

Name(s):

CREATE A TRADE CHARACTER FOR YOUR MINI BRAND

To-Do List:

1. Select a mini brand - - make trade(s) if you'd like to.
2. Conduct internet research on your chosen brand.
3. Brainstorm ideas for a trade character that would appeal to the target market of the company and would accurately represent the brand's values and personality.
4. Create a visual representation of your trade character (you may draw the trade character by hand, create it on the computer or build a model - - you MAY NOT simply copy and paste an image that already exists)

I. Mini Brand

- Which mini brand product will you be working with for this project?

II. Internet Research

Use the internet and social media channels to find out as much information about your mini brand as possible. Complete the chart below:

Question:	Response:
What is your company's logo? Insert a picture.	
What is your company's slogan?	
What are some key events in your company's history? (Choose at least 3)	
What are your brand's core values?	
What industry does your brand operate in?	
Give a brief description of the target market/customer profile of your brand (Include at least 8 data points)	
Search your brand on social media - - which platforms are they active on and what is the type of content they are providing?	
From the research you've conducted, what is your brand's position within the market and what is the story the brand is trying to tell?	

III. Brainstorm Ideas For A Trade Character

Use the information compiled in step 2 to brainstorm ideas for possible trade characters for your brand. Come up with at least two ideas for each type of trade character.

Human:	
Animal:	
Object:	
Other:	

IV. Create Your Trade Character

Review the brand trade character ideas you developed in Step 3 and choose the character that you feel best represents your brand.

Which trade character did you choose?	
Come up with a name for your character.	
Describe 3 personality traits your character will have (these should align with your brand!)	

Now, bring that trade character to life!

You can:

1. Draw your trade character (on 8 ½" x 11" paper)
2. Create it on the computer and print it in color
3. Use clay or other art materials to make a physical model

You can not:

1. Use or modify a trade character that already exists
2. Simply search for a print an image that you find online

****You are responsible for handing in both this worksheet and a drawing, print out or physical model of your brand trade character****

Activity Score Sheet:

Deliverable	Total Points Earned/ Total Points Available
Internet research completed on chart (Step II)	/25
Trade character brainstorm (Step III)	/25
Model of trade character completed (Step IV)	/50
	/100