1. **Describe the product or service you will be introducing**

a.

b.

c.

d.

**2. Naming your Product**

a.

b.

c.

d.

3. **Design a logo for your new product (draw or computer design – attach to back of paper)**

a.

b.

c.

d.

e.

**4. Developing a Strong Brand**

a.

b.

c.

d.

e.

1.

2.

3.

4.

5.

**5. Describe (in detail) and draw the packaging and labeling for your product. What is it going to look like, what message will it convey?**

a.

b.

c.

d.

e.

f.