

Social Media X Super Bowl XVII Choice Board Challenge!

Complete the Super Bowl tasks outlined in the boxes below. You will earn 10 points for every activity that you successfully complete. You MUST complete at least 5 activities to earn the full 50 points for the assignment. If you complete all 6, you will receive extra credit. Have fun with this!

<p><u>Complete the #DoritosTriangleTryout</u></p> <p>To launch their new “Sweet & Tangy BBQ” flavor, Doritos implemented a dance challenge on TikTok that quickly went viral with over 5 billion views. One lucky TikTok dancer will appear in the Super Bowl commercial for the brand!</p> <p>For this challenge, <u>you must recreate the “triangle-inspired” dance</u> as best as you can and video your choreography set to the tune of the Doritos commercial song “Let’s Get It” (You can complete this challenge with classmates!)</p> <p>Post a link to your video here:</p>	<p><u>Should it be Super Bowl 57 or Super Bowl XVII?</u></p> <ol style="list-style-type: none">1. Read this article about how Heinz Ketchup is leveraging their brand name with this year’s Super Bowl.2. Next, watch their roman numeral-inspired commercial.3. Last, visit their promotional website and cast your vote - - should it be Super Bowl 57 or Super Bowl XVII? (<i>You do not need to enter the actual sweepstakes.</i>) <p>Snap a screenshot of your choice and post the screenshot here:</p>	<p><u>Social Media Teasers</u></p> <p>Brands such as Pringles (#StuckInPringles) & PopCorners (#PopCornersBreakingGood) have released Super Bowl commercial teasers on their social media pages.</p> <p>Do a social media search to see if you can find at least 3 other brands who have also released Super Bowl commercial teasers on their social media pages. List the brands below along with their “teaser” hashtags:</p> <ol style="list-style-type: none">1.2.3.
<p><u>SnapChat Offers \$10K To The Biggest NFL Fan</u></p> <p>Read this article about how SnapChat is partnering with the NFL to run two different promotions, and create special features, including themed lenses, filters and new outfits for Bitmoji characters.</p> <p>Next, open SnapChat and explore some of these new NFL features. Try on a virtual jersey or team helmet. Turn yourself into a bobblehead or check out a Lens version of State Farm Stadium.</p> <p>Take a screenshot of your interaction with one of the NFL Super Bowl features and paste it here:</p>	<p><u>Content Creation Challenge</u></p> <p>I’d like to be able to post some sort of Super Bowl message to my @phs_business Instagram account on Sunday, but I want the post to come from the perspective of a high school student...that’s where you come in!</p> <p>Your challenge is to create a Super Bowl-themed Instagram post on Canva, which would encourage PHS students to interact with it (like, comment, share, etc.) Make sure the post that you create is visually appealing to your age group and would move you to take action.</p> <p>Paste a link to your Canva file (with share settings open) here:</p>	<p><u>Super Bowl Memes</u></p> <p>There are so many great Super Bowl memes. Take a look at some of them here and then do your own Google search to find additional examples.</p> <p>Decide on a Super Bowl related topic, such as Super Bowl commercials, the game itself, players, the half-time show, popular snacks, etc. and then create your own meme. Make sure your meme would appeal to a large audience, as your goal is for it to go viral.</p> <p>Paste a link to your meme here:</p>