

# Company challenge: The case of the global brand

In this activity you'll apply what you have learned about Google Docs to help Kaina Gao and the marketing team at On the Rise solve a business challenge.

During this activity, you'll use your Google account as if it were Kaina's account.



## Task 1

Kaina Gao tells you she recently attended an international marketing conference and took pages of notes on a session entitled, "The top 8 bakery trends." She'd like to share her notes with the On the Rise marketing team so they can work collaboratively on improving the document which presently is just blocks of text. She asks you to import the Word document into Google Docs.

Complete the following steps:

1. Click the following link to preview [Kaina Gao conference notes.docx](#) then select **Open with Google Docs**.
2. Select **File** then **Save as Google Docs**. The copy will be saved to your Google My Drive.
3. Rename the file to add your first and last name "Conference notes FirstName LastName".
4. Close the preview and the Word document tabs. Leave your Google Docs document open.

## Task 2

In this task you will be inserting images and a Google Sheet chart from the course drive into your document. To ensure you can locate them when instructed, click each of the links below to preview the images and the Google Sheet. Then close the preview tabs.

- a. [On the Rise logo](#)
- b. [OTR image](#)
- c. [Consumer chart](#)

The conference notes have now been uploaded to Google Docs. Kaina Gao wants to improve the file before sharing it with her marketing team. She asks you to make formatting updates, add images, and insert a chart using Sheets.

Complete the following steps:

1. Make the following changes to your Conference notes document
  - a. Change all instances of “On the Rise” to bold and text color **dark orange 1**.
  - b. Change the font to Georgia.
  - c. Make line spacing 1.5.
  - d. Insert a header and insert the image “On the Rise logo” in the top right corner. Resize the image to fit.
  - e. Insert a footer with page numbers.
  - f. Insert the image “OTR image” and link the file to your organization’s website.
  - g. Insert a chart from the Google Sheets spreadsheet “Consumer chart”.
  - h. Apply **Heading 1** style to all paragraph headings.
  - i. Insert a table of contents at the top of the document.

### Task 3

Kaina Gao is happy with the formatting changes you’ve made. She asks you to name the file version: **Conference notes V1**.

She then asks you to share the file with On the Rise partner owner Thomas Omar. Make him a viewer. She later asks you to change his permission to that of an editor.

Next, she asks you to share the file with the marketing team, assigning them all editor permission.

Complete the following steps:

1. Name the current version of your document “Conference notes V1.”
2. Share the document with Thomas Omar as a Viewer. Use a colleague’s email for Thomas, and please let your colleague know that you are completing a training exercise. To share silently, uncheck the **Notify people** box when sharing.
3. Return to the sharing settings dialog and change the permissions for Thomas (your colleague) to Editor.
4. Share the document with the marketing team (choose another colleague, and let them know as before that you are undertaking a training exercise) as Editor.

### Task 4

For this task, you will play the part of someone on the marketing team.

Each member of the marketing team now receives an invite to collaborate in Kaina Gao’s Conference notes doc. As the team members review they make edits using Suggesting mode

and leave comments before renaming as a new version.

Complete the following steps:

1. Switch to **Suggesting** mode.
2. Make two content edits.
3. Leave two comments. @mentioning yourself in one of the comments.
4. Create a new named version "Conference notes V2."

## Task 5

Kaina Gao sees that the marketing team has begun to add comments. She asks you to take a look at the feedback and collaborate with the team on her behalf. As you review the edits and comments, you make a series of changes, accepting some edits and rejecting others. You also reply to a comment and resolve another.

Once you are done, you create a new named version of the document.

Complete the following steps:

1. Switch to **Editing** mode.
2. Reject 1 edit and accept the other edit.
3. Reply to 1 comment and resolve the other comment.
4. Make a new named version "Conference notes revised."

## Task 6

You look at the Google Doc and feel that a few additional images could be added to enhance the file. You use Google Explore to search the web for 2 images related to the term "bakery." You add these images into the Google Doc.

You show your updates to Kaina Gao, but she doesn't like the images. She asks you to check the Google Doc version history and revert to the most recent version prior to the images being added.

Complete the following steps:

1. Use Google Explore to add images to your document.
  - a. Select **Tools** the select **Explore**.
  - b. Search the web for images using the search term "bakery."
  - c. Insert 2 images.
2. Revert to the version without images.
  - a. Select **File, Version history**, and **See version history**.
  - b. Select your version named "Conference notes revised."
  - c. Select **Restore this version** then **Restore**.

## Task 7

You revert to the previous file version and show it to Kaina Gao. She reviews the outstanding items and tells you to resolve any outstanding comments, action items and suggestions. You do this. She is happy with the result and wants to download the file. She asks you to download the file as a PDF.

Complete the following steps:

1. Resolve all outstanding comments, action items and suggestions.
2. Download as a PDF.

## Case wrap up

Kaina Gao thanks you for your help. After sharing and collaborating with the marketing team in Google Docs, she is confident that the final PDF captures not only what she learned at the conference, but the new ideas from the On the Rise team. Kaina Gao tells you that the final file will be distributed to all On the Rise stores next week.