**Tycoon Enterprise Challenge 1: Masterful Marketing**

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.

Brand Name Logo

Where should it be sold? Why?

Which three places would you advertise the range? Why?

Which celebrity/influencer would you use to promote the range? Why?

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

How to submit:

* Email [tycoon@pjfoundation.org](mailto: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

The deadline:

* The deadline for submissions is midday on Friday 27th March

The prize:

* A limited edition Tycoon pin badge