*Liu: Marketing 11/12*

 Beverage Brand Assignment 

Even though Coca Cola has been bested in taste tests, millions of people still are loyal to buying coca cola due to its brand. This shows how important branding is. With this in mind, your task is to create the next big beverage brand.

You will need to determine what your brand stands for: sporty and active, health drink, classic, young generation, small children, senior’s drink, etc. You will have to be able to show what your brand stands for by simply looking at the can.

**Task #1:**

Design and produce your can – it must give consumers an idea about who your target market in, and what your brand is about. The label must contain all elements typically found on a soda can:

* name of product brand
* slogan (Consider your fonts, this can say a lot about your brand)
* tagline
* appropriate graphics/characters/colour to match the brand
* bar code
* weight (oz and ml)
* contact information
* website/scan
* list of ingredients
* nutrition facts table with percentages

The label must fit on a beverage container and be glued on. The label must use the elements and principles of design to attract the consumer, be appropriate to the market, be clear and readable, contain all consumer labeling information, and most importantly show what your brand is about.

**Task #2: Reflection and write up**

* Who is your main target market and how will you reach them?
* Tell me about your brand and why you decided to choose this market
* What does your brand stand for? What kind of image does it create?
* What parts of your can show consumers your brand position
* Why did you choose the design elements/colours your chose
* Who would you choose as a spokesperson for your brand and why would they be a good choice in portraying what your brand stands for?