Take Home Activity

STORYTELLING is the best marketing!
**THE BRANDED Content Project**

**Mystery Bag**

- **Mac & Cheese**
- **Scotch Tape**
- **Bandaids**
THE BRANDED Content Project

The Mystery Bag

PICK THE PRODUCT
Randomly assign a product or have a "mystery bag" with a product inside for each group.

WATCH "TYPES OF BRANDED CONTENT"
There are 3 kinds of branded content. Pick your best fit.

ARE YOU GOING TO EDUCATE, INFORM OR ENGAGE?
Branded content must do one or more of these things. Which of these missions would meet your goals for your product?

WHAT'S THE STORY?
Think about how to tell a story about your product. This isn't an advertisement but an opportunity to provide deeper information, education or engagement.

WHERE IS IT GOING TO GO?
Once you have built your content, what platforms will you use, what mediums, what frequency? Discuss how the visual elements will help tell your product's story.
Brainstorm
Plan
Build

Discuss everyone's ideas and strategize how you can implement a storytelling solution for your advertisers.