



TYCOON ENTERPRISE CHALLENGE 1 MASTERFUL MARKETING



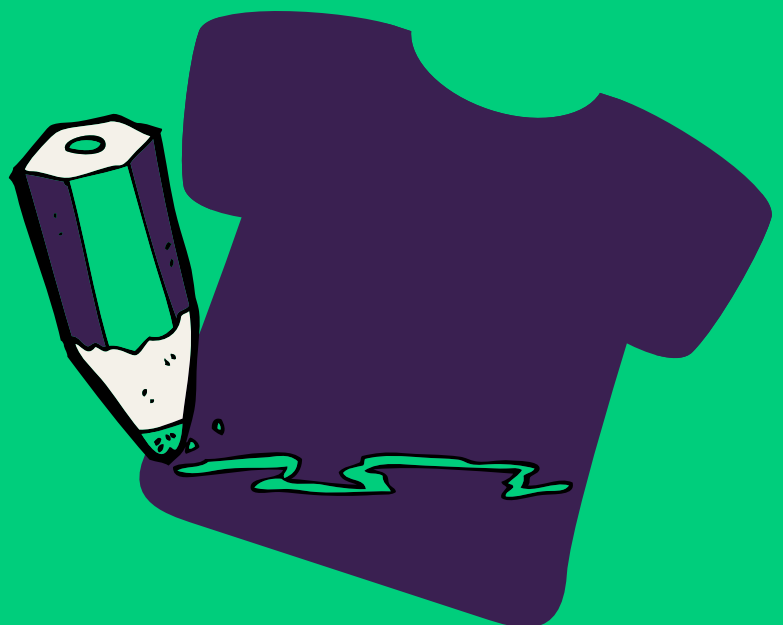
YOUR CHALLENGE (PRIMARY)



You own a clothing shop in your local area and have created a range of sustainable clothes. You are very proud of your work and want to share it to the local people so they get excited, come visit your shop and buy your clothes.

To complete this challenge, you need to:

- Create a brand name and logo for your clothing range.
- Design a poster for your new clothing range and decide where you would put these?
- Suggest three places you will tell people about your new clothing range and why?
- State someone you know or a celebrity that you would ask to promote your clothes and why?





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✓ WHAT WE'RE LOOKING FOR ✓

- Your brand name and logo show creativity and reflect what it is you are selling
- Your poster is eye-catching and draws people in
- You've thought about the target market(s) for your posters and where best to place them for maximum effect
- You've considered the best way to attract the attention of your audience

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HOW TO SUBMIT

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- Email tycoon@pjfoundation.org with your submission OR
- Post it on [Twitter](#) tagging [@pjfoundation](#) and using the hashtag [#TycoonChallenge](#) OR
- Post it on [Instagram](#) tagging [@peterjonesfoundation](#) and using the hashtag [#TycoonChallenge](#)



DEADLINE



The deadline for submissions is midday on Friday 27th March



THE PRIZE



A limited edition Tycoon pin badge.

Good Luck!

