

# Grade 10, 2018 Culminating Activity

## Final Group Assignment

The Bottled Beverage industry is worth billions of dollars in North America. Your company has just finished creating a non-sugar, naturally sweetened soda pop that you will release to the country. A can of coke has 33 grams of sugar, a monster energy drink has about 55 grams of sugar. (1 teaspoon equals 4 grams of sugar). Your drink has no sugar but instead has 1/2 teaspoon of **Stevia**, a natural sweetener that has no strange aftertaste or ill effects found in sweeteners like aspartame. Your target market is Canadian teens between 14-19.

Your mission is to create a marketing campaign for this new soda pop. You will work in groups of up to 4. If you have 4 people in a group, you must complete 5 tasks, if you have 3 people, you have to complete 4 tasks and so on. (number of people in your group + 1 = the number of tasks you must complete) Complete and get me to mark each task as you are done. There are Five tasks listed below:

### **2 Logos (I'll mark it on screen)**

- In Photoshop, create a logo for your company and Pop (*you decide the name for your company and flavour of pop*)
- Each Logo will be 5" x 5" @ 300 DPI, CMYK
- Logos must be full colour and must still look good in Black and White.
- Logos must look good at all sizes (make sure small type or elements don't get lost)
- Logos must not include .jpgs or photographic elements
- Logos must be self contained

### **Full Page Magazine Ad (I'll mark it on screen)**

- Must contain both logos
- Must feature the Pop as the central focus
- Must be directed at your target market
- Must adhere to the elements of design
- Must be 8.5" by 11" at 300 DPI, CMYK

### **Video**

- Create a 30 second TV commercial promoting your pop (Timing is very important)
- Must include music
- Must contain at least 2 of your group members
- Must be directed at your target market
- Must include a full detailed storyboard

### **Website (I'll mark it on screen)**

- Create a very short website of only 4 pages
- Include a picture of your pop
- Brief description of your new pop and how it will change teen drinking habits
- All website elements should be saved in one folder and follow our web rules

### **Flash (I'll mark it on screen)**

- Create a short Flash Animation
- Creative, 10-15 seconds with the pop logo
- Must be directed at your target market
- Includes at least 2 motion tweens, frame by frame and text

*This project is worth 15% of your overall mark. Failure to hand in the project will result in a failure of the project. Treat this project with the same care as you would an exam. Due: June 19, 3:00 pm.*