

Business and Logo Analysis

Introduction: The ability to view a business both as an entity and as a financial model is an important skill. When you can appreciate a company for their products, and the way in which they market themselves, you attain a new understanding of the way in which the business world functions. This project is designed to help you understand the way in which different entities successfully (and sometimes unsuccessfully) market themselves while also help you fine tune your public speaking and presentation skills.

Project Breakdown:

This project will consist of three parts: Business Analysis Worksheet, Advertising Proposal/Concept, and Advertising Proposal.

Business Analysis Worksheet (Project Writing)

You will think about products, services, or entities that you are interested in and select a few finalists. Do some quick internet research on each one and determine which one will give you the most information to analyze and evaluate. Once you choose a company run it by Mr. Z to make sure that it is going to give you enough information for the other aspects of the assignment.

Once you have selected a company it is time to research. Search the web for information about the company and write down (or type) **in-depth answers** for the questions on the worksheet. This portion of the assignment is intended to help you organize your research and thoughts about the company. If you use this to its full advantage you will easily be able to transition this information to your presentation.

Advertising Proposal/Concept (Project Piece)

After analyzing the advertising practices and philosophies of your company you will have new insight into the way in which the business functions. With all large companies, they have very specific methods of advertising. Each advertisement must set the stage for the type of perception they want the world to have of them.

A company selling coffee is trying to bring families closer together (Folgers).

A company selling soap geared toward men is helping their clients become more confident (Axe).

A company selling car insurance is helping you become more in touch with society (Progressive).

For this segment of the project you are to think of an advertisement that would work for the company. This advertisement must help the company sell more products and **must be in line with your interpretation of the company's philosophies and public image.**

Determine how you would advertise for the company. Write a 1.5 page double spaced paper where you answer the following questions:

- What does the advertisement consist of (explain it in fine detail)?
- What type of advertisement would it be? How would it be seen/heard/experienced?
- How does this type of advertisement fall in line with the company's philosophies.
- How would this specific ad help the company grow and sell more of their product?

Feel free to have some fun with this. Get creative, take chances, and see what you can come up with. If you care to have visual aids (a drawing of the ad, a storyboard of the commercial, etc.) you will be given extra credit.

Presentation (Project Presentation)

You will put together a presentation in Prezi to convey your research findings and advertising proposal. You are not to copy and paste your worksheet answers into the presentation but, rather, give yourself visual references to elaborate upon. The goal of the presentation is to verify your knowledge and ability to think critically about the company you researched. You must incorporate the following into your presentations:

- 1) A visual of the company or entity's logo and an in-depth analysis of the logo
- 2) One advertisement (commercial, magazine ad, banner ad, TV spot, etc.) showcasing the company's public image
- 3) A brief history of the company and how they have transitioned over time
- 4) Your idea for an advertising campaign that could use
- 5) Any additional information about the entity that you found interesting

Your presentation should be about 10 minutes in length. As with all presentations, please prepare 3 open ended questions about your company in order to facilitate class discussion (hint: the better your questions the easier it is to lengthen your presentation).

The Due Date For This Assignment Will Be Determined After The First Full Day Of Work.