

## Task 2.2 Business Rebranding

**Business Brief: Company rebranding** (See pages 46-47 of scanned pages)

“Big Jack’s Pizza wishes to strengthen its brand and improve its packaging. Please provide advice on the points [listed on page 47, section 6].”

**Instructions:** For this task, you will do the following:

- 1) Form a small group (3 students). You are going to simulate being a “business consulting” agency. One of your services is branding/rebranding. You wish **to bid on this job**. You have contacted Big Jack’s Pizza and received their rebranding brief. Now you must create a presentation for Big Jack’s Pizza executives. If you win the bid with a winning presentation, then you will be given the job by Big Jack’s Pizza.
- 2) Create a slide presentation of your rebranding of Big Jack's Pizza based on the brief.
- 3) Do a group presentation. The class and your teacher are Big Jack’s Pizza company employees. They will assess your branding proposal and ask questions, as needed.
  - a. The slide presentation should include (required):
    - i. Background of the issue (company info)
    - ii. Problem (customer feedback) and research results
    - iii. Existing situation
    - iv. Brief
    - v. New solution (not to exceed 5% of the budget)
    - vi. Budget
    - vii. Anything else that you can think of (be creative!)
  - b. The slide presentation should also include images and a sparse amount of text to explain what your thoughts, strategy, solution, etc. are for helping Big Jack's Pizza rebrand their company and products.

### Presentation notes:

- Everyone in your group should speak for about the same amount of time. While speaking, your slides should support your talk with information – text, graphics, etc. Don’t talk for a long time using only one slide.
- Since you are giving a virtual presentation, you do not have to create an actual pizza box (one of the jobs). You can do a software 2D or 3D box

design. Looking forward to seeing your creative thinking in your presentation!

**Submission:**

- Each group submits only ONE slide to Leb2 after their presentation on March 21 by 6 p.m.
- Write all names and student ID numbers of team members in one slide.