

FICTIONAL CLIENT CARDS

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.