Kool-Aid Branding Brainstorm Sheet

Answer these questions based on your research.

Group Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What flavor of Kool-Aid was the most popular according to your survey? This answer will vary based on the questions you asked in your survey.
2. Did the surveyed students seem more interested in mixing two flavors of Kool-Aid together OR did they want to mix a flavor of Kool-Aid with something else? Explain and give details.
3. At this point, if you were operating a business that wanted to create a new drink based on your research, what drink would you create? Be specific.
4. What would the name of your drink be? This needs to be creative but school appropriate.
5. Come up with a slogan to market your new drink and type that here. Again, this needs to be creative but school appropriate.
6. Design a logo to market your new drink. This could be the name of your drink written in a creative way or a symbol representing your product. You can design this logo using a variety of programs. Here are some examples: Paint, Publisher, PowerPoint, etc. After you create your logo, use the “snipping tool” found in the start menu of your computer to “snip” your logo and save it as a picture file. Turn this picture file in to Edmodo.

**After you answer the questions above, turn this completed document in to Edmodo.**