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| **Big Woof Dog Shelter**   * Non-profit, humane animal sanctuary that rescues dogs * Relies mostly on volunteers * Hosts two large events each year * The Animal Adoption Extravaganza event aims to reduce the shelter population by more than 50% in a single weekend. * The Hip Pup Freestyle Rap Contest event is a fundraiser for the organization. It charges a fee for local talent to enter for the chance to win donated studio time for a recording. Artist Bow Wow performs a concert at the end of the event. | **Little Rivers Public Schools**   * Public school district opening a second, state-of-the-art elementary school. * District wants to draw the attention of locals to the new opportunities for students while also demonstrating how tax revenue is being spent. * The district needs help promoting their Riverdash 5K, a run along the riverbank to raise funds for the school. * Very traditional school district that wants a timeless design that will last for decades to come. | **Tot Notch Gourmet Tater Tots**   * Local restaurant that receives a fair amount of delivery orders but wants more dine-in customers. * The restaurant will be featured on the TV show *Diners, Drive-Ins, and Dives* and wants to draw attention to the episode to boost its national profile and take advantage of local tourist dollars. * Its signature dish is called “Tots All the Way Down,” a tater tot wrapped in cheese and bacon, wrapped in a bigger tater tot, wrapped in hamburger and cheese, wrapped in a large tater tot. |
| **Little Rivers Wolverines Football Club**   * Little Rivers Wolverines Football Club (LRWFC) is a semi-pro soccer team. * Attendance at games has declined because of a losing season last year. * LRWFC has traded for a new striker team member who wants to turn the franchise around, despite being very young. * Wants to build their brand around the new striker named Maradona Turn * The team will also be offering student discounts on Saturday matches. | **Riverside Hospital**   * Riverside Hospital is a new, locally owned healthcare facility that wants to showcase its urgent care clinics to the local underserved community. * This hospital wants a very serious, no-nonsense, clinical advertising campaign to reflect their serious approach to medicine. * The hospital offers affordable sports physicals to public school students. | **Little Feet Shoe Shop**   * Retail store that specializes in selling shoes, socks, and footwear accessories for infants and children through age five. * One feature of their shop is a tool they use to ensure that growing feet are fit into the right shoe size. * They want to increase the community’s awareness of their shop and the types of products they offer. * Their current branding is very old-fashioned. They want to update their branding to bright, modern designs that appeal to mothers in their late twenties. |