Using the information provided in the Client Overview, students will complete a brainstorming activity and reflection.

First, students should refer back to the concepts learned in Chapter 2: Strategy and Branding and Chapter 6:

Concepts and Design in order to develop an advertising objective. Submissions without a clear advertising objective

will be penalized.

Next, students should set a timer for 10-15 minutes and brainstorm as many creative ideas as possible. Repeat until

you have at least five good creative ideas.

Finally, students should write a 3-5 paragraph paper reflecting on the brainstorming experience, addressing the

following:

What details from the client overview influenced your advertising objective?

What details from the client overview influenced your creative ideas?

Did you find brainstorming challenging?

Is there any additional research or information you need to refine your ideas or propose new ones?

Include any additional thoughts about the experience.

Your paper should be formatted in APA format with any references included at the end