Take Home Activity
THE BRANDED Content Project

The 60 Second Pitch

Local Clown College  
24 Hour Liquor Store  
Spa for Dogs

THE BRANDED Content Project WORKSHOP
THE BRANDED Content Project

The 60-Second Pitch

PICK THE PITCH
Randomly assign a business or have each group focus on a business category.

WATCH "BENEFITS OF BRANDED CONTENT"
Watch the BENEFITS OF BRANDED CONTENT and talk about how you will discuss the benefits of using content for communication with your clients.

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? How will you explain your plan to the advertiser?

WHAT'S THE STORY?
How will you help your advertiser through a content strategy?

PRACTICE THE PITCH!