Task 1

Fitness Fanatic currently have three gyms in one city. One difference with their gym is that people must go at certain times of day when there will be instructors present and group support. The gym is open to both men and women who are over 16.

Customers must visit the gym at least three times per week. They want to grow their business by encouraging more people to join their gym. As such they have decided to invest in making some posters to be put up in the local area and on social media.

They have commissioned an advertising agency to deal with all their marketing and advertising.

(a) Who is the client?

(b) What is the purpose of the advertisements?

(c) What products need to be produced?

(d) Who will be the audience for the products?

(e) In the following table, write down three different emotions that the adverts could use. For each emotion give some ideas for what could be included in the poster.

The first row has been completed for you as an example. Some possible emotions to choose from are given below the table.

|  |  |
| --- | --- |
| **Emotion** | **Ideas for the poster** |
| Triumph | Show exhausted person who is very happy that they have achieved far more than they thought possible. Other people in the gym are in the background applauding their achievements.  Show person punching the air at how well they have achieved. |
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|  |  |

Possible emotions: admiration, adoration, amusement, awe, calmness, craving, disgust, envy, excitement, fear, interest, joy, sadness, satisfaction, triumph

Task 2

Brands will create brand guidelines or style guidelines to protect their identity. These will include guidelines on:

* Logo
* Slogans
* Typography
* Colour palette

Choose one of the following brands and view their brand guidelines online:

YouTube: <https://www.youtube.com/about/brand-resources/#logos-icons-colors>

Facebook: <https://en.facebookbrand.com/#brand-guidelines-assets>

Instagram: <https://en.instagram-brand.com/>

Twitter: <https://about.twitter.com/en_us/company/brand-resources.html>

1. What are **four** different aspects covered in their brand guidelines?

This will depend on the guidelines chosen. It may include aspects related to:

(b) What are at least **five** ways that the logo can and cannot be used?

This will depend on the guidelines chosen. It may include aspects related to:

(c) Create your own set of brand guidelines for Fitness Fanatic.

You may use space here or a separate document.

Task 3

(a) Watch the video ‘Delight In The Unexpected | Jo Malone London’:  
<https://www.youtube.com/watch?v=_H64yU_6nYk>

The advert tells us very little about the products being sold, but suggestions are made throughout the advert.

What is being advertised?

(b) Watch the advert again in more detail.

Discuss with a partner what feelings you both get from the advert and what it is that gives you these feelings. Note your ideas below.

|  |  |
| --- | --- |
| **Feelings the advert gives** | **What makes you think this** |
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(c) Feedback your ideas to the class.