



TYCOON ENTERPRISE CHALLENGE 1 MASTERFUL MARKETING



YOUR CHALLENGE (SECONDARY)



You are the Chief Marketing Officer of a company launching a new range of sustainable clothing. The plan is for the brand to generate a buzz from the moment it launches, and to capture people's imagination straight away.

To complete this challenge, you need to:

- Create a brand name and logo for the range.
- Recommend where the clothing range should be sold, and why
- State which three places will you use to advertise the range, with justification.
- State which celebrity/influencer would you use to promote the range, with justification.

✓ WHAT WE'RE LOOKING FOR ✓

- Your brand name and logo show creativity and reflect the type of good being sold
- You've thought about the target market(s) for the clothing range in terms of where your audience(s) look and purchase their goods
- 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.