

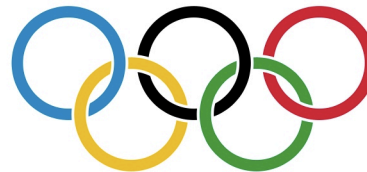
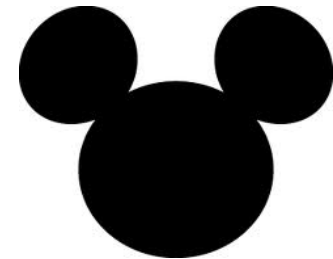
Year 5 Enterprise



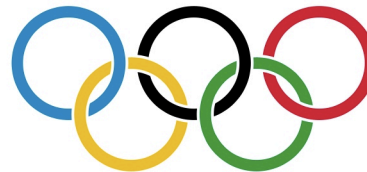
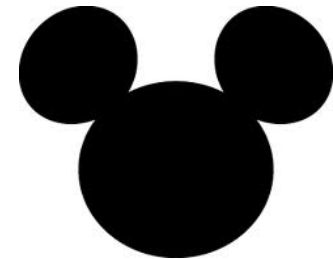
What is a logo and why do companies have them?



Can you identify the following logos?



What makes these logos so successful?



What makes a logo successful?

1. Simple – a simple logo allows for easy recognition and allows the logo to be memorable.
2. Should be versatile enough to be applied to any product/advertisement/document and in any size.
3. Should be appropriate for your business.
4. Should have a clear colour scheme and also work in black and white.
5. Should be timeless – don't use anything that will go out of date or out of fashion.

**Task 1: Decide on a
company name and
design a logo for your
company.**



Shapes of chocolate bars:

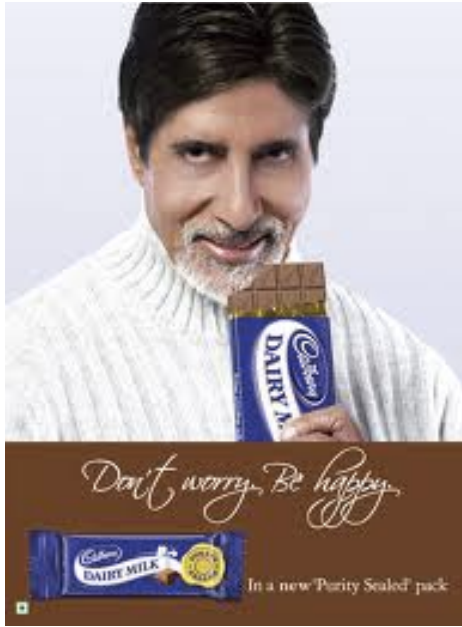


Task 2: Decide on the type of chocolate you would you like. Think of the shape and wrapper design, including colours etc.

**What are the different ways
which you could advertise
your chocolate bar?**



Posters



TV Adverts



Billboards



Bus Advertisements



**What makes a good advertisement
campaign?**
**Which advertisements do you think
have been successful and why?**



Task 3: your company has a £20,000 budget for advertisements.

Using the price guide, how will you advertise your chocolate bar?

Once you have picked which forms of advertisement you will use, design and create the adverts to use in your final pitch.

Hint: Not everyone in the team needs to work on the same form of advertisement.

Final Pitch!

Your company now must present a final pitch, outlining all your ideas for your chocolate bar.



**What makes a good advertisement
campaign?**
**Which advertisements do you think
have been successful and why?**



Your pitch must include:

Your company logo and name and the reasons for picking them.

The chocolate bar name, shape and ingredients and reasons for choosing them.

The cost it takes to make the chocolate bar and the cost to buy your chocolate bar.

An example of what the chocolate bar will look like in its wrapper and the reasons why.

What advertisements you will use and why – with examples of the advertisements.