

## Public Relations Strategy

### Assessment Task

#### **Implementing a PR strategy (Group activity) (LO3 AS2)**

Pretend your group has been commissioned to come up with a slogan and a logo for an up-and-coming new rock band. Your target market will be teenagers and you have to design a logo with the slogan that will be printed on buffs. The buffs will be distributed at local clubs and fast-food restaurants to give publicity to the band's new CD. Come up with three preliminary designs and slogans. Then choose the example you think will work best, develop it and present it to your class.

The band's name is Frosted Glass.  
Their new CD is called *Beyond the cold ...*

#### **Group assessment checklist**

<b>Criteria</b>	<b>Yes</b>	<b>No</b>
Our group created three preliminary designs and slogans.		
Our group chose our best example and presented it to the class.		
Our group is proud of our work.		
Our group understands and appreciates the value of PR in business.		
Our group worked together well as a team.		