



EXTRA! EXTRA!

READ ALL ABOUT IT

One of the World's most notorious
villains has gone good.

THE SCENARIO

A well-known Super Villain has recently had a child, and it has changed their viewpoint on life. They don't want their child growing up embarrassed or having to face ridicule due to who their parent was. The villain knows they have caused a negative image, and the public hatred that has come with it.

For that reason, they have decided that they want to make the world a better place, and become a Superhero!





THE TASK

The Super Villain has hired you as a Promotional Specialist to help them Rebrand themselves and let the world know that they are a “Family-Friendly” Hero that can be trusted to help out anyone in need

JOB #1 - RESEARCH

To begin the rebranding process, you are going to have to do a bit of research



BACKGROUND INFORMATION

In order to rebrand them, and promote them, you need to understand who they are and their background story



S.W.O.T. ANALYSIS

A S.W.O.T. analysis has you look at the INTERNAL person's Strengths, Weaknesses, Opportunities, and Threats

PART A - VILLAIN PROFILE

In order to rebrand the villain, you are going to need to find out some important pieces of information. You will present the following pieces of information in a **TRI-FOLD BROCHURE**.

- 1) What is their real name?
- 2) Where are they from?
- 3) What powers do they have?
- 4) How did they get their powers?
- 5) What made them become a "Villain"
- 6) What does their costume look like?
- 7) Who are their MAIN nemesis'



PART B – SWOT ANALYSIS

A S.W.O.T. Analysis is meant to get companies to do some self-reflection.

It is a tool that helps a business look at their own business and the world around them:

- 1) **Strengths** (Internal Positives) – What is your company good at?
- 2) **Weaknesses** (Internal Negatives) – What is something holding your company back?
- 3) **Opportunities** (External) – How can your company grow?
- 4) **Threats** (External) – What could cause your company problems?



SWOT EXAMPLE - SPIDERMAN

Strengths

- Super Strength
- Agility
- Speed
- Ability to climb walls and cling to surfaces
- Genius-Level Intellect
- Web-Shooters
- “Spider-Sense”

Weaknesses

- Not invulnerable
- Human lungs (can't breathe in water or in space)
- Costume does not provide any defense
- Limited range of projectiles and mobility

Opportunities

- Popular with community
- Technological Enhancements
 - Suit
 - Web Shooters

Threats

- Loved ones are highly vulnerable
- Secret Identity is known by many
- Lots of enemies



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PROMOTIONS

Now that you know a bit about your client, you need to start changing the public image of them.

STEP 1: THE COSTUME

Looking at your Super Villain gone good, how can you redesign their costume to fit their desired image?

- *think feature changes, colour changes, style changes

You may want to start by tracing an outline of your villain, and then redesign from there.

- *Bonus points if you make a real-life mockup of the costume



STEP #2 - PUBLIC RELATIONS

Your client knows that they have done the world wrong for a long time, and they are truly sorry for it.

But that only matters if the world knows they are sorry.

In order to start their rebrand as a hero, they understand that they are going to have to hold a press conference in order to apologize for their past, and announce their changes for the future.

It is your job to make sure that they say the correct things!

You will need to create an actual audio recording of the press release. It does not have to be your voice though.



A PRESS CONFERENCE GUIDE

#1

Greet the audience

#2

Talk about how
people know you

#3

Express Regret

#4

Acknowledge what
you did wrong

#5

Declare Repentance
and wanting to
change

#6

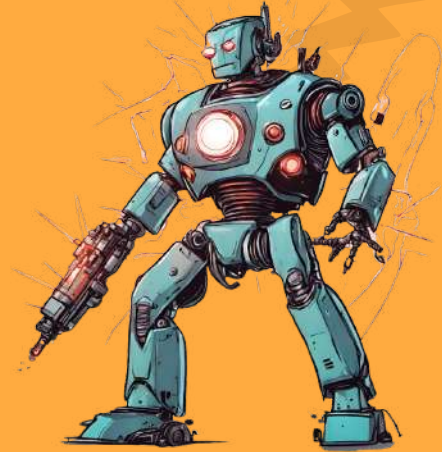
Ask for forgiveness and
explain how you want to
earn that forgiveness

#7

Talk about the new
you

#8

Thank the audience



EXAMPLE OF A PRESS CONFERENCE APOLOGY – TIGER WOODS



STEP #3 - SOCIAL MEDIA

The former villain understands that if they really want to connect with people then they are going to have to be on social media. **You will need to create 2 new social media accounts for the former Super Villain, and one post on each account.** Plan out the posts very carefully - you need to get as many followers as possible early on.



TWITTER



INSTAGRAM



STEP 4: GUERILLA MARKETING OR PUBLICITY STUNT

Because of the severity of the crimes that your client has committed in their past, you know that in order to really get people's attention and win over their affection, you need to think outside the box.

You need to do something that will really stand out, and make people notice that your client has truly changed.

You need to think of a publicity stunt or guerilla marketing activity to get noticed.



EXAMPLES OF GUERILLA MARKETING



WHAT IS GUERILLA MARKETING

LOW COST

Guerilla marketing relies on creativity rather than high cost

STANDS OUT

The unique nature causes people to take notice and seek out the promotion



HIGHLY CREATIVE

It is usually something very different than traditional advertising

SOCIAL MEDIA WORTHY

It often leads to “selfie” moments with the promotion, or viral sharing

STEP 5: TRADITIONAL ADVERTISING

The last step will be to create a traditional advertising campaign. They have asked you to create TWO advertisements that would appeal to the mass market. They have suggested the following, but are open to opinions

- Posters with a unique design shape
- A billboard with an moving element
- A radio advertisement
- Specialty Advertising Items

Whatever you choose to do, your advertisement needs to send a clear message that your client is a hero and is here to help!





YOU SUCCESSFULLY

***REBRANDED YOUR
VILLAIN***



***YOU JUST HELPED
CHANGE THE WORLD!***