

## **Branding Lesson Activity Sheet**

### **Product #1 (Food Marketing)**

A breakthrough in the food industry has just arrived for all of you pizza lovers! Instead of having the same toppings on your pizza, new flavors have been created to add variety to the taste of pizzas. “Flavor packets” have been created so that you can add the ingredients to your pizza for a fresh new taste! The flavors come in Chinese, Soul Food, and Mexican cuisines. Develop a brand name and mark for these flavor packets.

### **Product #2 (Sports & Entertainment Marketing)**

The city of Corpus Christi is looking to build a new sports and entertainment arena. This new venue will one day house professional/semi-professional sports teams as well as host concerts and other shows. The city council would like for the name and logo of the arena to reflect the city’s history and culture. Develop a name and logo for this sports and entertainment venue.

### **Product #3 (Technology Marketing)**

A breakthrough in technology has been discovered that will sure to please those who love to workout. It is a workout watch that is designed to give readings for your heart rate, blood pressure, blood sugar, as well as calorie intake. This new technology is wireless and can be downloaded to your computer so that you may keep records of your health and workout information. Develop a brand name and mark for this new and exciting product.