**November Learning Challenge:**

**A Fresh New Take! Reimagined Logos**

When you think about your favourite brands they should be recognizable from their distinct logos. Some examples may include Starbucks with the green and white mermaid, YouTube with the red play button, or Pepsi with their red, white, and blue colour scheme. These cues help companies make their brand **recognizable** and **memorable**.

Think about what you have learned with the **Marketing Mix (4Ps of Marketing)**. The way that brands present themselves to customers will change their marketing strategy.

**Your Challenge**

**Part 1:** You work for a design company, and you have been asked by the brand manager of Burger King to create a new logo for their company. Recently, Burger King has decided to enter the fine dining segment of the restaurant industry.

Burger King is an international fast-food chain specializing in burgers, similar to McDonalds[[1]](#footnote-0). Fine dining, on the other hand, takes place in a restaurant and generally includes fancy and expensive food as well as full service[[2]](#footnote-1).

**How will you reimagine a new logo for a fine dining/high-end version of Burger King?**

**Part 2:** With this fresh new take to Burger King’s fine dining version, the menu and restaurant need to be updated.

**How does this shift to Burger King fine dining edition affect their Marketing Mix?**

**Your Project Instructions**

Create a copy of this [**project template**](https://docs.google.com/presentation/u/0/d/1b5Kmx0jxxSu5qjpoxE1AtEyWyfO4-5W-13JeaRrxj7k/edit)and add it to your Google Drive. Following the steps outlined in the template use the **Marketing Mix (4Ps of Marketing)** to develop the reimagined logo and concept of the new fine version of your restaurant. Then, upload your new design for your restaurant’s logo!

To help you get started, here is an example of a reimagined logo for Mcdonalds: 

Features:

* Classic red and yellow colour scheme
* Golden Arches logo

Features:

* Elevated gold and black colour scheme
* Updated Golden Arches logo

**Learning Challenge Submission**

Your Learning Challenge will be evaluated based on **creativity, critical thinking, detail, and presentation.** Our Enspire Program team will review all of your submissions, and announce the **Learning Challenge Prize Winners** within a few weeks!

BC SCHOOLS

Once you have completed your project, please **email** your template as a **PPT** or **PDF** to your teacher using this file name convention: “*Teacher Name\_Student Name(s)\_WKSP2*”

ON SCHOOLS

Once you have completed your project, please submit it to the Enspire Team using this [**Google Form**](https://docs.google.com/forms/d/e/1FAIpQLScf0jtr2XW4OP_1_H0pBAhhgWIFXErXzGVt_7K_enCTXrG05Q/viewform). Please ensure that your Google Slides is set to “*anyone with this link can view*.”

1. Information Source: <https://www.burgerking.ca/about-bk> [↑](#footnote-ref-0)
2. Information Source: <https://thewalnutroomgb.com/blog/fine-dining-vs-casual-dining/> [↑](#footnote-ref-1)