**Sock Branding Project**

You will create and brand a sock company in groups of two or three. You will be pitching your company to Ms. Kwon, an avid investor who is looking to add a sock company to her portfolio of investments.

**You will need to think about the following questions when developing your sock brand:**

1. What kind of sock will your company sell?
2. Who is your target market? What is your sock company’s position (high quality, inexpensive, durable)? Is it something your consumer cares about?
3. What is your brand name? What is your logo? What is your slogan? How do these elements work together to communicate one clear message to the consumer?

**Deliverables:**

1. Brand Identity Elements: Slogan, logo and brand name
2. Prototype 🡪 draw a sock using software or take a photo of a prototype that you make. This prototype should show off the elements of your sock.
3. Decide on a target market and your positioning (luxury brand, everyday brand, kids’ socks, athletic cheap socks, socks to wear with special types of shoes etc.)
4. Pricing of your product
5. Power point presentation that is three minutes maximum (that includes all three brand elements, explains your positioning.

You will be marked on the originality of your brand identity, the coherency between the three elements, the quality of your presentation skills and quality of your power point.

You will have today, Friday May 11th, and Tuesday May 15th to work on the assignment. You will be presenting your sock company on May 17th.

**Grading:**

Any group that completes all elements of the project will receive at least 60 percent.

25 percent will be based on the ***quality*** of the elements in your project:

1. Slogan: /5

(Catchy? Less than seven words? Communicate what your sock brand is about?)

1. Logo: /5

(Professional? Distinctive? Aesthetically pleasing?)

1. Brand Name: /5

(Is it meaningful?)

1. Presentation /5

(Introduction? Clear communication? Succinct? Time limit? Professional?)

1. Positioning and overall coherence of brand identity /5

(Does your positioning make sense? Does your logo, slogan and brand name all communicate the same message?)

The remaining **15 percent** will come from your self-evaluation on your teamwork skills. How well did you contribute? Did one person carry the team?

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| --- | --- | --- |
| Excellent (5 points) | Satisfactory (3 – 4 points) | Below expectations (1 – 2 points) |
| I made every effort to contribute to the team. I completed all the tasks that were given to me on time I always stayed on task during class time  | I was usually prepared or ready to work with the team I completed most tasks that were given to me, on time. I mostly stayed on task during class time  | I was mostly not prepared or ready to work with the team I did not complete the tasks that were given to me. I was hardly ever on task during class time.  |