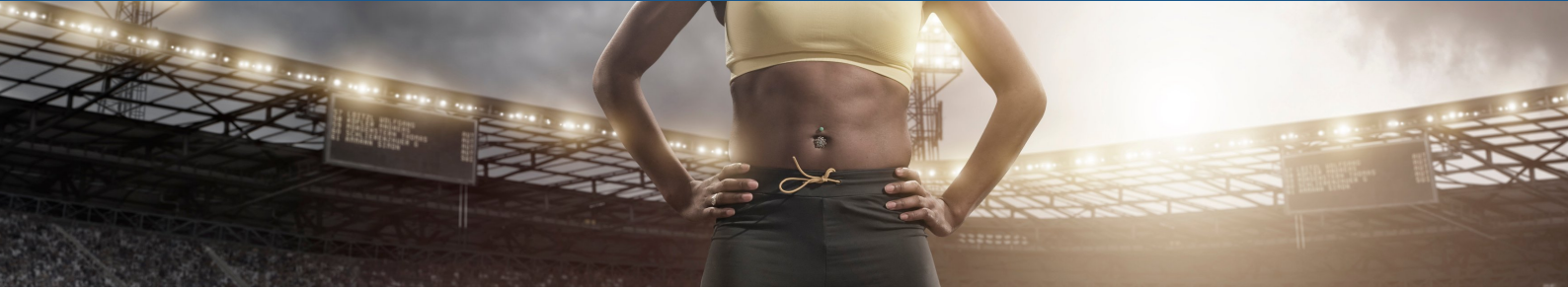


ATHLETE BRANDING PROJECT

Creative Design & Brand Marketing Virtual Field Trip



Project Description

Based on what you learned from your participation in the Creative Design & Brand Marketing event, students will develop a new brand for an athlete of their choice. For those interested in competing, the top three brand strategies will be selected and prizes will be awarded! Competition details are below.

Group Responsibilities:

Students should be divided into groups of four or more. As part of this project, students will simulate the experience of working together on a team to develop an athlete's brand. Roles and responsibilities for each group will break down as follows:

Research Team: The individual or individuals forming the research team will be responsible for learning as much as possible about the athlete, and sharing that information with the team.

Production Team: Members of the production team are responsible for managing the entire project, creating and setting deadlines, communicating progress, and making sure the team remains on task.

Design Team: The individual or individuals on the design team will be responsible for crafting a mock up of the athlete's logo and any other product or merchandise associated with the brand.

Marketing Team: The marketing team is responsible for determining how and all information about the athlete will be communicated and promoted to consumers, including product information, logo releases etc.

Encourage students to consider their strengths and skill sets as they create their teams, and assign roles and responsibilities accordingly. As students learned from listening to both Jason and Justin during the conference, a brand is more than a logo and it takes an entire team to build a successful brand. Remember, collaboration is at its best when the entire team can work together collectively with each member of the team contributing!

"Looking good is important. We're our own premium brand as professional athletes, so you want to be thoughtful about presentation and represent yourself and your city and sport as best you can."

- Former MLB Pitcher C.J. Wilson

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Group Challenge:

Each student group will play the role of a creative brand development agency. This agency provides clients with a full range of brand development services, including establishing brand image, creation of a logo, and the marketing/promotion of its clients.

For this project, the agency has landed an elite athlete as a new client. The client (any athlete, amateur or professional) would like to have his or her entire brand created. To successfully establish the brand, the agency must learn as much as possible about the athlete to craft an image that aligns with the athlete's values, interests and accomplishments.

As part of this process, the agency will provide the client (athlete) with the following:

- Brand story
- Logo concept
- Marketing strategy

Upon completion of the new brand, the agency must create a presentation communicating its strategy to the client. It is **very important** that the agency detail why the logo will be a success, and how it fits on the product side as part of the presentation. Please be sure to include student names, school name and class period on any documentation associated with this project!

Competition Instructions:

Once the project has been completed, students will send the presentation with their teacher. The teacher will then upload the document to a Google Drive folder shared with them by Sports Career Consulting. It is important to include student names, school name and class period on any documentation associated with this project!

IMPORTANT NOTE: This is NOT a logo design competition. While the concept behind the logo will factor into the evaluations, the design itself will not play a role in selecting our winners. The judges hope to see some creativity and a demonstration of learning rather than evaluating the best artists!

Presentations will be evaluated based on the following criteria:

- Demonstration of an understanding of the brand concept and marketing strategy
- Application of concepts and ideas shared by Jason and Justin
- Creativity

SUBMITTING YOUR ENTRY: Teachers will submit student presentations to the Google Drive folder shared by Sports Career Consulting. Entries via email will NOT be accepted.

DUE DATE: FRIDAY, NOVEMBER 12th by 3:00 PM PACIFIC TIME