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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.
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| **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.
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